

ENTREPRENEURIAL LEADERSHIP: A NEW PARADIGM, CONTEXT AND VISION OF
EFFECTIVE LEADERSHIP WITH WOMEN EMERGING AS SUCCESSFUL
ENTREPRENEURS

by

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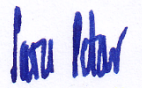
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ABSTRACT

ENTREPRENEURIAL LEADERSHIP: A NEW PARADIGM, CONTEXT AND VISION OF EFFECTIVE LEADERSHIP WITH WOMEN EMERGING AS SUCCESSFUL ENTREPRENEURS

Sneha Jha
2024

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The development of visible light on the " Entrepreneurial Leadership: A new paradigm, context and vision of effective leadership with women emerging as successful entrepreneurs". The study evaluated the relationship between women entrepreneurs' success and entrepreneurial leadership. The study investigates the relationship between women entrepreneurs' success in India and their leadership in entrepreneurship. The target market is Indian women entrepreneurs who successfully manage their businesses. The study's goals are to investigate the impact of leadership on the success of entrepreneurs, evaluate motivating variables, investigate women's entrepreneurial potential, and identify obstacles that stand in the way of women's entrepreneurial success. A descriptive research design was used in the study. To do a thorough statistical analysis, the study established commercial statistical tools like Excel and SPSS.

There were many different statistical approaches to take into account for this study; nevertheless, the ones that were chosen were regression analysis, analysis of variance (ANOVA), correlation analysis, and mean and standard deviation, depending on the objectives and hypotheses of the research. The purpose of the study is to shed light on the dynamics of

entrepreneurial leadership and how they affect the success of women in business. By identifying the particular possibilities and constraints encountered by women entrepreneurs, the research adds to our knowledge of the dynamic environment of entrepreneurial leadership. This study promotes gender inclusion in entrepreneurship and challenges cultural assumptions to assist the development of enabling settings that enable women's economic empowerment and creativity.

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Chapter-1

Introduction

1.1 Overview

Entrepreneurial leadership is defined as the dynamic process of presenting a vision, making commitment among followers and risk acceptance when facing opportunities that cause efficient use of available resources, along with discovering and utilizing new resources with respect to leadership vision (Hejazi et al, 2012). Women entrepreneurs are recognized as the primary drivers of economic progress and the emerging leaders in developing nations, contributing to wealth and well-being. Intellectually empowered women are unwilling to limit themselves within the boundaries of domesticity. They expect equal respect from their spouses (Henry et al, 2015). Nevertheless, Indian women still face significant obstacles in their pursuit of equal rights and status due to the deeply ingrained traditions inside Indian culture, which has historically been characterized by male dominance.

The study on "Entrepreneurial Leadership: A New Paradigm, Context, and Vision of Effective Leadership with Women Emerging as Successful Entrepreneurs," establishes the context by offering a thorough review of the subject field. The study explores the topic of entrepreneurial leadership, emphasizing its importance and the changing environment of entrepreneurship, particularly in relation to women entrepreneurs. The study provides an overview of the main subject areas, such as entrepreneurship, entrepreneurial leadership, and women entrepreneurship, in order to develop a solid knowledge for the reader. The study aims to establish the objectives, with a specific focus on the exploration and redefinition of leadership paradigms in the context of entrepreneurship, especially considering the increasing importance of women entrepreneurs. The hypothesis proposes a novel perspective on successful leadership in entrepreneurship, while the problem statement highlights the deficiencies and difficulties in current research. In addition, the study delineates the distinctive elements of entrepreneurial leadership specifically in the realm of women's entrepreneurship, establishing the foundation for the remaining chapters of the thesis.

1.2 Entrepreneurship

Entrepreneurship refers to the process of recognizing and taking advantage of business chances that arise from the relationship between an individual and a potential opportunity (Shane and Venkataraman, 2000). Entrepreneurship has a crucial role in generating employment

opportunities, driving economic and societal progress in countries, and fostering innovations (Frese and Gielnik, 2014). In addition, major corporations are striving to adopt more entrepreneurial strategies, a concept known as corporate entrepreneurship. Due to its significance, entrepreneurship has evolved into a vibrant and specialized area of research. This includes various subfields such as family business, small business, social enterprise, international/regional business ownership, developmental entrepreneurship, and entrepreneurial education (Praag and Versloot, 2007). Entrepreneurship is a multi-phase process that involves three distinct stages. Firstly, there is the prelaunch phase, where the entrepreneur identifies potential business opportunities that are both viable and feasible. Secondly, there is the launch phase, where the entrepreneur gathers the necessary resources to start the venture and executes the development plan. Lastly, there is the postlaunch phase, where the entrepreneur focuses on managing the new venture in a manner that ensures its growth and survival (Baron and Shane, 2007).

1.2.1. Characteristics of Entrepreneurship

Not all entrepreneurs achieve success; some traits contribute to the success of entrepreneurship. Only a limited number of them are mentioned here:

- a. Risk tolerance** -Every new business endeavor carries a significant potential for failure. Therefore, the courage and the ability to carefully evaluate the advantages and disadvantages of seizing opportunities are crucial for becoming an entrepreneur.
- b. Efficiency in innovation**- The individual must possess exceptional creativity in order to generate novel ideas, establish a business, and derive financial gain from it. Change might manifest as the introduction of a completely novel product onto the market or the emergence of a technology that does the same work with more efficiency and cost-effectiveness.
- c. Creativity and leadership capabilities**- The prospective company owner must possess a unique and clear vision to ensure the success of their firm. Nevertheless, a significant number of individuals and resources are needed to actualize the idea. Leadership abilities are crucial as they provide instruction and guidance to people to facilitate accomplishment.
- d. Ambitious**- A corporation may use any business circumstance by transforming it into an opportunity. Paytm capitalized on the circumstances and rapidly thrived by acknowledging the demand for digital transactions and the gravity of the demonetization.

- e. **Adaptable-** Entrepreneurs must possess flexibility and be prepared to make adjustments as needed. An entrepreneur needs to be adaptable to changes in goods or services in order to thrive.
- f. **Product Knowledge** - An entrepreneur must possess a comprehensive understanding of the items being sold, as well as stay updated on the latest market trends. It is essential to determine if the good or service being offered satisfies the market expectations or necessitates some modest modifications. In order to achieve success as an entrepreneur, it is imperative to possess the ability to assume accountability and implement essential enhancements (Nair and Pandey, 2006).

1.2.2. The Importance of Entrepreneurship

Entrepreneurship is widely acknowledged as a crucial driver of economic expansion in contemporary, rapidly evolving society. In addition to fostering economic growth and job creation, it also encourages innovative thinking and creative problem-solving (Fazalbhoy, 2014). Societies may adapt, evolve, and succeed in a continuously changing environment by supporting a culture of entrepreneurship, thereby becoming a vital component of sustainable development and prosperity.

- a. **Employment Creation-** Entrepreneurial activity is a key factor in the expansion of the labor force. It provides a foundational role, which is critical for recruits to develop their skills and knowledge.
- b. **Innovations-** It serves as the foundation for new product initiatives, technological advancements, and other initiatives aimed at enhancing market dynamics and the quality of products, ultimately elevating the overall standard of living for individuals.
- c. **Influence on Community and Society Development-** The influence on community and social development is significant when there is a sizable and varied labor force. It exerts an impact on societal transformation and advocates for enhancements such as increased investment in education, enhanced sanitation, reduced presence of slums, and a higher proportion of individuals owning their homes. Entrepreneurship contributes to the establishment of a society characterized by enhanced stability and improved living conditions.
- d. **Enhance Quality of Life** - Through the augmentation of revenue, entrepreneurship elevates an individual's level of life. Quality of life is the quantifiable improvement in a household's consumption of various goods and services within a predetermined timeframe.

- e. **Promotes research and development** - Innovative products and services need thorough investigation and assessment before their market release. Consequently, an entrepreneur also allocates resources to research and development (RandD) projects in collaboration with colleges, universities, and research foundations. This facilitates overall building, economic growth, and study (Meyer and Jongh, 2018).

1.2.3. Types of Entrepreneurships

Entrepreneurship encompasses an extensive range of strategies and approaches. In order to completely grasp the complexity of this vibrant field, it is imperative to understand all forms of entrepreneurship. Below are many categories of enterprises, encompassing both small-scale entrepreneurial ventures and socially oriented organizations:

a. Small Business Entrepreneurship

These companies include numerous businesses such as electricians, plumbers, travel agencies, food stores, and hairdressers. These people possess and oversee their own enterprises, while also engaging in partnerships with their relatives and family members. They lack the ability to establish a firm worth 100 crore or dominate an entire sector; instead, they generate sufficient income to exist in the market and support their family. In order to secure financial support for their business, individuals obtain loans from acquaintances, family members, relatives, or self-help groups (SHGs).

b. Scalable Start-up Entrepreneurship

The young entrepreneurs embark on these ventures with the conviction that their innovative ideas have the potential to transform the world. They appeal to experienced investors and promote innovative ideas. In order to support and fund their idea or enterprise, they require supplementary venture money.

c. Huge Entrepreneurship

Huge enterprises are the major companies that have experienced a lengthy organizational life cycle. The bulk of these organizations experience growth and maintain profitability by introducing innovative items that enhance their primary services. Advancements in science and technology, evolving customer preferences, emerging competitors, and other factors intensify the need to develop an innovative product and introduce it to a new client base in a previously untapped market dominated by large businesses. Established corporations either endeavor to

internally manufacture the product or acquire innovative enterprises in order to keep pace with rapid technical advancements.

d. Social services Entrepreneurship

This form of entrepreneurship centers on creating goods and services that address the issues and demands of society. Their main purpose is to serve the public without generating any profit (Lafuente et al, 1989).

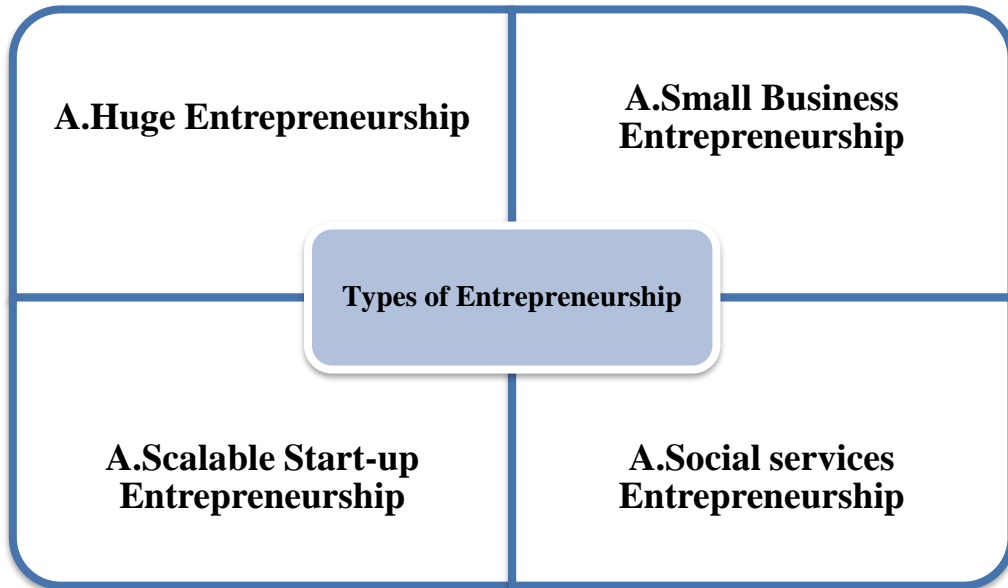


Figure 1.1: Types of Entrepreneurships

Source: Self- prepared by Author

1.2.4. The Theory of Entrepreneurship

Entrepreneurship encompasses more than just the act of establishing a new business. Entrepreneurship is the act of creating and capturing value in a volatile environment, spearheaded by individuals known as entrepreneurs (Mishra and Zachary, 2015). The generation of value in entrepreneurship is driven by the entrepreneurial intention of an entrepreneur, which stems from their aspiration for entrepreneurial rewards. The role of the entrepreneur is crucial in the overall entrepreneurial process, as it is not a self-contained phenomenon. Therefore, it can be inferred that individuals are naturally drawn to entrepreneurship due to the inherent appeal and the requisite resources that are integral to the entrepreneurial journey. The entrepreneurial process encompasses several key steps that an entrepreneur undertakes to identify and capitalize on external opportunities. This involves leveraging their entrepreneurial skills and available resources strategically. As the process

unfolds, entrepreneurs may need to acquire additional external resources to support their endeavors. Ultimately, the goal is to create long-lasting value and reap the rewards of their entrepreneurial efforts.

The Theory of Entrepreneurship is a research framework that delves into the inner mechanisms of the entrepreneurship process. This paradigm, as proposed by Mishra and Zachary in 2014, revolves around two distinct stages: value generation and appropriation. In the early stages of venture creation, entrepreneurs are driven by the aspiration for entrepreneurial rewards as they seek out external opportunities. The emergence of this opportunity may precede the formation of entrepreneurial intention. The utilization of available entrepreneurial resources and the employment of an effectuation mechanism are common strategies employed by entrepreneurs to leverage opportunities. The transformation of entrepreneurial opportunities is a crucial aspect in the development of entrepreneurial competency, which in turn provides a significant advantage for the entrepreneur.

Entrepreneurial competence refers to the combination of entrepreneurial skills and adapted possibilities, including the validation of an idea. The ensuing entrepreneurial competence extends beyond mere compliance with the VRIN requirements "(valuable, rare, inimitable, and non-substitutable criteria)" specified by the resource-based theory. During the first phase of venture development, an entrepreneur may employ effectuation as a strategy. This involves utilizing the phenomena of bricolage, where resources are shared and exchanged within the entrepreneur's social network (Baker and Nelson, 2005). In essence, the entrepreneur can utilize the existing resources and actively seek support from fellow entrepreneurs and consumers. The entrepreneurial skill developed during the initial phase of value creation must be strong enough to provide the entrepreneur with a distinct edge, enabling her to go to the next phase. During the second phase of venture revenue generation, the entrepreneur has the option to secure external resources like venture capital or strategic partnerships, if needed, and develop or purchase additional dynamic skills that complement their existing ones.

The venture's ability to adapt and innovate, as shown in the structure of its business model, allows it to continuously create value and obtain the proper rewards for its entrepreneurial efforts. "The Theory of Entrepreneurship" (Mishra and Zachary, 2015) provides a comprehensive explanation of the 2 stages of the process of entrepreneurship and all the associated sub-processes. Mishra and Zachary generated verifiable hypotheses based on the entrepreneurship value creation hypothesis. Applying the concept of entrepreneurship value

creation theory to a particular entrepreneurial situation or activity might lead to several additional propositions.

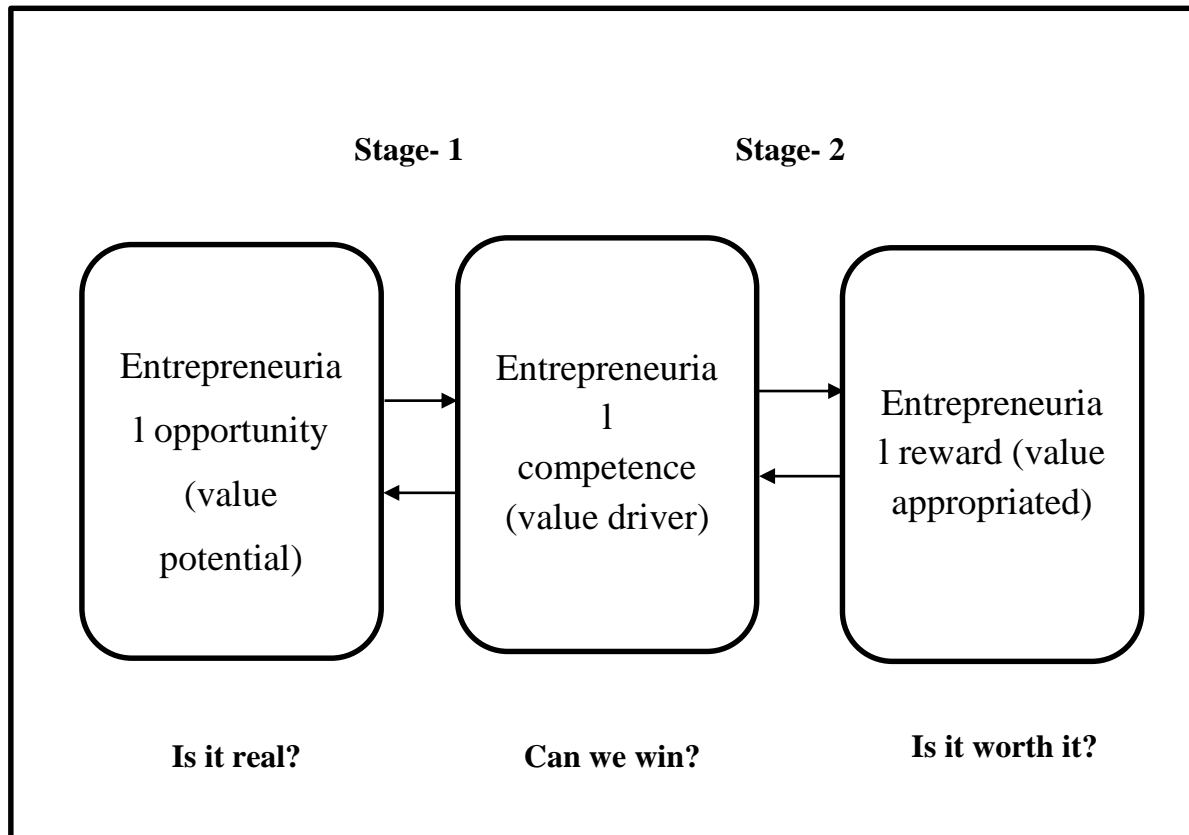


Figure 1.2: Entrepreneurial value creation

Source: Adopted from Mishra and Zachary, 2015

During stage 1, the entrepreneur identifies an external opportunity that holds significant potential value. An inventor can create an innovation, but the entrepreneur doesn't need to be the inventor as well. The entrepreneurial opportunity is external to both the process of entrepreneurship and the entrepreneur. Nevertheless, the entrepreneur plays a crucial role in identifying or perceiving the opportunity using the available resources and then reshaping it, utilizing those resources to develop entrepreneurial skills. The initial phase of value creation involves two sub-processes: finding opportunities and the development of entrepreneurial skills. These processes are motivated by the entrepreneurial purpose or a desire for entrepreneurial rewards. The progressive nature of the stage 1 processes allows for continuous exploration and evaluation until a viable and marketable opportunity is discerned. This sequential method ensures that the necessary entrepreneurial skills are honed and acquired before progressing to stage 2. The concept of entrepreneurial competency revolves around acquiring and utilizing entrepreneurial skills and achieving venture excellence. This

combination equips entrepreneurs with a distinct advantage that enables them to progress smoothly to the subsequent stage of their entrepreneurial journey. The initial stage of entrepreneurial competence is evaluated to determine if the entrepreneur and their team possess a superior plan compared to their competitors (Mishra, 2015). Entrepreneurial skills play a crucial role in facilitating the generation and enhancement of value during the subsequent phase. In the subsequent phase, the integration of the business model's design with dynamic abilities is undertaken to ensure the continuous generation of value. This integration is crucial as it ultimately paves the way for the attainment of entrepreneurial rewards. The second stage sub-processes follow an iterative approach, ensuring that entrepreneurial competence and flexible skills continue to create value and justify the entrepreneurial incentive.

