

Nowadays, the women entrepreneurs in China almost 25% of the total, of which 60% are successful entrepreneurs in recent 10 years, the largest number of women entrepreneurs is from 40 to 45 years (Huang & Pen, 2012). After China accession to WTO, the adjustment of industrial structure provide more opportunities for women entrepreneurs to success, but in the context of economic globalization, the financial crisis will inevitably affect Chinese economic development and enterprise operation, it makes the women entrepreneurs enterprises have encountered unprecedented challenges (Li, 2009). Since the 70 years 20th century, in the business world, the female entrepreneurship has become a new trend in female employment, while in China, more and more women entrepreneurs start their own businesses and active in business word in recent years, the external factors to promote women into entrepreneurship field is evident. The male entrepreneurs that graduated from junior college or above accounted for about 53.3% of the total number of male entrepreneurs; with the same education of women entrepreneurs accounted for about 55.8% of the total number of women entrepreneurs; female worker under the leadership of women entrepreneurs is close to 60% of enterprise, it will be alleviate the employment pressure women (Zhang, 2012). (Zhang, 2010) In 21 century, the ability that women entrepreneurs need not only professional acknowledge, they also need the other abilities like: creation; positive and active thinking; right and deeply view; innovation, energy, etc. (Niu, 2011).