1.3 Leadership

A leader is an individual who bears the task of exerting influence on one or more followers and guiding them toward the attainment of a predetermined goal. During this process, the leader must possess an understanding of the capabilities of each of their followers and discern the specific areas that require enhancement (Winston and Patterson, 2006). Leadership is the process by which an organization develops a group of potential leaders who have the ability to influence the culture of the company and establish patterns of achievement. Organizations serve as a common environment where individuals seek fulfillment in their lives by engaging in meaningful work and desire their time investment to be valuable (Ulrich et.al., 1999). In essence, competence pertains to intellectual ability, commitment pertains to physical presence and dedication, and contribution pertains to emotional investment. Leaders must exhibit authenticity in order to foster heightened trust among workers and enhance their productivity, as well as to enhance the organization's reputation among communities (Ulrich and Smallwood, 2012). Similarly, the pursuit of leadership development without a clear goal may be a delightful distraction, unless it effectively cultivates leaders who achieve outcomes that align with the organization's objectives. The understanding of the expectations of organizations and employee stakeholders for defining "leadership" are explained below:

a. Organization Expectations

Expectations of the organization Leaders establish and manage organizations that effectively translate strategic goals into long-lasting and consistent actions. When queried about firms they hold in high regard, individuals promptly cite corporations such as Apple, Starbucks, Intel, or Google. Inquire about the number of management layers these firms possess and their strategy-

setting process, and it is evident that very few individuals possess knowledge or interest in these matters (Groysberg et al, 2018). The aspects that people like about these organizations are not their organizational structure or the methods by which work is completed, but rather their capacities - their aptitude for innovation or their agility in adapting to evolving client demands. Organizational capabilities refer to the collective talents, abilities, and knowledge of an organization. They are the result of investments made in human resources, such as hiring, training, remuneration, communication, and other activities. The aspects that people like about these organizations are not their organizational structure or the methods by which work is completed, but rather their capacities - their aptitude for innovation and their agility in meeting evolving client demands. Organizational capabilities refer to the skills, talents, and knowledge possessed by an organization. These capabilities are the result of investments made in human resources, such as staffing, training, remuneration, communication, and other activities (Stalk et al, 1992). Due to their difficulty in quantification, managers typically underestimate the significance of intangible investments compared to physical assets like as plant and equipment or technology. However, intangible investments play a crucial role in instilling investor confidence in future profitability. There is no definitive or universally applicable inventory of desired or optimal skills for any firm.

b. Employee Expectations

Leaders facilitate the complete productivity of staff by adhering to a straightforward three-step formula: “Competence X Commitment X Contribution”. Competence encompasses the requisite knowledge, abilities, and values needed for present and future employment opportunities. The organization emphasized the importance of having the appropriate abilities, being in the correct location, and performing suitable work at the optimal moment. Competence is crucial as it prevents the occurrence of bad decision-making resulting from incompetence. However, if there is no commitment, the value of skill is diminished (Buckingham and Clifton, 2001). Proficient employees who lack dedication are intelligent but exhibit low levels of effort. Dedicated or involved personnel exert significant effort, invest their time, and fulfill assigned tasks. Over the past twenty years, dedication and proficiency have been the key attributes for attracting skilled individuals.

1.3.1. Leadership Styles

Effective leadership requires the ability to adapt one's leadership style according to the circumstances, with an emphasis on supporting and earning the trust and respect of followers

(Aric, 2007). Leadership is the act of using social influence to motivate and guide subordinates towards achieving the goals of an organization, with the leader seeking their voluntary collaboration (Omolayo, 2007). A leader is someone who assigns responsibilities and exerts influence over others to push them to behave in order to accomplish certain goals (Mullins, 2007). Nowadays, firms require competent leaders who possess a deep understanding of the intricate nature of the swiftly evolving global landscape. When the job is well-organized and the leader maintains a strong rapport with the employees, the employees will exhibit a high level of effectiveness.

Leadership style refers to the continuous and distinctive pattern of conduct exhibited by a leader. In modern times, firms require competent leaders who possess a deep understanding of the intricate dynamics of the swiftly evolving global landscape. Varying leadership styles can have an impact on the effectiveness or performance of an organization (Nahavandi, 2015). The effectiveness or ineffectiveness of suitable organizations, nations, and other social entities has been mostly attributed to the character of their leadership style (Oladipo et al, 2013). The conduct of leaders has a direct impact on the trust and happiness of workers towards the organization. Additionally, organizational citizenship behavior plays a role in strengthening the link between leadership style and commitment to the organization (Podsakoff et al, 1990).

Leadership styles may be categorized into two distinct types: transformational leadership and transactional leadership.

a. Transformational Leadership styles:

The "transformational leadership style" prioritizes the development of followers and attends their needs. Managers who embrace a "transformational leadership style" prioritize the cultivation of employees' value systems, motivation, and ethical principles, while using their own talents (Ismail et al, 2009). Transformational leadership aims to fundamentally modify individuals and organizations by broadening their perspective, perception, and comprehension, aligning their actions with their principles, and facilitating enduring, self-perpetuating transformations that generate momentum (Bass, 1998). Transformational leadership encompasses the qualities of exerting personal influence, fostering spiritual motivation, and promoting intellectual stimulation. They frequently prioritize individuals, build a clear vision and internal objectives, foster an inclusive culture, entrust the team with achieving their goals, and fully harness the workforce's potential. Transformational leaders stimulate individuals to

embrace new perspectives, provide support and encouragement, communicate a compelling vision, and elicit intense emotions and identification. Transformational leaders demonstrate the capacity to effectively build and articulate an objective for their organizations. Their leadership strategy has the capacity to influence and alter elements at the human level, such as improving inspiration, as well as aspects at the organizational level, such as resolving disputes within a group or team (Tracey and Hinkin, 1998). Transformational leadership exerted a significant impact on both individual and organizational results, including employee happiness and performance. Greater degrees of transformative leadership had a positive correlation with increased levels of group effectiveness.

b. Transactional Leadership styles:

Transactional leadership concentrates on the reciprocal exchange of benefits between the leader and followers. In this leadership style, followers are incentivized and rewarded for meeting certain goals or performance criteria (Trottier et al, 2008). Transactional leaders first establish the connection between productivity and reward and then replace it with an appropriate response that encourages subordinates to improve the way they perform (Bryant, 2003). Transactional leadership in businesses serves as a mechanism for managers and subordinates to engage in a trade of goods, services, or resources (Jung, 2001). The transactional leadership style is characterized by the reciprocal exchange of rewards and goals between personnel and management (Howell and Avolio, 1993). Transactional leadership prioritizes the fulfillment of staff's fundamental and tangible needs, and the relationship between leaders and their staff is established through contractual agreements. They achieve organizational objectives by the allocation of specific job positions and the establishment of a mission, with the primary aim of ensuring organizational stability. Transactional leaders inspire and encourage their subordinates by offering prizes based on performance, taking corrective measures when necessary, and ensuring adherence to established rules. Transactional leadership relies on contingent reinforcement, which can be either positive contingent rewards or the more negative types of management-by-exception, either active or passive (Bass and Avolio, 1993). Transactional leaders inspire followers through a system of trade, such as completing tasks in return for prizes or privileges. The effectiveness of the group was greater when led by transactional leaders. Transactional leaders prioritize the accomplishment of tasks and ensure employee obedience. They significantly depend on corporate incentives and penalties to affect worker productivity (Burns, 1978).

1.3.2. Leadership Theories

a. The Great Man theory

This theory states that leaders are inherently born with their leadership qualities, rather than acquiring them via external factors. The innate features will manifest in accordance with the necessity. This hypothesis was favorably received by historians and was coined as the "Great Man Theory" due to the historical context when leadership roles were predominantly held by males. This idea became superfluous following extensive study and studies conducted on leadership (MacArthur et al, 2011).

b. Trait theory

The trait theory concept was among the initial theories of leadership. This method emphasizes the fundamental attributes, such as physical and personal features, as well as the competencies that a leader should have. It operates on the premise that fundamental characteristics are the underlying cause of leaders' behavior, which remains consistent across many circumstances. This method, akin to the Great Man theory, believes that leaders possess inherent attributes that stay consistent over an extended period (Fleenor, 2006).

c. Contingency theory (Situational Theory)

The contingency theory examines environmental elements that may influence the most suitable leadership style for a certain circumstance. The leadership style, followers, and the situation are among the several elements. The situational theory highlights that leaders will select the most effective leadership style by considering the specific scenario and the group they aim to influence. The behavioral hypothesis posits that leaders are developed via learning and experience, rather than being inherently born with leadership qualities. This stands in contrast to the Great Man theory. It is contended that leadership qualities are capable of being acquired and enhanced via learning and development (Charry, 2012).

d. Participative theory

The Participative theory illustrates the leader's capacity for collaborative decision-making or the shared impact of subordinates in the decision-making process. This leadership style would enhance team motivation by valuing and acknowledging the contributions of team members (Somech, 2006).

1.3.3. Entrepreneurial Leadership

Entrepreneurial leadership encompasses the establishment of distinct objectives, the generation of prospects, the delegation of authority, the maintenance of close relationships within the

organization, and the establishment of a comprehensive human resource framework (Cunningham and Lischeron, 1991). Entrepreneurial leaders can exhibit distinct characteristics that set them apart from other leaders and non-leaders. These attributes include a propensity for high-risk behavior, a willingness to embrace new ideas, a strong desire for accomplishment, and a tendency to make decisions quickly and without excessive contemplation (Nicholson, 1998). Entrepreneurial leadership involves resisting the influence of socialization that molds the personality of managers and having the desire to transition from management to leadership. The fundamental principle of leadership in organizations focuses on the act of exerting influence on others to foster understanding and agreement regarding necessary actions, while also supporting the combined endeavors of individuals and groups to achieve common goals (Yukl, 2012). Entrepreneurs are exceptional leaders who skillfully see possibilities and efficiently gather resources from many stakeholders to capitalize on these opportunities and generate value. In order to accomplish value creation, they generate forward-thinking scenarios that are essential for identifying and mobilizing a group of people who will bring the vision to life. Entrepreneurs are exceptional leaders who skillfully see possibilities and gather resources from different stakeholders to capitalize on these chances and generate value. In order to accomplish value creation, they develop imaginative scenarios that are essential for choosing and mobilizing a group of individuals who will bring the vision to life (Gupta et al, 2004).

The initiation of a commercial endeavor is a deliberate and ongoing process that embodies a manufactured reality characterized by uncertainty, potential danger, and a lack of assurance (Gartner et al, 2010). The need to promptly alter organizational structures and processes when the firm aims to transition to a better business model or expand requires leadership behaviors that can efficiently resolve several contradictions and disputes (Volery et al, 2015). Start-ups and small enterprises are often overseen by their owners and have a decentralized structure that allows for direct communication with the owner-managers. Within this particular framework, the possibility to engage with the highest-ranking individual signifies an opportunity to obtain direct and immediate validation or endorsement from a person of authority (Vecchio, 2003). Additionally, the entrepreneur's personality has a significant impact, and there is rarely a clear separation between leadership and organizational responsibilities (Leitch et al, 2009). Simultaneously, larger, well-established organizations have seen escalating rivalry and swift technical advancements in their conventional markets. Within the realm of hyper-competition, the leader's capacity to adjust to developing

environmental circumstances and effectively execute and endorse change is frequently seen as the primary driver of competitive advantage (Kuratko, 2018).

Efficiently navigating and investigating new opportunities is a key skill possessed by successful entrepreneurs who thrive in dynamic and evolving situations. According to Fernald et al. (2005), they generally promote a novel kind of leadership called entrepreneurial leadership, which represents a departure from traditional leadership styles and emphasizes progress toward the future. Given this context, entrepreneurial leadership has emerged as a distinct form of leadership that recognizes the unique challenges faced by leaders in new and small corporations, as opposed to larger ones. It also acknowledges the fast-paced and competitive environment in which all organizations operate (Harrison et al, 2015). Entrepreneurial ventures are companies that focus on identifying, evaluating, and taking advantage of entrepreneurial possibilities. Entrepreneurial leadership is not limited to any one organization, industry, or culture. It may thrive in various contexts, such as for-profit and not-for-profit organizations, as well as in both formal and informal economies (Renko et al, 2015).

1.3.4. Women As Effective Leaders

The matter of whether men and women exhibit distinct behaviors in leadership roles is a subject of extensive debate. While it is well acknowledged that women encounter more obstacles in attaining leadership positions compared to men, particularly in male-dominated professions (Eagly et al, 1994), there is far less consensus about the actions and attitudes of women and men after they achieve these roles. Typically, discussions on this matter revolve around leadership styles, with style being defined as the consistent patterns of behavior displayed by leaders. Style variations can have significant implications as they are a contributing element that can influence individuals' perspectives on the suitability of women assuming leadership roles and progressing to higher positions within organizational structures.

Gender roles in relation to leadership can be better understood by examining agentic and communal characteristics (Eagly et al, 2000). Agentic characteristics, which are more commonly attributed to males than women, largely encompass assertiveness, control, and confidence. These characteristics include aggression, ambition, dominance, forcefulness, independence, daring, self-assurance, and competitiveness. Agentic behaviors in job contexts encompass forceful communication, active competition for attention, persuasive influence over others, proactive initiation of task-related activities, and offering problem-focused ideas (Leitch and Volery, 2017). Communal characteristics, which are more commonly associated

with women than males, largely refer to a focus on the well-being of others. These characteristics include being loving, helpful, kind, empathetic, interpersonally sensitive, nurturing, and gentle. Communal behaviors in job contexts encompass behaviors such as communicating with caution, avoiding drawing attention to oneself, complying with others' instructions, providing support and comfort to others, and actively participating in resolving relationship and interpersonal issues.

1.3.5 Concurrent Engagement in Gender Role and Leader Role

In addition to the expectations placed on them by their position in the organizational chart, managers and other leaders often face pressure to conform to gender norms. Gender roles typically still have an impact, so people of different sexes who hold or could hold the same position in an organization may act differently. This is in contrast to the structural interpretation of organizational behavior, which predicts that men and women in leadership positions would act similarly (Kanter, 2008). Formal leadership (or management) positions should have utmost importance in organizational contexts, regardless of the impact of gender roles on leaders' actions. These positions grant their holders genuine power and are governed by fairly explicit standards of proper conduct.

Women leaders' attempts to reconcile their conduct with the occasionally contradictory expectations of the feminine gender role and their responsibilities as leaders can cultivate leadership styles that diverge from those of males. Both Female and male leaders act differently according to gender norms. The content of their positions is different, but there's also a disconnect between the agentic traits thought to be essential for effective leadership and the communal traits commonly associated with women. Most people agree on what male leaders should do, but they have different views on what women should do (Chandler, 2011). The degree to which people believe a leader's responsibilities conflict with those of a woman depends on a number of factors, including how those responsibilities are defined, how the female gender role is expressed in any particular context, and how strongly people believe in traditional gender roles. Many people have bias against female leaders and those who aspire to be leaders because they believe their traits don't align with the conventional gender role. There are two manifestations of this bias: first, a bias toward viewing women's leadership potential more negatively than men's (based on the assumption that women lack the innate leadership abilities that men possess), and second, a bias toward viewing women's actual leadership behavior more negatively than men's (because women are stereotyped as having fewer desirable behaviors associated with agency).

Normative descriptions of gender roles give birth to the first type of prejudice. This is a reference to the process by which preconceived notions about women's traits are activated and then assigned stereotyped female traits. These qualities are different from the qualities that are typically expected and desired in leaders (Eagly and Johannesen-Schmidt, 2001). The second type of prejudice arises from the injunctive (or prescriptive) norms associated with gender roles, namely the activation of ideas on the expected behavior of women. Female leaders who deviate from societal expectations by meeting the assertive demands of leadership positions while not displaying the nurturing and cooperative behaviors typically associated with women may face negative evaluations for these deviations. However, they may still receive some positive evaluations for fulfilling their leadership role.

Despite women's increased presence in management roles, they have not yet attained the highest executive leadership positions and continue to receive lower compensation compared to males in the same positions. Nevertheless, significant advancements have been achieved and continue to be accomplished. Valerio argues that the growth of women's leadership has been facilitated by global, social, and cultural factors such as globalization, e-business, market changes, technological advancements, and the increasing demand for cooperation, alliances, and partnerships. Women have taken advantage of these chances by leveraging their distinctive qualities and leadership styles.

1.4 Women Entrepreneurship

Women entrepreneurs are recognized as the catalysts for economic progress and the prospective leaders of the economy in developing countries, aiming to foster prosperity and welfare. Women entrepreneurs may be defined as either individuals or collectives of women who assume the responsibility for initiating, overseeing, and conducting the activities of a commercial endeavor. As per the definition provided by the Government of India, “an enterprise owned and controlled by women having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women”. The increase in the number of women who are starting their own businesses in developing nations has captured the attention of both the academic community and the development sector. Women entrepreneurs are active in business owing to the push and pull elements that motivate women to have independent occupations and stand on their own feet (Koneru, 2017). This impulse is driven by a sense of autonomy in making decisions regarding their life and profession, which is the motivating element behind it. Women entrepreneurs are influenced by these variables, and as a result, they select a job that presents them with a

challenge and serves as an impulse to try something new (Cardella et al, 2020). On the other hand, Indian women have a long way to go before they can obtain equal rights and positions. This is due to the fact that traditions are deeply ingrained in Indian culture, which has historically been a sociological structure that has been controlled by males. Women are consistently instructed to rely on males, both inside and outside their families, throughout their entire lives due to the perception that women belong to a lesser gender. Because of the Indian tradition, they were merely subordinates and were responsible for carrying out the decisions that were made by another man.

1.4.1. The Importance of Women Entrepreneurs

Women entrepreneurs are responsible for the creation of employment, the expansion of economies, and the provision of creative goods and services to society. They serve as leaders and role models that are both inspiring and influential. Enterprises that are owned by women create huge incomes all around the world.

- a. Embrace challenges:** Demonstrate a willingness to engage in new experiences and confront obstacles directly.
- b. Ambitious:** Establish higher goals for oneself and exert diligent effort to attain them.
- c. Diligence:** Allocate the required time and exertion to achieve success.
- d. Perseverance:** Maintain resilience and determination, even in the face of adversity.
- e. Motivator:** Motivate yourself as well as other people to keep going even in the presence of challenges.
- f. Daring:** Display a readiness to engage in novel experiences and venture beyond your familiar boundaries.
- g. Conscious:** Maintain a state of awareness regarding your environment and the influence you exert on others.
- h. Educated:** acquire knowledge and develop oneself, both in personal and professional aspects.
- i. Intelligent:** Utilize your cognitive abilities to resolve issues and make well-informed choices.

Women entrepreneurs possess the drive, mindset, and skills necessary to create, manage, and expand a company endeavor. They possess traits such as innovation, persistence, accountability, goal orientation, and a willingness to take measured risks.

1.4.2. Training in Skills

The widespread practice of training women professionals based on the assumption that they are merely meant to provide additional income, so denying them fair compensation for their entire day's work, has resulted in their widespread exploitation. Activities aimed at training women should prioritize enhancing their marketability and earnings, rather than being limited to traditional tasks such as pickle-making and garment production. Any program catering to female entrepreneurs is vulnerable to abuse by unauthorized individuals who do not meet the eligibility criteria for the incentives. These individuals may take advantage of the program by utilizing the really worthy beneficiaries as a cover for their own selfish objectives. The activity at hand cannot be effectively restrained via mere encouragement or regulation; it is imperative to motivate women beneficiaries to assert more influence over decision-making in family enterprises, regardless of whether these firms are officially registered under their names or not. Such confidence can only be derived from an increased level of knowledge and experience in navigating the external world, as well as by associating with other accomplished female entrepreneurs.

The profession of teaching is a prominent component of the service economy and boasts a considerable number of female workers. Nevertheless, financial institutions or banks do not offer funding for the establishment, equipment, or operation of educational organizations. Educational organizations can be justified on the grounds of their economic viability since they have grown into crucial considerations for firms in selecting their site. Software professionals are widely known for their lack of enthusiasm when it comes to working in places that lack high-quality educational institutions at the school level. Therefore, it is logical and beneficial to prioritize funding for the establishment of high-quality educational institutions, considering both economic and social factors.

1.4.3. Assistance to Women-Owned Enterprises

Support to women-owned enterprises is often provided through “policy-level, industry-level, or enterprise-level approaches” (Brodman and Berazneva, 2007). All three approaches of facilitating the growth of women-owned businesses play a crucial role in enhancing economic prospects for women. However, these techniques encounter two primary obstacles: 1) How to

achieve considerable profit growth for entrepreneurs while simultaneously reaching widespread effects, and 2) How to enhance the position of enterprises owned by women in the value chain to enable them to earn substantially greater levels of income.

a. Policy-Level Approach

The policy-level approach seeks to establish a business environment that fosters women's entrepreneurial activity, primarily by enhancing government policies. This includes measures to promote transparency, ensure fair rights, and provide equal opportunities for accessing the resources necessary for business growth, such as funding, capacity development, government agreements, information, involvement in public sector decision-making, and both national and global business networks. Furthermore, it aims to enhance the recognition of women's economic rights and their accomplishments as entrepreneurs among policymakers and the general public (Ogundana, 2022). The implementation of policy and legal reforms is crucial for the prosperity of women-owned businesses, but it often requires a significant amount of time for these organizations to see tangible advantages. Furthermore, in several nations, inadequate legal enforcement prevents women entrepreneurs from fully benefiting from programs specifically meant to assist them.

b. Industry-Level Approach

A cross-industry or cross-cluster strategy offers services to industries or clusters that have a significant number of firms owned by women, such as fashion, handicrafts, and food processing. These strategies enhance the competitive advantage of the target firm by promoting modifications in business processes, facilitating business collaborations and networks, and establishing closer connections between the companies and a formal economy value chain (Azam Roomi et al, 2009). However, these large-scale strategies frequently provide minimal or no effects on the financial performance of firms. While women entrepreneurs may be more consistently connected to the formal sector, they typically occupy positions of low importance within the value chain. When under pressure to provide tangible outcomes, these strategies frequently resort to enterprise-level initiatives, which restrict the number of firms that may be directly impacted.

c. Enterprise-Level Approach

The third and most commonly employed strategy for promoting women-owned businesses centers around offering direct assistance to these companies. These activities give access to crucial aspects such as Funding, information, markets, guidance, training, technology, business

relationships, and help for surmounting social hurdles. These programs must exhibit a high level of sensitivity towards the unique aims and preferences of individual businesswomen, which may diverge from those of males. Women entrepreneurs have a higher inclination to restrict the scale of their enterprises compared to males (Minniti and Arenius, 2003). However, in general, these programs have the objective of assisting entrepreneurs in the growth of their firms. While enterprise-level development provides significant value to small and medium-sized enterprises (SMEs), it has encountered many ongoing problems.

Attaining scale is a challenging task due to the restrictions imposed by limited resources, which restrict the extent of services provided the number of firms served, or both. Consequently, these operations frequently concentrate on a rather limited group of companies (Poggesi et al, 2020). Occasionally, they choose the most robust enterprises in order to produce enough force to provide chances for other women-owned enterprises that do not directly benefit. Alternatively, they may concentrate on certain segments of the population, such as those with low incomes or small businesses operating within a specific sector or region. Regardless of the specific area of concentration, a significant challenge faced by many of these operations is their limited ability to extend their influence beyond the immediate recipients (Yadav and Unni, 2016). However, some initiatives at the business level effectively handle limitations on resources by providing a limited selection of services. While these services may contribute to the generation of additional income for women-owned enterprises, they seldom facilitate the firms' progression up the value chain. Telecenter programs, such as the one mentioned, offer affordable and universal information and communication technology (ICT) services and training. Several telecenters provide specific incentives or services tailored for women, such as discounts, extended operating hours, and training opportunities. However, telecenters have struggled to prove that they have effectively boosted the income of their SME customers.

1.5 Women Entrepreneurship in India

A women entrepreneur is a person who intentionally undertakes a challenging endeavor to meet her own needs and attain financial independence (Orhan and Scott, 2001). Entrepreneurial women possess an inherent inclination towards pursuing beneficial endeavors, demonstrating their ability to add value to both their family and society. Media has enabled women to become conscious of their own characteristics, rights, and work environments (Hattangadi, 2007). The challenges and opportunities for women in the digital age are growing rapidly, prompting job seekers to shift into job creators. Numerous women embark on entrepreneurial ventures due to

a range of challenging situations, including divorce, discrimination connected to pregnancy, facing barriers in the corporate world, dealing with a family member's sickness, or economic concerns such as being fired. Women have broken through the glass ceilings and are actively involved in several industries. The emergence of women in the business sector in India may be attributed to their involvement in kitchen-related activities, particularly the production of three key products: pickles, powders, and papads. Nevertheless, with the increasing prevalence of education and the passage of time, women gradually shifted from conventional societal roles to contemporary ones that emphasized fields such as energy, electronics, and engineering. The primary factors driving women's entry into commercial enterprises are their proficiency, expertise, and capacity to adjust to changing circumstances in the corporate world. However, an expanding population of female entrepreneurs is emerging as a larger percentage of women decide to step away from the corporate sphere in order to forge their own paths. They are thriving in several fields like as design, interior decoration, exportation, publishing, and garment manufacturing, while also actively seeking new opportunities for economic engagement. The subsequent flow chart illustrates the factors that motivate women to pursue entrepreneurship.

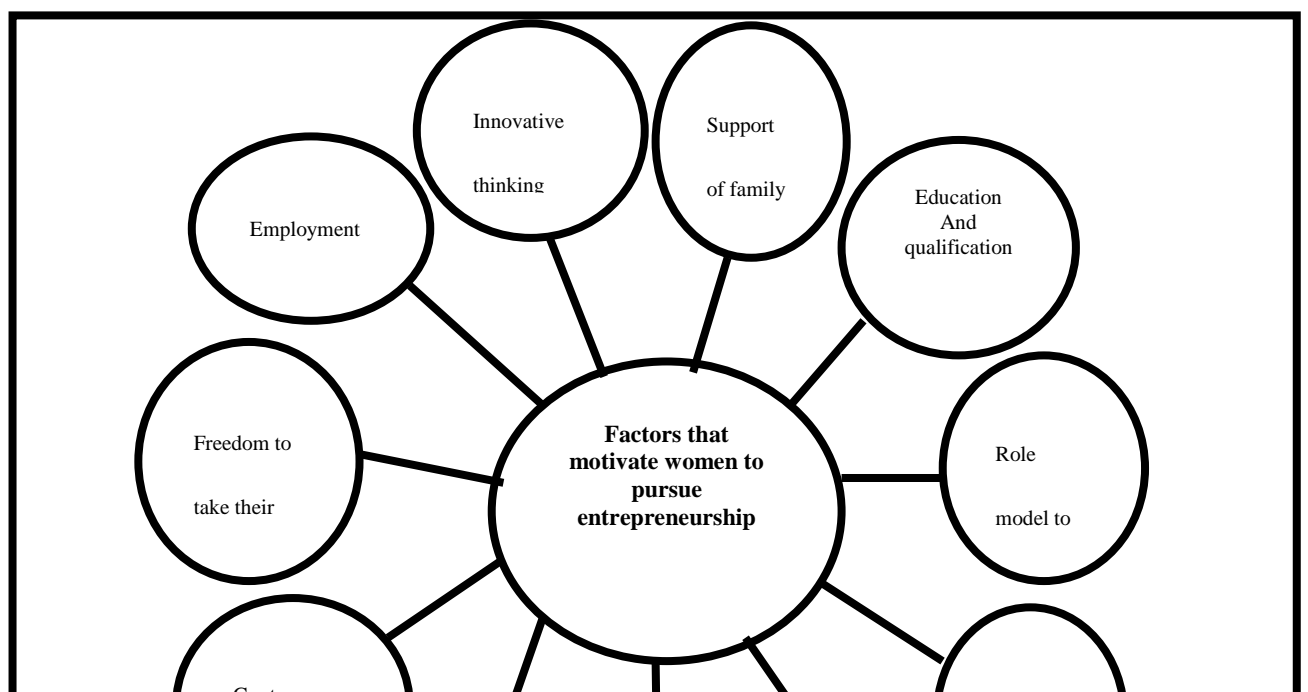


Figure 1.3: Factors that motivate women to pursue entrepreneurship.

Source: Self- prepared by Author

1.5.1 Schemes by the Government of India to Promote Women's Entrepreneurship:

Currently, the Government of India administers more than 27 programs specifically designed for women, which are managed by several departments and ministries. Here are a few examples:

- a.** Khadi And Village Industries Commission (KVIC)
- b.** Prime Minister 's Rojgar Yojana (PMRY)
- c.** Entrepreneurial Development programmes (EDPs)
- d.** Management Development programs
- e.** Women's Development Corporations (WDCs)
- f.** Trade Related Entrepreneurship Assistance and Development (TREAD)
- g.** Working Women's Forum
- h.** Indira Mahila Yojana
- i.** Mahila Samiti Yojana
- j.** Mahila Vikas Nidhi
- k.** Micro Credit Scheme

- l.** Rashtriya Mahila Kosh
- m.** SIDBI's Mahila Udyam Nidhi
- n.** SBI's Stree Shakti Scheme
- o.** NGO's Credit Schemes
- p.** Micro and Small Enterprises Cluster Development Programmes (MSE-CDP).
- q.** Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)
- r.** Exhibitions for women, under promotional package for Micro and small enterprises approved by CCEA under marketing support

Non-governmental organizations (NGOs) are effectively augmenting the endeavors of the government and its several agencies in advancing women's entrepreneurship. Despite the combined and determined efforts of governments and non-governmental organizations (NGOs), there still exist some deficiencies or shortcomings (Kumar, 2004). Undoubtedly, significant progress has been made in empowering women; nonetheless, the path ahead is arduous and challenging (Tiwari, 2017).

1.5.2 Women's participation in MSMEs

According to the Annual Report 2022-23 from the "Ministry of Micro, Small and Medium Enterprises, Government of India", "Central Public Sector Undertakings (CPSUs)" acquired 3% of their goods and services from Women Entrepreneurs as part of the overall obligatory procurement of 25%. In the fiscal year 2022-23, Central Public Sector Undertakings (CPSUs) have purchased products and services amounting to Rs 1,035.66 crore from 7,658 women-owned Micro and Small Enterprises (MSEs). This is for 0.96% of the overall procurement. In 2022, the MSME Pavilion at the India International Trade Fair (IITF) had the highest-ever participation from women-owned enterprises, accounting for 73% of the participants. In commemoration of International Women's Day, 2022, the Ministry initiated a dedicated campaign called "SAMARTH" to promote entrepreneurship among women.

Khadi and Village Industries Commission (KVIC) is a legally established organization responsible for facilitating the manufacturing and commercialization of Khadi. A broad network of more than 2935 Khadi Institutions in India is now executing the activities of KVIC. More than 497,000 individuals are involved in this activity. Of the total, more than 80 percent are female artisans. Women beneficiaries receive a larger stipend under the PMEGP program. From its establishment in 2008-09 to 31.12.2022, a total of 259,339 initiatives initiated by

women entrepreneurs have received assistance under the PMEGP program. According to the NSS 73rd Round of NSSO, there is an estimated total of 1,23,90,523 Women-owned proprietary MSMEs in the country. Women own more than twenty percent of the proprietary micro, small, and medium-sized enterprises (MSMEs) (<https://msme.gov.in/msme-annual-report-2022-23>).

The "Mahila Coir Yojana (MCY)" is a government initiative. The Mahila Coir Yojana (MCY) scheme, which is part of the Coir Vikas Yojana, focuses specifically on providing training to women craftsmen as part of its skill development program. The Coir Board has been implementing the MCY plan since 1994. This initiative is specifically designed to empower women artisans in the coir sector by providing them with self-employment possibilities in rural areas. In India, the output of coir fiber has significantly risen during the past twenty years. The process of transforming coir fiber into yarn using motorized spinning wheels in rural households offers significant opportunities for widespread employment, enhanced productivity and quality of coir fiber, improved working conditions, and increased income. Ultimately, this leads to an upliftment in the standard of living for rural female artisans. The training curriculum lasts for two months and participants get a stipend of Rs. 3000 each month. During the reporting year, the Board has provided instruction in Spinning coir yarn under MCY to a total of 740 coir Artisans till December 2022.

1.6 Factors Affecting on Success of Women Entrepreneurs

The challenges and constraints faced by female entrepreneurs have hindered the growth of women's entrepreneurship (Dhameja, 2002). The primary factors affecting on success of women entrepreneurs are:

- a) The main challenge for women entrepreneurs is their gender. The establishment of a patriarchal and male-dominated societal structure serves as a fundamental foundation for their journey toward achieving success in business. Male members perceive financing enterprises led by women as very risky.
- b) Male chauvinism is widespread in several regions of the country. Women are perceived as "able," meaning weak in all aspects. Within a patriarchal culture, women face inequality in comparison to males, which hinders their ability to enter the corporate world.
- c) Women entrepreneurs encounter fierce competition from male entrepreneurs who effortlessly engage in promotional and developmental activities, and effectively promote

their products in both the organized sector and among their male counterparts. This competition ultimately leads to the bankruptcy of female businesses.

- d) The absence of self-assurance, determination, a resilient mindset, and a positive attitude among women engenders apprehension about making errors while carrying out their tasks. The family members and society are hesitant to support their business development.
- e) Women in India live a sheltered existence. They have a lower level of education, lack economic stability, and are not self-reliant, which decreases their capacity to handle risks and uncertainties associated with a corporate entity.
- f) The outdated and obsolete societal perspective that impedes women from pursuing entrepreneurship is a contributing factor to their lack of success. They encounter societal pressure that impedes their capacity to flourish and achieve success in the domain of business.
- g) Women's employment in India is somewhat limited in comparison to that of males, due to many circumstances. Unmarried women seeking accommodation are still viewed with skepticism (Agrawal, 2019). The arduous process of initiating a company, along with the demeaning behavior of authorities towards women, forces them to completely abandon their determination to thrive in the business.
- h) Women's familial responsibilities also hinder their ability to become effective entrepreneurs in developing as well as developed nations. Banking institutions disfavor women entrepreneurs based on the assumption that they may abruptly abandon their businesses and revert to becoming housewives.
- i) Indian women prioritize familial bonds and connections. Married women must strive to achieve a delicate equilibrium between their professional pursuits and their familial responsibilities. The success of the business relies on the assistance offered by friends and family to women in its daily operations and administration.
- j) Women's family and personal obligations might occasionally provide substantial barriers to attaining success in a corporate profession. Only a few women have the capacity to adeptly manage their personal and professional responsibilities, allocating ample time to meet all their obligations in order of priority. The level of women's involvement in entrepreneurship is also impacted by their partners' educational background and marital status.

- k) The lack of adequate support, collaboration, and assistance from both family members and society at large compels women to abandon their aspirations of achieving success in the field of entrepreneurship (Arora and Sood, 2005). They consistently trigger numerous negative emotions in their brains, leading them to believe that their place is inside the realm of family rather than business.
- l) Many women participate in the Entrepreneurial Development program despite lacking an entrepreneurial mindset. Women who get training from different institutes should undergo verification of their aptitude through examinations, interviews, and other means.
- m) The unreasonable costs linked to specific company activities have an adverse effect on the advancement of female entrepreneurs. The implementation of novel machinery, which leads to an expansion in production capacity, among other similar factors, deters female entrepreneurs from venturing into new industries.
- n) Women-led businesses are typically modest in scale, making it challenging for women to obtain necessary information on technology, training, new initiatives, concessions, and alternative markets. Only a minority of female entrepreneurs utilize technology, and even then, they mostly rely on word-processing software on their computers. They seldom utilize advanced software such as "statistics program SAP, accounting packages like TALLY, animation software 3D MAX, internet, etc".
- o) Insufficient knowledge of the availability of financial aid such as incentives, loans, and plans offered by financial institutions. It is possible that women in rural and impoverished areas would not benefit from the concerted efforts to assist female entrepreneurs.
- p) The level of achievement motivation among women is lower compared to that of males. The lack of knowledge and self-assurance results in a diminished drive for accomplishment and progress among women, hindering their involvement in company operations and operating a firm.

Furthermore, women entrepreneurs may face various additional obstacles, including insufficient infrastructure, excessive production expenses, cultural perceptions of women in the economic world, and low market demand for their ventures (Renuka, 2001). Women often begin entrepreneurial endeavors around 10 years later than their male counterparts, on average. The postponement of entry into entrepreneurial positions has been ascribed to causes such as pregnancy, absence of management expertise, and traditional socialization.

1.7 The status of women entrepreneurs in rural India

The empirical evidence demonstrates that women make substantial contributions to the management of family enterprises, mostly via unpaid labor and expertise. The significance of this endeavor is undervalued, both by the families that see it as a given and in scholarly research. Conversely, a significant number of businesses categorized as being managed by women (meaning that women possess the majority of shares) are operated and governed by males who have influence over the day-to-day activities and decision-making processes. Programs designed to support women entrepreneurs can only be successful if they acknowledge this contradiction, as well as the influence of family and societal norms that limit women's self-assurance, autonomy, and ability to move freely. Facilitating the advancement of women in business would necessitate a more substantial shift in conventional mindsets than just generating employment opportunities for women. Individuals don't need to postpone action until societal transformation occurs. However, it suggests that the program should extend its efforts beyond providing subsidies and allocating credit to include fostering attitudinal changes, forming groups, providing training, and offering other support services.

1.7.1 Barriers encountered by women entrepreneurs in Rural India

A significant proportion of women in India have established and overseen their own enterprises. These women face significant barriers to achieve success in the professional world. In order to achieve success in their endeavors, women have to confront several challenges and surmount various obstacles. They must confront prejudice, endure societal distrust, and exert additional effort to establish their trustworthiness to others. Women entrepreneurs in India represent a small proportion of the overall entrepreneur population. (Bahl, 2012). The pervasive gender discrimination in many countries has a significant impact on women's participation in the industrial sector. A combination of psychological, economic, social, and educational issues together hinder the entry of women entrepreneurs into the mainstream. The following points outline the major barriers encountered by women entrepreneurs in rural areas:

a. Financial Barriers

Women face a significant challenge in obtaining financial resources. Women entrepreneurs can have significant obstacles when it comes to obtaining loans, especially when establishing a business. Women frequently encounter limited prospects compared to males when it comes to accessing financing due to factors such as insufficient collateral, loan officers' unfavorable attitudes about female entrepreneurs, and a reluctance to accept household assets as security.

Moreover, women entrepreneurs in underdeveloped nations face challenges such as inadequate assets, insufficient protection of financial rights, uneven inheritance rights, and therefore limited access to communal and social resources (Singh and Raghuvanshi, 2012). Gender-related barriers, such as traditional beliefs, cultural and social norms, and limited access to assets, exacerbate the challenges experienced by women.

b. Market inaccessibility

Moving into unexplored markets necessitates proficiency, skill, and a network of connections. Women frequently have limited opportunities for training and experience in effectively engaging in the marketplace, which hinders their ability to strategically promote goods and services. Consequently, small and medium-sized enterprises (SMEs) operated by women sometimes have challenges in simultaneously handling the manufacturing and marketing aspects of their products. Furthermore, their exposure to the worldwide market has been limited, resulting in a lack of information regarding international standards and norms. The exorbitant expenses associated with establishing new business connections and partnerships in a foreign nation or market are a significant disincentive and challenge for several small and medium-sized enterprises (SMEs), especially those run by women. Women may also have apprehension or encounter bias or sexual misconduct and may have limitations placed on their capacity to travel for networking purposes.

c. Lack of Training

Women in Rural India face restricted opportunities to pursue vocational and technical education. Women, on average, have less educational opportunities compared to men. Furthermore, the acquisition of technical and vocational skills relies heavily on a solid substance of primary and secondary education. The region of South Asia exhibits a notable pattern of women having low rates of enrollment in school, high rates of dropping out, and a substandard level of education. Women may face barriers in accessing training due to scheduling conflicts with their family duties or the unsuitability of the material and delivery manner. In addition, the majority of technical training provided to females at the post-school levels, such as those offered at women's polytechnics, are restricted to conventional professions like secretarial practice and fashion design. Therefore, the limited availability of training serves as a constraining element.

d. Limited Network Access

Women possess a limited number of business networks, a lesser understanding of navigating the political system, and a diminished ability to negotiate, all of which serve to restrict their advancement. Due to the limited scope of their operations and their lack of affiliation with professional groups or networks, many female entrepreneurs have challenges accessing information. The majority of current networks are predominantly male and sometimes lack inclusivity, sometimes even actively excluding women. There is a scarcity of exclusive women-only or women-majority networks that provide opportunities for women to join, build confidence, and progress. The absence of networks also denies women access to information and opportunities to observe positive examples to emulate. Women are typically included in business trips or delegations because they are often overlooked in industries or subsectors dominated by women, as well as being overlooked as individuals within any specific sector.

e. Obstacles to Accessing Policymakers

The majority of women have limited opportunities to engage with politicians or participate in policymaking entities. Prominent corporations and male individuals have a greater capacity to exert influence on policy decisions and have privileged access to politicians, who perceive them as more like themselves. Women are underrepresented in mainstream corporate groups, particularly in leadership roles, which restricts their ability to influence policies through lobbying. The limited access to information among women hinders their ability to provide informed input in the development of policies.

1.7.2 Government Initiatives to Enhance the Status of Female Entrepreneurs in Rural Areas of India

The Government of India has focused on establishing, promoting, and developing the small business sector, especially rural industries and cottage and village industries in backward areas. This policy aims to support employment generation, equitable regional growth, and export promotion. By contributing to the development of self-employment opportunities in rural areas, both the federal and state governments have been proactive in providing infrastructure, funding, technological training, basic materials, and marketing assistance. The following are a few examples of programs and policies that aim to help small and rural businesses:

a. “National Bank for Agriculture and Rural Development (NABARD)”

In 1982, NABARD was established with the aim of promoting all-encompassing rural development. Consequently, the government has been putting a flexible and all-encompassing strategy in place to support rural businesses. Small businesses, cottage and village industries,

rural craftspeople, and agricultural companies are all supported through credit and non-credit techniques. Businesses in rural areas can take use of the organization's counseling and advisory services, as well as its training and development programs.

b. “The Rural Small Business Development Centre (RSBDC)”

The "World Association of Small and Medium Enterprises (WASAE)" and NABARD have launched the first program of its kind. The interests of economically and socially disadvantaged people and groups are advanced by it. Helping current and future owners of micro and small businesses in rural areas with managerial and technical support is the main goal. The RSBDC has conducted several initiatives focused on rural entrepreneurship, seminars to enhance skills, mobile clinics, training programs for trainers, and awareness and counseling camps in different villages of Noida, Greater Noida, and Ghaziabad.

c. “National Small Industries Corporation (NSIC)”

Established in 1955, the primary objective of this corporation is to facilitate, support, and encourage the development of small commercial enterprises inside the country. This pertains to the business elements of these functions:

- i.** Provide both domestic and foreign machinery through convenient hire-purchase agreements.
- ii.** Acquire, provide, and distribute domestic and foreign raw resources.
- iii.** Facilitate the exportation of items from small business entities and enhance their suitability for export.
- iv.** Guidance and consultation services.
- v.** Function as hubs for nurturing and supporting technology-based startups.
- vi.** Promoting awareness of technical advancements.
- vii.** Establishing software technology parks and technology transfer centers.

The "National Small Industries Corporation (NSIC)" has introduced a new system called "performance and credit rating" for small businesses. This system aims to achieve two main goals: (i) encouraging small-business units to keep a solid financial record and (ii) making small businesses more aware of the significance of credit ratings.

d. “Small Industries Development Bank of India (SIDBI)”

An apex bank has been established to offer direct or indirect financial support through various programs, in order to fulfill the credit requirements of small business organizations. It facilitates the coordination of other institutions involved in similar activities. It provides recommendations for necessary measures to enhance the efficiency of small enterprises in the private sector. The objective is to provide more job possibilities that are environmentally friendly and economically viable, with a specific focus on rural regions. Furthermore, the purpose is to enhance the sector's competitive advantage in the global market.

e. “Rural and Women Entrepreneurship Development (RWED)”

The objective of the Rural and Women Entrepreneurship Development project is to foster a favorable business climate and enhance the capabilities of institutions and individuals to promote and facilitate entrepreneurial endeavors among rural communities and women. RWE offers the following services:

- i.** Establishing a conducive business climate that fosters the entrepreneurial endeavors of individuals in rural areas and women.
- ii.** Strengthening the abilities of individuals and organizations to promote entrepreneurial energy and improve productivity.
- iii.** Furnishing instructional handbooks to female entrepreneurs and delivering training sessions to enhance their skills.
- iv.** Providing additional consultancy services.

f. “World Association for Small and Medium Enterprises (WASME)”

“World Association for Small and Medium Enterprises (WASME)” is the sole International Non-governmental Organisation focused on micro, small, and medium firms in India. It established an International Council for Rural Industrialisation. The objective is to provide a blueprint for promoting the long-term expansion of rural businesses. In addition to this, there are several initiatives implemented by the Government of India to stimulate the non-farm sector. Examples of such schemes include the “Integrated Rural Development Programme (IRDP)” and ‘Prime Minister Rojgar Yojana (PMRY)”, which offer subsidized loans for entrepreneurship. Additionally, there are schemes like “Training of Rural Youths for Self-Employment (TRYSEM)” that focus on providing skills, and "Development of Women and Children in Rural Areas (DWCRA)" that aim to strengthen the gender component.

g. “Scheme of Fund for Regeneration of Traditional Industries (SFURTI)”

In order to enhance the productivity and competitiveness of traditional businesses and support their long-term growth, the Central Government established this fund with an initial grant of Rs. 100 crores, starting in the year 2005. The implementation of this task must be carried out jointly by the "Ministry of Agro and Rural Industries" in conjunction with the State Governments. The primary goals of the scheme are as follows:

- i. To establish groups of conventional industries in different regions of the nation.
 - ii. To strengthen both inventive and traditional skills, advance technology, develop collaborations between public and private sectors, foster market acumen, etc., with the aim of making these industries competitive, rewarding, and enduring; and
 - iii. To generate long-lasting employment opportunities in conventional industries.
- h. "District Industries Centers (DICS)"**

The "District Industries Centers Programme" was initiated on May 1, 1978, with the objective of establishing a comprehensive administrative structure at the district level to address the challenges of industrialization in a holistic way. Put simply, District Industries Centers (DIC) is an organization operating at the district level that offers a comprehensive range of services and support infrastructure to entrepreneurs who wish to establish small and village industries.

1.8 The New Paradigm, Context, and Vision of Leadership

Leaders in the new paradigm are inspired to take action by the prospect of fostering long-term, systemic improvements in human flourishing. So, in a nutshell, they prioritize helping others over furthering their interests within the group or the community. Therefore, financial gain takes a back seat to find one's life's true calling. A shift in leadership theory that's changing how people think about organizations and their respective leaders and followers. As companies have become more borderless, people have gained a better understanding of their needs, rights, and opportunities available in previously inaccessible areas. In the new paradigm, the leader, the follower, and the organization must all be interdependent on one another. In the future, leaders will be interconnected in a web of influences and partnerships that will shape the form and function of organizations. These future leaders will need to understand the factors that shape their attitudes and actions. An in-depth examination of the prejudices, misconceptions, ethnocentrism, egocentrism, and outmoded worldviews that shape their attitudes and actions will be necessary. The ability to see the sort of leader you want to be, and the results want to achieve makes leadership vision a crucial tool. One's vision needs to be grounded in the past,

look ahead to the future, and address the present to be of any service. It's symbolic of who leaders are and what they believe in.

1.9 Effective Leadership with Women Emerging as Successful Entrepreneurs

From the 1880s through the 1920s, western culture witnessed a rise in the number of women working in and holding managerial positions in the corporate world. During this time, the United States rose to prominence economically. During this period, women's responsibilities in the workplace were reimagined. When women first entered the workforce, they typically held low-status jobs such as domestics, factory workers, and secretaries. On rare occasions, a woman will create her own business and serve as its head executive. These businesses operated mostly in the realm of female entrepreneurship and catered to the kind of consumers who tended to be female. Despite advancements for women, some experts believe males are still more likely to become leaders than women, and that successful leaders tend to adopt more masculine leadership styles. Female executives are thus placed in an awkward position: on the one hand, they risk alienating their male employees if they adopt a traditionally masculine leadership style. They will be loved, but not respected if they assume a soft, feminine tone (Kawakami et al, 2000).

1.10 Objective of the Study

- i.** To find out the relationship between leadership skills and the success of women entrepreneurs.
- ii.** To examine the impact of motivational factors responsible for the success of women entrepreneurs.
- iii.** To assess the entrepreneurial potential among women.
- iv.** To analyze the impact of Barriers to Entrepreneurship on the success of women entrepreneurs.

1.11 Hypothesis of the Study

H0: There is no significant relationship between leadership skills and the success of women entrepreneurs.

H1: There is a significant relationship between leadership skills and the success of women entrepreneurs.

H0: There is no significant impact of motivational factors responsible for the success of women entrepreneurs.

H2: There is a significant impact of motivational factors responsible for the success of women entrepreneurs.

H0: There is no impact of Barriers to Entrepreneurship such as Access to Capital, lack of Social and Institutional Support, and Gender Stereotypes and Biases on the success of women entrepreneurs.

H3: There is the impact of Barriers to Entrepreneurship such as Access to Capital, lack of Social and Institutional Support, and Gender Stereotypes and Biases on the success of women entrepreneurs.

1.12 Statement of the Problem

The present study examines the problem of social prejudice in the Indian context, specifically focusing on the discrimination faced by women from various Indian groups and faiths. According to existing beliefs, women are primarily assigned specific roles within the household and are often deprived of fundamental legal rights within the societal framework. Despite the implementation of numerous programs and policies aimed at supporting women and improving their social and economic standing, as well as the increasing levels of education within society, prevailing socio-cultural beliefs continue to perpetuate the notion of women being of lower social status compared to men. The research focuses on the exploration of the broad concepts surrounding "Entrepreneurial Leadership: A New Paradigm, Context, and Vision of Effective Leadership with Women Emerging as Successful Entrepreneurs."

1.13 Chapterization

Chapter 1 (Introduction): This chapter, it's an overview of the research project under consideration for review. The rise of successful women business owners' ushers in a new era of entrepreneurship and leadership. Women's attitudes, intentions, and skills in the realm of entrepreneurship have been the subject of extensive research in the field of Entrepreneurship Leadership. This chapter also covers a variety of connected topics.

Chapter 2 (Literature Review): This chapter will look at the pros and cons of having a labor union at your company. Analyzing the Literature, In this section, the study will examine the literature on Previous research on entrepreneurial leadership will be reviewed in this section.

The study will focus on the new paradigm, environment, and vision of effective leadership in which women are more visible as successful business owners.

Chapter 3 (Research Methodology): This chapter will discuss the research methodology. A research methodology describes how you propose to conduct your inquiry. This section discusses the problem-solving approaches, including data collection processes and techniques, statistical analysis, observation methods, and so on.

Chapter 4 (Result Analysis): The outcomes will be analyzed in this chapter. Data will be collected and analyzed using tools and statistical methodologies. Other important results, trends, or insights discovered through raw data analysis should also be discussed in the Results section.

Chapter 5 (Conclusion): The study's conclusion will provide a summary of the whole examination. The statement that summarizes the study is the last one in this conclusion, and it will be used to introduce some concluding thoughts. Its main objectives are numerous and include studying the research question posed and summarizing the most crucial details or findings.

Chapter- 2

Review of Literature

2.1 Overview

A review of the literature is an in-depth examination and synthesis of previous studies and academic publications that are pertinent to a specific subject or research question. It involves the approaches, conclusions, and arguments made in different sources in order to identify patterns, gaps, and inconsistencies in the literature. Through this approach, researchers are better able to assess the present state of knowledge, place their own work within the larger scholarly debate, and pinpoint areas that need more inquiry. A well-written literature review not only demonstrates that the author has a solid grasp of the subject, but also serves as a basis for future research and advances our understanding of the field.

The active involvement of women in all spheres of life is important for the attainment of economic progress. Entrepreneurship is commonly characterized as the process of initiating a new company venture or as the expansion and development of established companies.

Scholars widely agree that women have the ability to play a crucial part in the entrepreneurial phenomena. The extent to which women contribute to economic and social growth relies on the promotion of gender equality and unbiased assistance from institutions. Although women make up over half of the world's population, they face more significant constraints in terms of their capacity to exert control over their life and make decisions, in comparison to men.

Women entrepreneurship is the act of women commencing, organizing, and overseeing business endeavors with the goal of generating income, providing jobs, and contributing to economic growth. It entails women assuming leadership positions and actively engaging in commercial endeavors across several industries, including technology, finance, healthcare, and retail. Female entrepreneurs frequently encounter distinct obstacles, including restricted availability of financial resources, gender discrimination, and the need to maintain a balance between work and personal life. Nevertheless, they also contribute a wide range of viewpoints, creative problem-solving techniques, and a profound sense of camaraderie to the entrepreneurial environment. Promoting and bolstering women's entrepreneurship is essential for cultivating comprehensive economic growth and attaining gender parity.

Female entrepreneurs are becoming significant contributors to the national economy. However, there are still preconceived notions and prejudices based on gender in professional environments that hinder companies from fully capitalizing on their potential as leaders in entrepreneurial endeavors (Howard, Halkias, and Dean, 2019). The presence of gender bias and the difficulties encountered by women entrepreneur's function as obstacles to the establishment of prosperous start-up firms. Regarding research, both the leadership and entrepreneurial literature have predominantly focused on masculine perspectives, and conventional leadership models lack diversity. It can be inferred that achieving gender equality is likely to increase female entrepreneurship.

The study explores the crucial impact of Entrepreneurial Leadership in promoting the success of women entrepreneurs. The study investigates the influence of leadership skills and motivational factors on the development of entrepreneurial potential in women. Nevertheless, the study also emphasizes the widespread obstacles that hinder women's entrepreneurship, emphasizing the necessity for specific interventions and support systems to overcome these hurdles. The study offers valuable perspectives on how to encourage women to navigate the entrepreneurial landscape and become successful leaders in their areas. It highlights their ability to drive innovation, and growth, and bring about societal change.

2.2 Review of literature

a) Entrepreneurial Leadership

Islam and Asad (2024, p. 60) aimed to investigate knowledge sharing as a factor that explains the relationship between entrepreneurial leadership as well as workforce inventiveness. The study examined how creative self-efficacy affects the association between sharing information and employee innovation. The study gathered responses from a group of 307 employees including their immediate supervisors who were working in organizations that are dependent on information technology. The study observed that entrepreneurial leaders had a beneficial impact on employees' creativity, and the relationship was explained by the good effect of knowledge sharing. The study also found that people with an elevated degree of creative self-efficacy strengthen the relationship between knowledge sharing and employee creativity. The study utilized a cross-sectional approach to collect data, which could potentially restrict the capacity to demonstrate causation. Furthermore, the recruitment of persons who possess a strong belief in their creative abilities would serve to foster and promote creativity.

Ravet-Brown, Furtner and Kallmuenzer (2023, p. 2) aimed to enhance the existing literature by clarifying the differences and similarities between transformational leadership and entrepreneurial leadership. To achieve this goal, an examination was performed on theoretical work, recent discoveries, and research methodologies. Based on a final sample of 25 articles, the study's findings revealed significant conceptual differences. Nevertheless, questionnaires assessing English Language (EL) sometimes share a considerable amount of content with Target Language (TL) questions, which raises concerns about their validity and ability to distinguish between the two. Additionally, many researchers still rely on TL questionnaires to evaluate English Language proficiency. There was a scarcity of convincing empirical data supporting the idea of divergent validity. However, there were notable and significant correlations detected between EL and TL. The study provided a comprehensive analysis of entrepreneurial leadership (EL) from the perspective of leadership science.

Mendo, et.al., (2023, p. 32) asserted that the COVID-19 epidemic has generated a sense of unpredictability in numerous economic sectors. An entrepreneurial leadership style can serve as an alternative approach to leadership while dealing with uncertainty. The study utilized secondary data obtained from the Scopus website as representative samples. The samples included papers originating from China, Indonesia, and the USA. The data was gathered from the Scopus website by searching for the keywords "entrepreneurial" and "leadership". The

collected data was then stored in a CSV file and analyzed using VOSviewer. The findings were examined by a methodical search. China had a higher prevalence of entrepreneurial leadership as a topic compared to Indonesia and the USA. The study additionally discovered that China employed inclusive leadership, whereas the US government utilized local government leadership, to proactively anticipate the repercussions of COVID-19.

Iqbal, Nazir and Ahmad (2022, p. 174) aimed to determine whether there is a connection between entrepreneurial leadership and innovative conduct on the part of employees, and if so, what role emotional commitment, inventive self-efficacy, and psychological security play as mediators between the two. Utilizing a cross-sectional research approach, data was collected from 343 employees of IT service firms in Pakistan. Using PLS-SEM, a technique for structural equation modeling, the research model was reviewed. The findings indicated a positive and statistically significant relationship between entrepreneurial leadership and creative actions taken by workers. In addition, psychological safety, creative self-efficacy, and affective commitment all operated in tandem to mediate the relationship. Based on the results, managers who act entrepreneurially can boost their employees' psychological safety, creative self-efficacy, and affective commitment. As a result, workers are more likely to think beyond the box, which boosts the company's creative capabilities.

Megawaty, Hendriadi and Salam (2022, p. 389) employed a grounded theory methodology combined with meta-analysis to examine previous studies carefully and comprehensively on the influence of entrepreneurial leadership (EL) on the performance of small and medium-sized enterprises (SMEs). The findings indicated that the success of SMEs is closely linked to the influence of entrepreneurial leadership style. This form of leadership possessed numerous distinctive attributes and capabilities to effectively oversee and enhance a corporation. Efficient development and effective direction of organizational performance are crucial for achieving even higher levels of performance. Consequently, the impact of entrepreneurial leadership in an SME business could be determined by the leader's proficiency in decision-making, recognizing possibilities, and effectively managing available resources.

Mehmood, et.al., (2021, p. 435) utilized social learning theory as a framework to investigate the effects of EL on-employee productivity through the mediation of psychological safety and psychological independence. A dataset was obtained from the industrial sector of Pakistan, consisting of 280 pairs of employees and managers. The study employed a two-step analytical approach to validate the measurement model. In order to determine how well the structural model fit the data, the study used confirmatory factor analysis and structural equation modeling

(SEM). In order to verify the mediation analysis, the bootstrapping method was employed. The study revealed a positive correlation between entrepreneurial leadership and staff inventiveness. Furthermore, the study revealed that psychological autonomy and psychological security had a role in connecting entrepreneurial leadership with employee innovation.

Pauceanu, et.al., (2021, p. 11695) provided simple rationales for the existing discrepancies in the literature about the attributes of EL including its influence on sustainability. In addition, the study aimed to highlight the primary discrepancies in the research on EL and provide a framework for EL. The study conducted a comprehensive analysis of existing literature to evaluate the current state of entrepreneurial leadership in higher education, identify areas where research is lacking, and determine how entrepreneurial leadership affects the sustainability achievements of businesses. The study enhanced the body of knowledge on entrepreneurial leadership by identifying and emphasizing the current deficiencies and contradictions in the existing literature. Furthermore, it made a theoretical contribution by establishing a connection between entrepreneurial leadership and the current body of literature. Moreover, via empirical evidence, it emphasized the role of entrepreneurial leadership and its influence on the performance of sustainable growth inside organizations.

Kimbu, et.al., (2021, p. 103176) examined a methodology for evaluating the impact of gender on the development of entrepreneurial skills and leadership in tourism companies within a non-western setting. Through the application of a post-structural feminist perspective, that challenges conventional explanations of EL practices, a qualitative analysis of interview data collected from Ghanaian and Nigerian tourist entrepreneurs found that the existence of gendered, flexible, and perpetually negotiated entrepreneurial performances and leadership. Both Ghana and Nigeria had robust cultural norms regarding the family's role and cultural expectations that exert pressure on women to prioritize the facilitation of high-quality familial ties. The study aimed to contribute to the existing discussions on tourism entrepreneurship by exploring the role of gender. This would help challenge the prevailing notion of entrepreneurial leadership as being uniform and unchanging, which is often seen in the dominant literature on leadership and entrepreneurship that is influenced by Anglo-Western perspectives.

Nguyen, et.al., (2021) investigated the impact of entrepreneurial leadership, entrepreneurial mentality, and innovative technological capability on the performance of SMEs. The study also examined how internal organizational characteristics, such as an entrepreneurial mindset, collaborative dynamic skills, and competitive advantage, influence the association between entrepreneur leadership and the success of small and medium-sized enterprises (SMEs). An

analysis was conducted employing the constant “Partial Least Squares Structural Equation Modeling (PLS-SEM)” approach. The analysis focused on reliable data obtained from 182 small and medium-sized IT firms located in Ho Chi Minh City, Vietnam. The empirical findings demonstrated that the performance of IT SMEs may be improved through entrepreneurial leadership, which is achieved by utilizing team creativity, dynamic skills, and competitive advantages as mediators.

Bagheri and Harrison (2020, p. 660) aimed to enhance the comprehension of EL by creating a multi-faceted assessment of the concept using a thorough methodology that considers the abilities and capabilities of entrepreneurial leaders, as well as their behavior and responsibilities. The study developed an entrepreneurial leadership scale based on information obtained from two different cultural and economic contexts, specifically Iran and Scotland, as well as existing theoretical conceptualizations. The data gathering method used was questionnaires, and data was cross validated through the input of participants and existing literature. The study resulted in a comprehensive understanding of entrepreneurial leadership, which forms the foundation for an empirical-based framework to measure this phenomenon from a cross-cultural standpoint. More precisely, the study determined the specific factors that most accurately depict each aspect of entrepreneurial leadership.

Imran and Aldaas (2020, p. 378) aimed to investigate the role of EL as a mediator in the relationship between organizational performance (OP) and Perceived Organizational Support (POS). Moreover, it also analyzed the influence of POS and entrepreneurial leadership on organizational performance. The study selected a sample of 216 participants from the small and medium-sized enterprises of Oman using a purposive sampling method. The findings demonstrated a good and significant impact of POS and entrepreneurial leadership on OP. Furthermore, the suggested function of EL as an intermediary between OP and POS relationships was also validated. The study investigated the role of entrepreneurial leadership in Oman, wherein there is a pressing need to improve the performance of the small and medium-sized enterprise (SME) sector. The study was highlighted by its exploration of the innovative relationship between POS (Positive Organizational Scholarship), entrepreneurial leadership, and performance in the SME sector of Oman.

Wahab and Tyasari (2020, p. 55) centered on the complexities and challenges associated with university leadership. The study looked at how university presidents and chancellors fared on the job about three variables: managerial competence, learning orientation, and performance. Entrepreneurial leadership's mediating role in such correlations was also

explored in the research. Data (N = 242) was collected from CEOs of public sector HEIs using a survey methodology in the study. An approach known as partial least-squares (PLS) was used to test the suggested model. The results indicated a positive correlation between managerial competency, educational orientation, and work success. Furthermore, the results indicated that entrepreneurial leadership played a mediating role in the connections between management competency, learning orientation, and job success. Important theoretical and practical implications for improving university leadership emerged from the study, which also provided evidence of the importance of such leadership in attaining outstanding performance on the job.

Cai, et.al., (2019, p. 204) explored the correlation between entrepreneurial leadership and innovation by assessing creative efficacy. Data for the survey was gathered from several sources, including 43 individuals in leadership positions and 237 employees across eight Chinese organizations. "Hierarchical linear modeling analysis (HLM)" was used to assess cross-level correlations. The findings indicated a favorable correlation between EL and employee and team creativity. The correlation was influenced by both the employee's belief in their own creative abilities and the team's collective belief in their creative capabilities. In addition, it was discovered that the effectiveness of the creative team had a mediating effect on the relationship between entrepreneurial leadership and employee creativity, across different levels. The significance of creative efficacy beliefs in explaining the link between EL and teamwork and employee creativity was further supported by the results.

Sandybayev, (2019, p. 48) investigated the correlation between entrepreneurial leadership (EL) along organizational performance (OP) by quantitative analysis of a sample of 87 individuals from small and medium-sized enterprises (SMEs) in the United Arab Emirates. The study presented the correlation between RL and OP through the use of a conceptual framework. An entrepreneurial leader is driven by an innovative approach, which is crucial for becoming a transformative leader. In this role, knowledge, abilities, and skills have great importance. The possession of strong interpersonal skills and abilities such as innovativeness and creativity had a favorable impact on organizational performance in a dynamic and profitable market. This applies to both the entrepreneurial leader and the notion of leadership. The study established a correlation between entrepreneurial leadership factors and organizational performance. The major findings indicated that leaders with an entrepreneurial mindset experience greater benefits from this type of leadership, resulting in significant improvements and enhancements in their organizational performance.

Harrison, Burnard and Paul, (2018, p. 522) analyzed entrepreneurial leadership and identified the crucial abilities necessary for success in a growing economy. The study specifically examined entrepreneurial leadership in the retail pharmacy industry in Nigeria. The investigation was conducted from an interpretivist-constructionist standpoint. To gain a comprehensive understanding of the pharmacy retail entrepreneurs, a qualitative technique might be employed to explore their lived experiences. A total of 51 semi-structured interviews were conducted to collect data, and data triangulation was achieved from the following sources: entrepreneurs, employees, as well as literature. The study categorized entrepreneurial leadership skills into four distinct categories. The talents encompassed in this list were "technical/business skills, interpersonal skills, conceptual skills, and entrepreneurial skills". Important characteristics and circumstances needed for EL in developing economies were also shown by the study's results.

Newman, et.al., (2018, p. 2) examined the distinct impact of EL on the correlation between employees' creative self-efficacy (CSE) and inventive behavior. An analysis was conducted using data from multiple sources, including 66 middle-level managers and their 346 subordinates from a large Chinese multinational organization. The study revealed that the impact of CSE on innovative behavior is more significant when employees are part of a team led by a strong entrepreneurial leader. The study also discovered that entrepreneurial leadership had a more significant influence in regulating the link between CSE innovation behavior and transformational and participatory leadership traits. According to social cognitive theory, these findings indicated that leaders who demonstrate entrepreneurial conduct to employees and encourage individuals with a high degree of creative self-efficacy to engage in innovative activity by helping them identify and capitalize on entrepreneurial opportunities.

b) Leadership Skills and Women Entrepreneurial Success

Dhakar, Wiesner and Maraseni (2024, p. e0296865) conducted a study on the relationship between the skills and abilities of entrepreneurial leaders, their sense of self, and their ambitions for advancement among women living in rural, regional, and remote areas of Australia. The study surveyed women entrepreneurs in rural, regional, and remote areas of Queensland, Australia. The analysis of the data was done using structural equation modeling. The findings indicated a direct correlation between the identity of an entrepreneurial leader, their objectives for business success, and their competency in entrepreneurial leadership. Furthermore, there was a favorable correlation between entrepreneurial leadership skills and growth intentions. The study found that entrepreneurial leadership ability has a partial role in

mediating the connection between identity and growth goals. The study also aimed to fill a theoretical vacuum by presenting a novel model that demonstrates the connections between EL identity, EL competency, and venture growth ambitions.

Chavan and Gidwani (2024) investigated the correlation between educational achievement and the proportion of female entrepreneurs. The study attempted to quantify the association between education and entrepreneurial success, as well as analyze any patterns that may arise from the data, acknowledging the importance of education as an inspiration for success in entrepreneurship. The study collected data by distributing surveys to a heterogeneous sample of female entrepreneurs from different industries and educational levels in the Surat district. The Chi-Square test was used to examine categorical data and determine if there is a significant correlation between the amount of education and the probability of women participating in entrepreneurial activities. The Chi-Square analysis was anticipated to yield empirical information concerning the influence of education on the probability of women engaging in and succeeding in entrepreneurship. Furthermore, the study sought to determine specific educational milestones that may strongly correspond with higher levels of entrepreneurial involvement.

Meyer (2024, p. 69) centered on comprehending and forecasting the determinants that drive female entrepreneurs to persist in and ultimately expand their firms. The study employed a quantitative research methodology, specifically utilizing a “descriptive, single-sample cross-sectional design”. Data was collected from 510 South African women entrepreneurs using a structured questionnaire. The data were examined using a range of statistical techniques, including correlation, descriptive, and “canonical correlation” studies. The major conclusions of the study indicated that Women entrepreneurs in South Africa had strong aspirations to not only continue being entrepreneurs but also to actively seek business expansion with a determined mindset toward achieving business success, despite facing difficulties in their working environment. Identifying the multiple elements that influence the decision of most female entrepreneurs to continue operating their businesses, catalysed formulating suitable policies that promote female empowerment, job growth, and business expansion.

Chaitanya, et.al., (2024, p. 3) examined the impact of leadership development programs, which encompass personal growth, self-evaluation, team supervision, strategic leadership, expertise, and connection building, on entrepreneurial endeavors. In order to examine the hypothesis being investigated, the study utilized the SEM methodology to analyze the data collected from a sample of 365 employees and managers working in entrepreneurial company

organizations in India. The results indicated that personal development, expertise, and relationship building had a positive influence on entrepreneurial endeavors. On the flip side, it had been found that strategic management, self-evaluation teams, and team leadership do not foster entrepreneurial endeavors. In order to fill the gaps in the current research, the study suggested combining leadership and entrepreneurial ideas.

Hossain (2023, p. 51) aimed to investigate the factors that contribute to the success of female entrepreneurship in Bangladesh, with a focus on identifying any catalysts that may be missing. The study employed a purposive sample technique to select 14 participants, consisting of female entrepreneurs and instructors of entrepreneurship. Data was collected through semi-structured interviews. The collected data underwent thematic analysis. The results of the study corroborated those of previous studies and added new information to the understanding of what motivates female entrepreneurs to succeed in business. The study identified "networking, digital leadership, institutional supports, childcare centers, healthcare systems, and secure transportation" as crucial factors that were lacking and necessary for the development of female entrepreneurship in Bangladesh. The study's findings had important consequences for women's entrepreneurial journey in terms of concepts, actions, and future directions.

Setyaningrum, et.al., (2023, p. 975709) aimed to elucidate the significance of absorptive abilities and entrepreneurial competencies in enhancing women's leadership for achieving success. The study was carried out in three provinces in Indonesia, encompassing a total of 114 female entrepreneurs operating in the MSME (Micro, small, and medium) sector. The study employed a structural equation model utilizing the SmartPLS software package. The study's findings demonstrated that absorptive capacity and entrepreneurial competencies had a positive impact on women's leadership in achieving successful entrepreneurship. The moderation of city and age did not successfully moderate the impact of women's leadership on successful entrepreneurship. Women entrepreneurs in Indonesia faced more business problems compared to men due to the presence of various social, cultural, and value-based barriers. Overcoming these obstacles required the implementation of specific treatment and tactics to fully develop the potential of women entrepreneurs.

Ghaderi et.al., (2023, p. 926) attempted to elucidate the experience of female entrepreneurship in Iran in order to address these disparities. The study utilized a qualitative research design that employed the concepts of social constructivism and critical thinking as its guiding frameworks. A total of 12 Iranian women who are involved in the tourism industry took part in semi-structured online interviews. Data collection was conducted using the snowball sampling

approach, and the collected data was subsequently analyzed thematically. The study's findings emphasized that obstacles like as family obligations, legal inequalities, limited access to financing, and societal expectations around gender roles and norms are impeding women's participation in economic and societal possibilities. Participants additionally stated that their businesses suffered due to a lack of support from society, the government, and sponsors, as well as a venue for training and the opportunity to learn from one another's mistakes.

Negeri, Wakijira and Kant (2023, p. 14) examined the impact of entrepreneurial talent and entrepreneurial motivation on performance, with a focus on the intermediary function of strategic leadership. The study was conducted in selected SME sectors in the Guji Zone of the Oromia regional state in Ethiopia. A quantitative research design collected data using surveys and questionnaires. The study randomly and consciously sampled SME owners, zonal and town job opportunity creation, and skilled office leaders to answer questionnaires. Since the Zone is large, the study monitored "Nagele, Adola, Shakiso, Bore, and Haro". 382 persons were sampled. Due to its simplicity, the study estimated 382 owners, entrepreneurs, and experienced office leaders in 5 places. Analyses employed Classical Linear Regression. With strategic leadership as a mediator, chi-square, correlation, and ordinal logistic regression examined how entrepreneurial talent and motivation affect business success. The findings demonstrated that all variables had a favorable and significant impact on business performance.

Franzke, et.al., (2022, p. 344) provided an extensive analysis of female entrepreneurs in Asia, specifically highlighting their differences compared to those in the Western world. The analysis was based on four key aspects: the distinctive traits of female entrepreneurs, their specific aims, the limitations they face in terms of resources, and their managerial approaches. The investigation uncovered notable disparities between female entrepreneurs in Asia compared to those in the Western countries, as well as significant diversity within Asia. Female entrepreneurs in emerging Asian countries typically possess a limited level of education and engage in informal sector activities mostly due to economic constraints. Conversely, female entrepreneurs in transitioning/developed Asian countries tend to have advanced educational backgrounds and operate within high-growth industries. Cultural and religious factors, such as Islam and Hinduism, significantly limited the educational and financial opportunities available to female entrepreneurs in Asia.

Machani, Nagapriya and Kumar (2022) sought to determine the essential traits that lead to entrepreneurial success. The study conducted extensive literature reviews, including both conceptual and empirical studies from reputable publications. Based on this study's

requirement, the researcher found and organized components into a structured questionnaire. A questionnaire was provided to 165 micro-entrepreneurs using the convenience sample technique. Out of these, 127 questionnaires were completely filled and utilized for further analysis. The prior investigations produced a questionnaire to better understand the Critical Success Factors that help entrepreneurs. SPSS is a statistical tool that was utilized to determine the important influence of individual, social, and economic key variables on the success of an entrepreneur. The study was conducted for micro and small entrepreneurs located in "Kompally, Secunderabad, Telangana State".

Agarwal, et.al., (2022, p. 112) determined the key factors crucial for the expansion of Women Enterprising Community (WEC). The study investigated the factors influencing the sustainable growth of women entrepreneurs (WEs) by conducting interviews with 33 WEs who had varying levels of entrepreneurial experience (less than 1 year, more than 1 year but less than 10 years, and more than 10 years) from different regions of Uttar Pradesh, India. The study utilized the analytical hierarchical process to rank these factors. By conducting an investigation, the study found several important characteristics that contribute to the success of women entrepreneurs (WEs). These factors include commitment, education, entrepreneurship resilience, personal fulfillment, and job creation. The study investigated these factors in relation to the diverse experiences of WEs. the findings indicated that the examination of prioritizing key characteristics of Women's Enterprise and Entrepreneurship, particularly in developing countries, could aid policymakers in formulating initiatives that enhance awareness and establish effective approaches.

Cakranegara, et.al., (2022, p. 3874) aimed to analyze the attributes of contemporary female entrepreneurs and examine the disparity between the rise of female entrepreneurs and the long-term viability of their businesses. The study sought to examine the variables that lead to the absence of sustainability in Indonesia's food and beverage industry, with the goal of establishing a favorable position for women entrepreneurs in the sector. Research questions enhanced the problem statement by establishing the research objectives. The study presented 4 research questions, and then developed four hypotheses. The study utilized a qualitative methodology to assess the research effort. The study conducted surveys and interviews with 108 female entrepreneurs. The findings of the study emphasized the main causes, variables contributing to failure, factors contributing to success, and challenges associated with running.

Kanayo (2021, p.124) examined the factors that contribute to the success of small and medium-sized enterprises (SMEs) owned by women. The study utilized a mixed methods

research methodology. This is a methodology that involves gathering, examining, and combining both numerical and descriptive research and techniques in a single investigation to comprehend a research issue. The study was conducted in Nelspruit (Mbombela), which is located in the Mpumalanga Province of South Africa. The study employed probability sampling, which is a sampling technique for Data collection that involved the use of a questionnaire that was constructed in two parts. The findings indicated that female entrepreneurs have developed effective strategies for creating a well-defined framework of their business concepts, areas of interest, and industry knowledge in order to secure finance.

Ghouse, Durrah, and McElwee (2021, p.1675) explored the difficulties faced by female entrepreneurs in rural areas of Oman. The study employed a mixed research approach that incorporated both quantitative and qualitative features. The study is grounded on data collected from 183 survey responses and personal interviews conducted with 8 female entrepreneurs residing in rural areas. In order to examine the numerical replies, the study used “Partial Least Squares Structural Equation Modeling (PLS-SEM)” to construct a model representing the intensity of the problems impacting business possibilities. Additionally, the study provided detailed accounts of seven brief scenarios derived from interviews conducted with female entrepreneurs in rural areas. A range of issues faced by female entrepreneurs in rural areas were identified, which hindered their business endeavors. These issues were related to personality traits, family dynamics, education, socio-cultural factors, access to facilities, legal framework, financial and economic conditions, organizational challenges, and geographical constraints. Among these, the most significant problems were related to household responsibilities, organizational obstacles, and geographical limitations.

Khan, et.al., (2021, p. 2) aimed to examine the variables that influence the success of female entrepreneurs in Pakistan. Structured questionnaires were used to collect data from 181 registered SMEs in Pakistan. A conceptual model had been developed and SPSS and AMOS tools were employed for analysis. The findings suggested that internal elements such as the desire for success, willingness to take risks, and self-assurance, as well as external factors such as economic and socio-cultural conditions, had a favorable and substantial impact on the success of firms owned by women. The study indicated that "Small Medium-Sized Enterprise Development Authority (SMEDA)", lawmakers, and practitioners should promote the long-term sustainability of women entrepreneurs by offering a range of incentives and assistance connected to both internal and external variables.

Cho, et.al., (2021, p. 98) sought to examine the motives of female entrepreneurs in South Korea for starting a firm, the obstacles they encountered throughout business development, and the crucial aspects that led to their professional achievements. The study carried out semi-structured interviews involving 23 female entrepreneurs to collect qualitative information about their experiences. Additionally, they administered a survey to 125 female CEOs (Chief Executive Officers) who happen to be members of the Korean Venture Businesswomen's Association. The study identified two main motivational factors for career success: necessity-driven push, such as the economic necessity for supporting one's family, and opportunity-based pull, such as a strong sense of self. The study also identified challenges, such as gender stereotypes, and opportunities, such as generating a family-like organizational culture. Additionally, found that key success factors for career success include personality traits and having loyal employees.

Cardella, Hernández-Sánchez and Sánchez-García (2020, p. 536630) examined 2,848 scholarly publications that underwent rigorous evaluation by experts, were published between the years 1950 and 2019. The Scopus database, specifically the SCImago Research Group, was utilized for this analysis. By employing a set of bibliometric indicators, it was feasible to ascertain the present state of research on the global stage. The analysis demonstrated that this field of study is multidisciplinary and has shown significant growth since 2006, reaching its peak in 2019. As a result, it has become a relevant and current subject of study. The analysis of the clusters revealed six distinct research areas. Firstly, it highlighted the significance of entrepreneurial education, societal entrepreneurship, and cultural and socioeconomic factors (such as family, culture, and institutional support) as means to address the gender gap. Secondly, it emphasized the crucial role of women entrepreneurship in driving economic growth, particularly in developing economies. This form of entrepreneurship also contributes to social inclusion and the fight against poverty and discrimination.

Zeb and Ihsan (2020, p. 102342) carried out a study to examine the impact of innovative thinking and entrepreneurship on the entrepreneurial success of small and medium-sized enterprises (SMEs) owned by women in Pakistan. The study included 261 female entrepreneurs who are registered members of all fifteen women's chambers of commerce and industries in Pakistan. The data was collected using self-administered questionnaires in addition to a comprehensive literature review on innovation, women's entrepreneurship, and performance. The results were analyzed using "hierarchical multiple regression and factor analysis" methodologies. The results showed a strong and direct correlation between creativity,

entrepreneurship, and entrepreneurial performance. The two key characteristics of entrepreneurs, specifically their propensity for taking risks and their drive for achievement, had a substantial impact on both innovation and entrepreneurial success. Furthermore, there was a clear correlation between innovation and performance, and it also played a role in connecting the relationship between entrepreneurship and performance in women-owned SMEs in Pakistan.

Grigsby-Williams (2018) aimed to gain insight into how women entrepreneurs articulate and analyze their leadership experience as entrepreneurs, to comprehend how women entrepreneurs define success, and to explore the perceived influence of leadership styles on women's entrepreneurial achievements. The study addressed three inquiries pertaining to how female entrepreneurs articulate and comprehend their encounters as leaders, how female entrepreneurs define their success as entrepreneurs, and the perceived influence of leadership style on their achievements. The study's framework was guided by ideas of revolutionary, organizational, and servant leadership. A "qualitative phenomenological study" was undertaken, including open-ended interviews and focus groups as data collection methods, to explore the perspectives of women leaders on their leadership and success. Data was collected from a sample of 20 female entrepreneurs, aged 25 to 44. The transcriptions were coded to analyze the data. The study offered insights into women entrepreneurs and emphasized that the leadership traits exhibited by these women were mostly linked to transformational leadership.

c) Motivational Factors in Women Entrepreneurship

Naguib (2024, p. 10) sought to provide novel perspectives on female entrepreneurship in Morocco, specifically focusing on the service industry. It aims to examine the factors that drive and hinder women entrepreneurs in this field. The study utilized a comprehensive framework that incorporated many levels of analysis and integrated feminist and institutional theories. This approach allowed for the examination of both the variables that empower women to engage in entrepreneurship and the limits imposed by institutional regulations and norms. The study utilized an interpretative qualitative research methodology, focusing on conducting in-depth interviews with a sample of twenty women entrepreneurs operating in the service industry. The data underwent thematic coding, and the found factors were categorized into micro, meso, and macro levels. The results emphasized the significance of incorporating various perspectives and levels of examination to comprehend the intricacy of the phenomenon.

Heriberta, et.al., (2024) aimed to examine the impact of motivation including external influences on the performance of women entrepreneurs operating micro, small, and medium enterprises (MSMEs) in the area of Jambi, Indonesia. The authors employed a survey research approach by distributing questionnaires to measure both the motivation level and the efficacy of the MSMEs measure that they developed. The questionnaires were evaluated using a five-point Likert scale. A total of 325 female entrepreneurs operating micro, small, and medium enterprises (MSMEs) in Jambi City completed and submitted the questionnaires. The findings indicated that motivation, encompassing self-assurance, willingness to take risks, focus on achieving objectives, intellectual capacity, and proficiency, exerts a substantial impact on the performance of micro, small, and medium enterprises (MSMEs).

Muzata, (2024, p. 38) sought to contribute to the study of the factors that drive Sub-Saharan African women to engage in entrepreneurship. The study employed a case study methodology to get insights into the experiences of 20 female entrepreneurs hailing from Sub-Saharan African nations, including the "Democratic Republic of the Congo (DR Congo), Ghana, Nigeria, Zambia, and Zimbabwe". All research participants possessed tertiary-level education and abandoned their corporate employment in order to pursue entrepreneurship. The primary elements that encouraged the women surveyed to become entrepreneurs were the pull and opportunity considerations. The occurrence of a few cases can be attributed to both external pressure and essential causes. The amount of education was not what determined the influence and potential elements of motivation. The significance of the findings lay in their ability to challenge the prevailing stereotypes associated with Sub-Saharan African women entrepreneurs.

Manimekala, (2024) explored the elements which motivate women entrepreneur from Pollachi. The study utilized an empirical approach to investigation. A survey was done in Pollachi to examine the variables that drive women to engage in entrepreneurship. The results were gathered using a standardized questionnaire that utilized a 5-point rating scale. The study utilized a random sampling technique to gather data from a sample of 100 entrepreneurs. The study has revealed that family obligations, the corporate environment, and social duty are the primary reasons that drive women to initiate and achieve success in entrepreneurship. The majority of women provided assistance to their families and faced challenges such as insufficient income, limited market accessibility, and the desire to achieve a higher quality of living. In order to become a successful entrepreneur and alleviate poverty, starting one's own business is a crucial step.

Lingappa, Rodrigues and Shetty (2024, p. 160) attempted to examine the assumptions by focusing on the entrepreneur's motivation to learn (MTL) and the degree of female entrepreneurial capabilities (FECs), specifically in the areas of business and management, entrepreneurship, human relations (HR), and personal skills. The data obtained from 344 participants using a survey questionnaire was evaluated employing the structural equation modeling - partial least squares approach with the assistance of SmartPLS 4. The results emphasized the need to distinguish between necessity as well as opportunity entrepreneurs, as they were found to have an impact on learning and performance outcomes. The study revealed that opportunity entrepreneurship has a significant influence on both MTL (Mean Time to Launch) and FECs (Financial and Economic Consequences). The study also noted that managerial and business skills, in addition to HR competencies, had a significant impact on the firm's performance.

Kraja and Berberi (2023, p. 11) aimed to investigate and evaluate the influence of factors that inspire female entrepreneurship. The study also aimed to thoroughly investigate the underlying factors that drive female entrepreneurs, specifically in Albania. The study employed quantitative methodologies as its methodology. According to the literature review, the study established a questionnaire and conducted it to gather data. It consisted of multiple items that comprised a five-point Likert scale. The study's population comprised the final sample of 494 female entrepreneurs originating from various cities in Albania. The hypothesis was formulated as a direct response to the research topic. Regression analysis was employed to empirically assess the hypothesis with SPSS, version 23. The study's findings indicated that women entrepreneurs' success was positively influenced by aspects such as independence, scarcity of job opportunities, and working from home.

Matharu and Juneja (2023, p. 617) considered the impact of perceived motivational factors on the expected success of female entrepreneurs. The study also highlighted the necessity for a comprehensive investigation into the perceived reasons that motivate women entrepreneurs, particularly in Madhya Pradesh. The purpose of the study was to discover how women contributed to the state's economic development. Female entrepreneurs operating small-scale enterprises in various regions of Madhya Pradesh were sent a "self-designed structured questionnaire" by direct mail. An empirical analysis of the researched motivating variables and the projected success factors formed the basis of the conclusions. The analysis results indicated that the characteristics of financial independence and professional competency exerted the most

significant influence on the overall accomplishment of the enterprise. These factors were closely followed by an entrepreneurial mentality and a supportive environment.

Saikia (2023, p. 181) identified the main forces that motivate women to participate in entrepreneurship, as well as the limitations faced by women entrepreneurs. The study corresponded to the field of descriptive research. The study utilized random sampling methods to gather the sample. Furthermore, the study also gathered data from primary as well as secondary sources. The study also emphasized the motivational elements that impact women entrepreneurs. Entrepreneurs encountered numerous problems across different domains as a result of economic circumstances, societal standing, the imperative for autonomy, and adaptability. The study discovered that individuals were influenced and motivated to initiate an enterprise. Factors such as autonomy, social standing, and joblessness have prompted women to engage in small businesses like beauty parlors.

Priyanka and Preeti (2022, p. 57) sought to analyze the specific challenges and barriers encountered by female entrepreneurs in rural regions, as well as the variables that motivate and encourage women to continue pursuing entrepreneurship. The study conducted an investigation on 20 women entrepreneurs from Uttarakhand to explore the motivational elements and problems they face. The data in the study were analyzed using a qualitative method termed as Interpretative Phenomenological Analysis (IPA). A partially organized questionnaire was designed, and information was gathered through comprehensive interviews. The study identified four main topics as noteworthy findings: individual and family-related challenges, barriers posed by the community, challenges due to location, and motivators for women entrepreneurs.

Shastri, Shastri, Pareek, and Sharma (2022, p. 654) analyzed the motivating factors behind women entrepreneurs and emphasized the obstacles encountered by women entrepreneurs running micro, small, and medium firms in Rajasthan - a state in India with a patriarchal society. The study utilized data obtained from a survey with a questionnaire conducted between July 2018 and January 2019. The survey targeted 347 women entrepreneurs working in seven provinces of Rajasthan. The study employed descriptive and factor analytic techniques to identify the primary motives and problems faced by the entrepreneurs. The results suggested that women entrepreneurs in Rajasthan were primarily motivated by intrinsic factors such as growth, innovation, autonomy, and the rejection of traditional gender roles. The primary obstacles encountered by women entrepreneurs are gender stereotypes and a

deficiency in social capital. In a patriarchal society, entrepreneurial roles were typically associated with masculinity rather than femininity.

Latifi, Ramadani, and Rexhepi (2022, p. 220) explored the motivations, challenges, and perceptions of women belonging to minority groups in Kosovo, with a particular focus on the pharmaceutical industry. The objective was to ascertain the motivations and obstacles faced by women belonging to minority groups in the field of entrepreneurship. The interviews of 10 indigenous Turkish women entrepreneurs are analyzed using a qualitative methodology. The interview questions centered around their motives, ethical and financial backing, work-life equilibrium, and other associated matters. The findings indicated that minority women entrepreneurs face numerous hurdles, including the struggle to manage their personal and professional lives and the absence of government support to facilitate entrepreneurship. The study addressed the motives and obstacles faced by women minority entrepreneurs, thereby filling a vacuum in theoretical knowledge.

Kumalasari, Lukiyanto, and Purnomo (2021, p. 519) attempted to analyze the external elements that impact the success of women in rural regions in expanding their enterprises, as well as the ongoing disputes that pose challenges to them. Furthermore, the study utilized a qualitative research methodology that incorporates a phenomenological approach. Lastly, the findings of the study suggested that external elements that contribute to the growth of rural women's entrepreneurs include familial support, environmental backing, and supervisory institutions. After conducting thorough interviews, transcribing, interpreting, and processing the data, the study identified intriguing themes that were shown to be the primary elements contributing to the entrepreneurial success of rural girls. The results of the study could act as a valuable resource for motivating efforts to boost the number of female entrepreneurs in Indonesia, particularly in rural regions.

Yuniati, Pratik and Sopiah, (2021) focused on conducting literature reviews to investigate the factors that encourage women to establish and manage their own enterprises, in order to fulfill their social and financial requirements. The study relied on different researchers as empirical sources to gather relevant information. The study's methodology utilized a literature review to succinctly outline the findings of prior investigations that have been conducted. According to the study, it was discovered that women's drive to become entrepreneurs is influenced by two elements: external forces and internal factors. The motivation for women's entrepreneurship to be agents of change originates from the presence of women who are

entrepreneurs and who have a significant influence on transformations in both the home and communal settings.

Ismail, Nasir, and Rahman (2021, p. 838) set out to investigate how these variables affected female-led businesses in one Malaysian neighborhood. Interviews with five accomplished female entrepreneurs indicated a higher kappa value for push factors in comparison to pull elements. The push factors identified are interrelated with essential issues such as unemployment, redundancy, financial instability, insufficient family income, dissatisfaction with current employment, and the need to balance work and home responsibilities. The identified push factors include familial circumstances, the chance to improve the family's lifestyle, and the family's background. The study specifically examined all the aspects that have an impact on women's decision to become entrepreneurs. The study also identified several elements that contribute to the initiation and long-term viability of enterprises, including family support, family financial position, self-reliance, and entrepreneurial drive.

Jafari-Sadeghi, (2020, p. 280) explored the relationship between "opportunity-driven motivation, necessity-driven motivation, and mixed motivation" as they pertain to the entrepreneurial pursuits of men and women in 24 European nations. A panel analysis of data is undertaken using a dynamic technique within the span of 2009 to 2012. The study analyzed entrepreneurship in two contexts: "established businesses (EBs) and total early-stage entrepreneurial activities (TEAs)". The results indicated that the 3 motivational aspects have a favorable impact on females' engagement in self-employment, regardless of the degree. Furthermore, the research indicated that, within the context of established businesses, there existed a noteworthy and favorable correlation between male entrepreneurship and the willingness to explore opportunities.

Al Matroushi, et.al., (2020, p. 589) constructed a theory on the elements that drive and deter women entrepreneurship, specifically focusing on Emirati women entrepreneurs. Additionally, the study aimed to determine and rank the characteristics that have the most impact on Emirati women entrepreneurs. Furthermore, the study intended to apply the developed theory to two groups of Emirati women entrepreneurs: those with a family background in business and those without. The AHP model was constructed using 6 criteria and 19 sub-criteria, drawing from the results of prior research. A questionnaire survey was administered to Twenty Emirati women entrepreneurs within the United Arab Emirates (UAE) to gather data. The participants were chosen based on their familial histories. The collected data were analyzed and a priority vector was allocated to each criteria and sub-criteria. According to the findings, knowledge,

abilities, and training were the primary elements that significantly impacted the development and success of Emirati women entrepreneurs.

d) Entrepreneurial potential among women

Badghish, et.al., (2024, p. 26) explored the impact of specific teaching methods on the development and utilization of entrepreneurial abilities among university students in Saudi Arabia. The study examined many topics, such as the effect of entrepreneurial environments on female Saudi university students as well as the effects of entrepreneurial education on their talents. The study also examined the impact of instructional approaches on the development of entrepreneurial competencies in female students. Collection of data was carried out by a team of 10 female research assistants who performed structured surveys, both in-person and online. A heterogeneous sample of female students was surveyed, ensuring representation from different socio-economic backgrounds. The questionnaire underwent a thorough process of interpretation and pilot testing, resulting in the participation of 825 volunteers from institutions around the country. The study discovered a significant favorable impact of these three factors on the entrepreneurial inclinations of female students in Saudi colleges.

Amini, et.al., (2024) uncovered the attributes of entrepreneurial intelligence in female entrepreneurs by conducting semi-structured interviews and analyzing the data using typical content analysis methods. The second study employed qualitative meta-synthesis to uncover the traits of women's entrepreneurial intelligence on a global scale. And the third study investigated the evolutionary connections between the different aspects of intelligence in entrepreneurs after they identify and create opportunities. This report was derived from three studies. The initial study involved conducting purposive sampling interviews with 15 female entrepreneurs in the Guilan province of Iran. The objective was to determine the characteristics of entrepreneurial intelligence on a national scale. A content analysis using the inductive approach was conducted on the interview data. The validity of the data was evaluated using Shannon entropy and qualitative validation methods. In the second investigation, a qualitative meta-synthesis was employed.

Ramya, Pushpa and Ghosh (2024, p. 282) offered significant perspectives on the contribution of female entrepreneurs in promoting environmentally friendly companies in the United States and in both rural and urban areas of India. The study employed a descriptive study design methodology to perform a comprehensive literature assessment on the development of women entrepreneurs in India. The case-based methodology was utilized to portray female

entrepreneurs and their narratives of advancement. The analysis was conducted using qualitative analysis of both secondary and primary data. The study presented significant findings on the phenomenon of women entrepreneurship in India, including the obstacles faced by women entrepreneurs in both organized and unorganized sectors, as well as the policies implemented in various countries to support sustainable women entrepreneurship. The data suggested that the growth rates of women's businesses differ among countries, and this difference was driven by whether a country is classified as developed or developing.

Omotosho, et.al., (2024, p. 2309743) examined the involvement of stakeholders in promoting women's entrepreneurship within South Africa and proposed a framework to encourage higher educational institutions to empower women entrepreneurs. The study conducted a semi-systematic literature analysis to examine the impact of stakeholders' actions on the progress of female entrepreneurs in South Africa. In addition, the researchers used the Web of Science's database to gather information. Initially, they found 82 articles, but after applying certain criteria to exclude irrelevant ones, they ended up with a final corpus of 53 publications. The research findings suggested that the South African government has active programs and initiatives aimed at promoting women's entrepreneurship. However, the effectiveness of these programs was consistently hindered by various underlying obstacles, as identified in this study. Furthermore, the study indicated that government measures are leading the way in promoting women's empowerment, while higher education institutions have a secondary role.

Quraishi, et.al., (2024, p. 141) intended to analyze the impact of ICT on women's entrepreneurship, evaluate the effectiveness of technological tools, and discover methods to enhance the participation of women entrepreneurs within online university environments. The research employed a survey-based methodology, involving a sample of 50 women who have been registered in online university programs for entrepreneurship in various fields such as healthcare, journalism, and economics. The examination of the survey results revealed a range of viewpoints concerning ICT infrastructure, the crucial role of ICT tools, and the perceived barriers and possibilities faced by women entrepreneurs. Based on the results, the study provided practical suggestions for using technology to promote the development and development of women entrepreneurs in online educational environments.

Cada (2023) evaluated the entrepreneurial aptitude of a group of Filipino professionals with varied backgrounds. The study aimed to comprehend the entrepreneurial drive, ability, and mindset of the participants. According to the survey, Filipino professionals demonstrated moderate levels of entrepreneurial potential, with a mean average score falling between the

minimum and average range. The minimum, average, and maximum marks were predetermined. This study employed a self-assessment questionnaire consisting of fifty Likert-scale questions. The scale ranges from complete agreement to complete disagreement, with four points of assessment. As a result of the epidemic, the study utilized convenience sampling. The study included only participants who were accessible via online or face-to-face means. The majority of individuals were coworkers, family members, and acquaintances of the researcher. Facebook messages, LinkedIn, and email were utilized to assist in the dissemination and recovery of the self-evaluation questionnaire across several social media platforms.

Simbeko, et.al., (2023, p. 874) analyzed the correlation between several traits associated with entrepreneurial capacity and the inclination of young individuals to initiate an agricultural firm. The study encompassed a sample of 514 youths residing in Eastern Democratic Republic of Congo (DRC). The study found that the young in South Kivu exhibit varying levels of entrepreneurial aptitude and desire for agribusiness, depending on their gender and place of residence. Therefore, the young generation's interest in agribusiness is motivated by their knowledge of the growing agripreneurial sector, ownership of land, parental involvement in farming as a positive example, the perception of agribusiness as a potential source of employment, proficiency in management, organization, and seizing opportunities, as well as skills in market analysis, negotiation, and planning. Hence, endeavors to engage young individuals in agribusiness should prioritize utilizing media platforms, raising awareness about existing agricultural opportunities in their locality, and establishing land policies.

Al-Qahtani, et.al., (2022, p. 4092) concentrated on tackling the issue of scarcity, the study initially employed a systematic review of the literature (SLR) to uncover key topics pertaining to women and entrepreneurship. This was achieved by evaluating 23 peer-reviewed papers that specifically focus on the situations of Qatar and the MENA area. Following that, a qualitative methodology was employed to explore and analyze the present achievements and challenges by conducting interviews with 25 existing and aspiring female entrepreneurs in Qatar, along with 5 incubators as well as government officials. Employing a design thinking approach and the gender-aware structure (known as the 5Ms structure), the study presented an exploratory conceptual structure to overcome barriers and promote progressive policies for women entrepreneurs. The aim was to meet the requirements of women entrepreneurs and support sustainable development.

Aparicio, Urbano and Stenholm (2021, p. 120748) looked into the impact of informal organizations on the ability to start and grow a business at different levels. Utilizing

institutional theory and a multilevel methodology, the study analyzed a sample of 880,576 individuals from the years 2006 to 2016. The findings indicated that informal institutional pressures at the country level offset the absence of individual-level determinants for individuals with low entrepreneurship potential. Media coverage focusing on entrepreneurship or instruction has the ability to increase the possibility of entrepreneurship among individuals in the lower socioeconomic spectrum. Therefore, the study offered new information regarding the importance and interplay of informal organizations and how they contribute to the growth of entrepreneurial opportunities in different nations. The findings of the study also indicated that there are policy implications for educational initiatives aimed at reducing the disparity between persons who possess entrepreneurial skills but lack potential and those who possess both skills and potential.

Maric, et.al., (2021, p. 1593) assessed the connections between innovation, efficiency, conformity, and entrepreneurial potential. Participants included undergraduates from "Belgium, an EU member state, and two EU candidate nations—Serbia and Bosnia and Herzegovina". Study results provided policymakers with significant insights on how to enhance student attitudes toward entrepreneurship. A total of 1008 undergraduates from these three nations were included in the sample for data collection. The study utilized "the Kirton Adaptation Innovation Inventory (KAI), Questionnaire on Entrepreneurial Traits (QET), and The Scale of Entrepreneurial Potential (SEP)" to collect data. Canonical correlation analysis demonstrated a robust and statistically significant relationship in relation to the Entrepreneurial Traits model's many dimensions, including creativity, efficiency, compliance, and others. Additionally, there was a substantial association with the entrepreneurial potential model.

Chhabra, Raghunathan and Rao (2020) investigated the effects of entrepreneurial intention on the promotion of women entrepreneurship within Indian MSMEs. The study attempted to provide a clear definition of the concept of entrepreneurial intention and subsequently presented the process of validating the instrument used to measure entrepreneurial intention. A survey instrument was developed and distributed to a sample of 103 participants from various regions of India, specifically targeting women entrepreneurs. The purpose of the survey was to assess their entrepreneurial intention. The sampling method used was a combination of cluster and snowball sampling. Observations indicated that the dependability coefficients accurately demonstrate the sufficiency of the sample. The study revealed significant correlations between direct and indirect indicators of entrepreneurial intention, providing confirmation that all the factors in the questionnaire were effectively designed. Pearson's correlation coefficients

were utilized in the analysis to elucidate the connection between different variables of entrepreneurial intention.

Lent, (2020, p. 778) determined the phenomenon of everyday entrepreneurship amongst women in Bolgatanga, a region in Northern Ghana. The study employed Schatzki's theory of practice to examine the process of entrepreneurship. The analysis focused on several diverse activities, including inaccurate measuring, imprecise recordkeeping, timekeeping, transpositional resourcing, praying, employing, implementing, and supporting family. The links and effects of these practices were examined. The intersections of practices established social structures in which entrepreneurs navigate their daily lives and find a balance between their entrepreneurial endeavors and their family commitments. The study provided valuable analysis of topics that have been overlooked in the field of entrepreneurship research. These include the study of women's entrepreneurship in underdeveloped regions facing severe poverty, as well as the examination of the factors that enable or restrict its implementation.

e) Barriers to Entrepreneurship for Women

Herath, (2024) analyzed the impact of sixteen barriers on the entrepreneurial intention of rural women. Primary data was collected through a structured questionnaire coming from 213 rural women who had taken part in the skills development program of the Department of Rural Development in Sri Lanka's North-Western Province. The study focused on identifying statistically significant effects. The study analyzed the influence of demographic variables (age, marital status, education level, number of children, as well as monthly family income) on the entrepreneurial inclinations of rural women by performing an analysis of variance. The results showed that a lack of trust in the company idea and a lack of practical specifics needed to start a corporation have a statistically substantial adverse impact on entrepreneurial intention. Moreover, the marital status of an individual has a significant statistical effect on their intention to become an entrepreneur. The study was essential because it addressed a gap in the existing literature by using quantitative analysis to examine the obstacles that rural women have in starting their own businesses.

Nimeshi and Rodrigo (2024) investigated the barriers hindering the participation of women in entrepreneurship within the SME sector in Sri Lanka. The study employed a qualitative methodology that focused mostly on narratives. A total of 8 female entrepreneurs were contacted and subsequently interviewed. The sample was determined using purposeful

sampling strategies, and the data collection methodologies were selected in a manner that effectively achieved the study's objectives. The material received from the respondents was analyzed and interpreted using thematic analysis. The data analysis highlighted the importance of empowering and supporting women entrepreneurs while acknowledging significant limitations. The study enhanced the existing literature by integrating the topics identified in the study and making a novel addition to the field of women's entrepreneurship.

Ahmetaj, Kruja and Hysa (2023, p. 112) intended to evaluate the determinants, barriers, and perspectives of female entrepreneurship within the framework of a post-communist society. A survey was done with 36 female entrepreneurs working in Tirana, the capital city of Albania, as a component of the data collection procedure. The study findings indicated that there is no notable disparity between the proportion of women who believe they face discrimination and the proportion of female entrepreneurs who believe their gender has had a positive impact on business growth. However, there was a significant positive difference in the proportion of women entrepreneurs whose work has received support from their families and partners, compared to those who have inherited wealth from their families. One additional objective of the study was to offer several suggestions that policymakers in Albania may examine in order to enhance the entrepreneurial ecosystem.

McDonagh, et.al., (2024) aimed to enhance comprehension of the barriers that female agri-food entrepreneurs in rural areas perceive as impeding their entrepreneurial growth and development, as well as their perspectives on mentorship programs. A sample of 25 female participants was divided into seven independent focus groups, which consisted of agri-food entrepreneurs from various European countries including Ireland, Belgium, Poland, and Italy. The discussions were somewhat organized and focused on individuals' views regarding the help they received from their surrounding infrastructure, as well as their ideas on the obstacles and facilitators for the development of entrepreneurship. A reflective thematic analysis was performed after transcribing the conversations from the focus groups word for word. Three prominent motifs were identified. Barriers to expanding a company encompassed insufficient financial backing and the vexations encountered with the intricacy of funding applications. There was often a dearth of socio-cultural support. The participants were cognizant of the advantages of having an online presence to enhance their organization, but they lacked self-assurance in their digital skills.

Lisowska and Leszczyński (2023, p. 163) explored the obstacles that hindered the establishment and expansion of enterprises owned by women in Poland after 1989 and

categorized them into four separate groups. The study critically examined the existing body of literature and conducted a comprehensive analysis of the institutional mechanisms that have been put in place to promote women entrepreneurs in Poland. The analysis focused on the time frame spanning from 2000 to 2020. Using the categorization of barriers as well as the findings from the study's comprehensive analysis, constructed a conceptual framework outlining the institutional assistance available to women entrepreneurs in Poland. The foundation of the conceptual model was based on Scott's (2014) conceptual framework, which identified three fundamental pillars that underlie modern institutions. Utilizing the theoretical framework, the study derived pertinent suggestions for customized institutional assistance that catered to the distinct requirements of firms owned by women.

Arvind and Ranjith (2023, p. 277) engaged in an effort to comprehend the concept of entrepreneurship and the significance of women in the field of entrepreneurship. The study comprehended and examined the various challenges faced by women in initiating and managing entrepreneurship, as well as potential remedies for these challenges. The study also addressed the significant barriers of social issues, inadequate education, and lack of financial support. It also explored the involvement of the government, family, and other groups in assisting women in establishing their own enterprises. The study was exploratory in character, employing a combination of a review of literature and survey methods. The study identified financial assistance and backing from the government as well as other groups as the primary issues. The findings were based on a basic analysis of questionnaires and could be further confirmed through future quantitative research. The study provided valuable insights about women's entrepreneurship, which served as evidence of women's empowerment.

Abd El Basset, Bell and Al Kharusi (2022) proposed to investigate women in Oman and to assess that family wealth, entrepreneurship/business experience, and family size have an impact on women's view of impediments to entrepreneurship. The study was conducted using primary data obtained from 123 female participants at an Omani commercial institution. Using a standardized questionnaire, the data was gathered. In order to determine the effect of familial traits on the perception of barriers to entrepreneurship, the data was analyzed using principal component analysis (PCA), correlation, and regression analysis. The results indicated that all three family traits under investigation were not predictive of a shift in the belief of impediments to entrepreneurship. The finding contradicted earlier studies conducted in Western cultures and emphasized potential deficiencies in familial support towards female entrepreneurship within Oman.

Umar, Ali and Sial (2022, p. 2) examined the barriers, opportunities, and obstacles faced by young Pakistani women entrepreneurs who have recently completed their education. The study was characterized by its qualitative nature, with the scholars employing a case study research methodology. The study performed semi-structured interviews involving young female entrepreneurs who had recently graduated and evaluated the data using the Gioia approach. The study investigated the utilization of e-business channels, such as social media marketing, by women entrepreneurs to promote their creative business concepts. The study examined the difficulties, obstacles, prospects, and assistance accessible to female entrepreneurs in Pakistan, focusing on the perspectives of young female entrepreneurs who have recently graduated. The study highlighted the need for governments to eliminate barriers, tackle difficulties, and offer training in entrepreneurship and funding opportunities to women in order to promote their empowerment.

Patra, and Lenka, (2022) conducted a literature review which was followed by a scientometric analysis. The "Nominal Group Technique (NGT)" had been used to uncover the primary obstacles hindering women's business aspirations. The "Analytic Hierarchy Process (AHP)" was subsequently utilized, incorporating input from 13 experts, including entrepreneurs, to determine the priority of barriers and propose essential recommendations. The objective of the study was to ascertain the key terminology employed by previous researchers, categorize these phrases into different subjects related to obstacles, and ultimately rank the primary hurdles that hinder women's entrepreneurial intents. The data revealed three significant kinds of obstacles and twelve sub-obstacles. The primary barriers that had the most significant impact on individuals were inadequate self-confidence, financial barriers, and women's status and rights. These barriers were categorized as individual, contextual, and sociocultural barriers, with priority percentages of 58.6%, 51.1%, and 54.7%, respectively.

Soomro, Abdelwahed, and Shah (2022) explored the primary barriers that Pakistani female entrepreneurs need to overcome in this regard. The study used a quantitative research strategy, collecting cross-sectional data from respondents through questionnaires. Female undergraduates and graduate students from a variety of public and private institutions in Pakistan were the primary focus of the study. The study's findings were based on the usable samples collected from 498 female students in Pakistan. Results showed that "aversion to risk (ATR)" had a small effect on entrepreneurial inclinations (EI), according to the study's structural equation model (SEM). Furthermore, the presence of "fear of failure (FoF), limited

access to resources (LoR), aversion to hard work and stress (ASH), and a lack of social networking (LSN)" all had adverse and inconsequential impacts on emotional intelligence (EI).

Conley and Bilimoria (2022, p. 392) looked into the barriers to expansion and the methods used to reduce them in successful entrepreneurial enterprises with revenues above \$1 million. Examined the variations in these factors between businesses controlled by Black and White entrepreneurs, as well as between male and female entrepreneurs. The data was gathered via semi-structured interviews and examined qualitatively utilizing "grounded theory and thematic analysis techniques". The findings indicated that each group of entrepreneurs experiences a lack of access to financing. However, Black and female entrepreneurs encountered extra difficulties like discrimination based on race and gender bias that hindered their business growth. Although all entrepreneurs utilized social networking strategies to address the challenges hindering the growth of their businesses, Black, particularly female entrepreneurs went a step further by incorporating faith and prayer into their approach. Additionally, they actively engaged in governmental and commercial diversity initiatives as a means to overcome the barriers they encountered.

Chiplunkar and Goldberg (2021) created a systematic structure for measuring obstacles to women's engagement in the labor force and entrepreneurship in developing nations and implemented it specifically in the context of the Indian economy. The study discovered that women encounter significant obstacles to labor force participation. Women entrepreneurs faced significantly higher expenditures when expanding their firms by employing people. Nevertheless, female entrepreneurs possess a distinct advantage when it comes to recruiting and employing female personnel. The study demonstrated that the sectoral composition of female employment does not drive this phenomenon. In line with the trend, the study observed that policies aimed at promoting female entrepreneurship can substantially enhance female labor force participation, even without specifically focusing on increasing female labor force participation. Counterfactual simulations suggested that eliminating all additional obstacles encountered by women entrepreneurs significantly increased the proportion of female-owned businesses, female labor force participation, and incomes, and resulted in major economic benefits.

Jones (2021) analyzed the utilization of financial techniques by female entrepreneurs in Broward County, Florida, to foster business growth and overcome obstacles in entrepreneurship. A qualitative, multiple-case research approach was employed to investigate beauty salons, ballet schools, and insurance offices. The analysis of each case was based on the

utilization of semi-structured field notes, interviews, financial data, and observations made during interviews with three small businesses that were owned by women. The implementation of a 6-stage analysis of data procedure led to the generation of both within-case and cross-case studies. The study revealed four strategies that participants employed to overcome insufficient start-up and operating capital. These strategies included: (a) networking for both educational and marketing purposes, (b) prioritizing marketing as a crucial strategy for managing cashflow, (c) acquiring an existing business to bypass social and financial obstacles, and (d) implementing cost-control measures to overcome restricted access to capital.

Tunio, et.al., (2021, p. 11419) aimed to investigate how entrepreneurship overcomes the obstacles in establishing a business within a developing nation such as Pakistan. In order to obtain the results, a qualitative methodology was employed, using semi-structured interviews with young entrepreneurs located in the Hyderabad region of Pakistan. Thematic analysis was performed after the data was collected. The study's final themes indicated that trust concerns, family hurdles, financial difficulties, gender issues, educational obstacles, corruption, and legal obstacles are challenges that cause alterations in the entrepreneurial method and its sustainability. The study offered insights for regional governments, academic institutions, financial organizations, entrepreneurs, and society as a whole in the development of a support system and the promotion of a sustainable entrepreneurial environment. The study suggested ways to minimize challenges and emphasized the importance of focusing on sustainable entrepreneurship.

Banu and Khanam (2020, p. 228) intended to investigate the obstacles encountered by female entrepreneurs in urban areas. The study identified five distinct obstacles based on existing literature, and they employed a questionnaire to gather empirical evidence. The study involved interviewing six female entrepreneurs from Dhaka city along with conducting a cross-case analysis to identify the specific challenges faced by urban women entrepreneurs. The data indicated that urban women entrepreneurs predominantly encountered social and cultural impediments, in addition to other usual obstacles. Social and cultural barriers are predominantly associated with the societal perception of women and their societal roles. Ultimately, it has been discovered that the combination of familial assistance and societal consciousness can have a significant impact in eradicating the social and cultural obstacles faced by women entrepreneurs.

Bowei, (2020) aimed to investigate the methods employed by female entrepreneurs across Nigeria to overcome obstacles in order to maintain productive business enterprises. Using the

women's empowerment framework and the "5M gender-aware entrepreneurship theory which encompasses money, market, motherhood, management, meso, and macro environment" the study's conceptual framework was constructed. Fifteen randomly chosen Nigerian female entrepreneurs whose efforts over the past five years have kept their businesses afloat provided the data through semistructured telephone interviews. Interview transcripts were subjected to thematic analysis. After careful analysis, thirteen themes were recognized and organized into five distinct groups. The study found that in order to overcome obstacles and keep their businesses profitable, Nigerian female entrepreneurs used strategies such as mentoring, innovative funding, technological advances, mindset change, persistence, creativity, networking with other entrepreneurs, learning, and leadership abilities.

2.3 Research Gap

Although there is increasing awareness of the crucial role women play in entrepreneurship, there is still a substantial lack of research in comprehending how EL and women's success intersects in this field. Although literature recognizes the significance of leadership skills and motivating variables in promoting entrepreneurial potential among women, there is a lack of extensive research investigating the specific impact of entrepreneurial leadership on women's business success. Previous studies frequently emphasize the obstacles that women encounter in entrepreneurship, including gender discrimination and restricted availability of financial resources. However, they do not thoroughly explore the particular leadership methods and approaches that could effectively address these issues. Furthermore, the literature analysis highlights the prevalence of leadership paradigms that are focused on masculinity, indicating a requirement for more comprehensive models that address the varied experiences and requirements of women entrepreneurs. Therefore, there is a distinct requirement for empirical research that investigates the impact of entrepreneurial leadership in enabling women to overcome these obstacles and emerge as accomplished leaders in their specific domains, fostering innovation, development, and societal transformation.

2.4 Summary of the Literature Review

The literature study highlights the crucial role of women in entrepreneurial pursuits, underscoring their capacity to stimulate economic development and bring about social transformation. This statement emphasizes the importance of advancing gender equality and offering unbiased assistance from institutions to fully harness women's contributions to economic and social progress. According to the UNFPA 2023 report, women make up 50% of

the world's population, they face challenges such as restricted financial opportunities and gender discrimination, which impede their efforts in entrepreneurship. This highlights the importance of examining the influence of EL on the achievement of women, considering elements such as leadership abilities and motivating factors, while also addressing the widespread obstacles to women's entrepreneurship. This study seeks to address the existing research gap by examining the impact of entrepreneurial leadership on women's entrepreneurial capabilities. It aims to provide valuable insights on how to overcome hurdles and promote inclusive economic development. By implementing focused interventions and providing support mechanisms, women have the potential to become accomplished leaders, fostering innovation and promoting growth in diverse industries.

Chapter -3

Research Methodology

3.1 Overview

Research methodology refers to the systematic and organized strategy used to carry out research, encompassing various methodologies, procedures, and tools employed for the collection, analysis, and interpretation of data. The process comprises the careful selection of appropriate designs, techniques for data collecting, and statistical analysis to guarantee the credibility of the results. The primary focus of our study is on Entrepreneurial Leadership and its impact on successful leadership vision, specifically in relation to the success of women as entrepreneurs.

Entrepreneurial leadership is a dynamic style of leadership that focuses on innovation, taking risks, and being agile in order to navigate the hurdles of business initiatives. This evolving paradigm acknowledges the distinct circumstances of entrepreneurial pursuits, in which leaders frequently navigate through uncertain and rapidly changing settings. Under this structure, women are progressively taking on significant positions as accomplished entrepreneurs, introducing novel viewpoints and strategies to leadership. However, there exists a societal bias in the Indian context, where women face discrimination from men in many Indian communities and religions. They are commonly perceived as being exclusively assigned to certain domestic and childcare duties, while being systematically deprived of even fundamental legal entitlements within society. Despite the implementation of several programs and policies aimed at supporting women and improving their economic and social standing, as well as the increasing level of education in society, prevailing socio-cultural beliefs continue to regard women as inferior to men in terms of social status. The study seeks to cultivate the overarching concepts of "Entrepreneurial Leadership: A New Paradigm, Context, and Vision of Effective Leadership with Women Emerging as Successful Entrepreneurs."

The chapter outlines a concise and focused methodology that employs the Descriptive approach to study. The components include data categories, population and sample, participant selection, conceptual framework, and data-gathering sources. This approach utilizes objectives and hypotheses to incorporate both primary and secondary data, together with statistical methods and techniques, with the purpose of conducting Descriptive

analysis.

3.2 Operational Term

a) Leadership

Leadership is the skill of motivating and directing individual or a group towards a shared objective, utilizing impact, vision, and communication. It involves the capacity to inspire, enable, and promote cooperation while managing difficulties and encouraging development. Leadership entails exerting influence over others to collectively accomplish a shared vision (Northouse, 2019).

b) Entrepreneurs

Entrepreneurs are those who recognize potential opportunities, willingly assume risks, and generate value by initiating new business endeavors. They exhibit a blend of ingenuity, tenacity, and tactical cognition to traverse ambiguities and transform concepts into actuality. Entrepreneurs propel innovation, stimulate economic expansion, and make contributions to societal advancement by addressing unfulfilled need and questioning established norms. (Croitoru, 2012 and Schumpeter, 2008)

c) Motivation

Motivation is the primary stimulant for human activity, exerting influence on individuals to actively pursue objectives and engage in actions. It includes internal motivations, external rewards, and the interaction between emotions and intellect. Motivation is essential for attaining success in diverse areas of life, encompassing personal growth and professional pursuits. (Deci, and Ryan, 2000).

d) Barriers

Barriers refer to obstructions or hindrances that impede progress or thwart the ability of persons or entities to accomplish their objectives. These challenges might manifest in different ways, including financial restrictions, legal obstacles, technological restraints, or rivalry in the market. Obstacles can impede innovation, suppress growth, and restrict access to possibilities (Cooper, 1999).

e) **Entrepreneurial Leadership**

Entrepreneurial leadership is the capacity to introduce new ideas, embrace uncertainty, and initiate transformation inside a company. It requires forward-thinking, flexibility, and a readiness to question the existing state of affairs. This leadership style promotes innovation, cultivates a climate of trial and error, and enables individuals to actively seek out chances for personal and professional advancement. (Shane and Venkataraman, 2000).

3.3 Objective and Hypothesis

• Objective of the Study

- (i) To find out the relationship between leadership skills and the success of women entrepreneurs.
- (ii) To examine the impact of motivational factors responsible for the success of women entrepreneurs.
- (iii) To assess the entrepreneurial potential among women.
- (iv) To analyze the impact of Barriers to Entrepreneurship on the success of women entrepreneurs.

• Hypothesis of the Study

- **H0:** There is no significant relationship between leadership skills and the success of women entrepreneurs.
- **H1:** There is a significant relationship between leadership skills and the success of women entrepreneurs.
- **H0:** There is no significant impact of motivational factors responsible for the success of women entrepreneurs.
- **H2:** There is a significant impact of motivational factors responsible for the success of women entrepreneurs.
- **H0:** There is no impact of Barriers to Entrepreneurship such as Access to Capital, lack of Social and Institutional Support, and Gender Stereotypes and Biases on the success of women entrepreneurs.

- **H3:** There is the impact of Barriers to Entrepreneurship such as Access to Capital, lack of Social and Institutional Support, and Gender Stereotypes and Biases on the success of women entrepreneurs.

3.4 Conceptual framework

The conceptual framework visually represents the connections and interactions among variables. This document defines the important objectives of this method and illustrates how the suitable study aims collaborate to attain dependable and cohesive results. Figure 3.1 depicts the theoretical structure of the study.

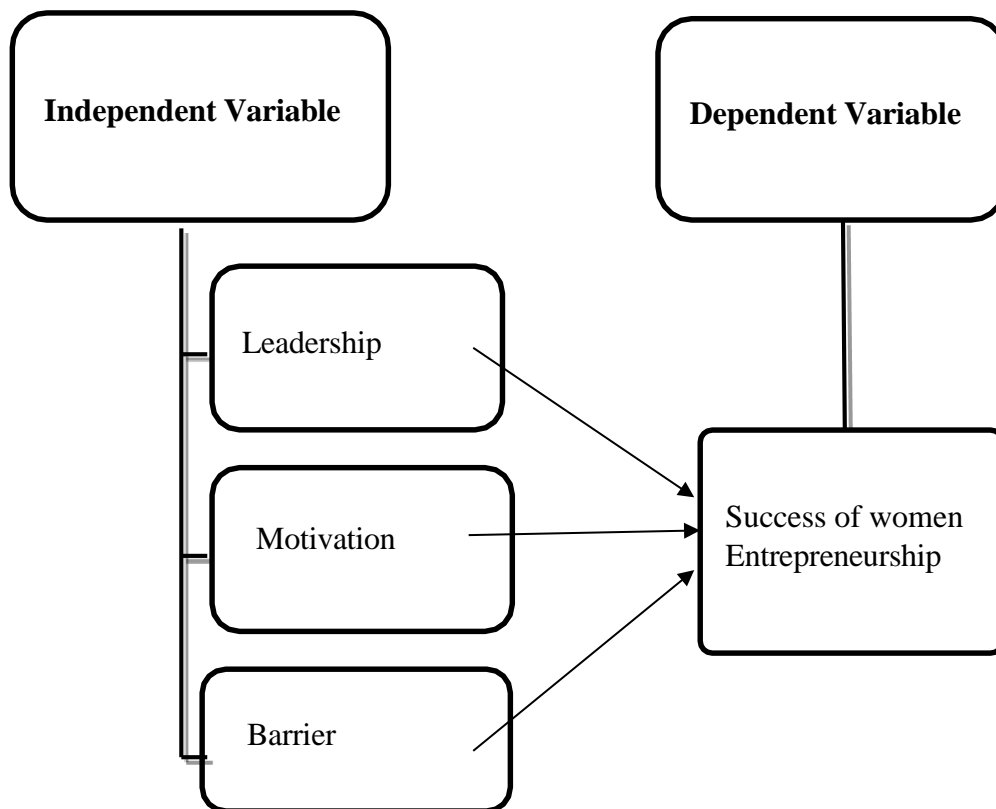


Figure 3.1: Conceptual Framework

(Source: Self Prepared by Author)

- **Independent Variables**

An "independent variable" is a variable that can be changed or modified without being affected by other variables. The independent variables include the factors that researchers

deliberately change in order to investigate their influence upon the dependent variable. An independent variable is deemed independent because it is unaffected by any additional variables present in the study. The study's independent factors include leadership, motivation, and barriers. These variables are considered as independent in the study because it can examine the distinct impacts of, motivation, leadership, and barrier on dependent variables.

- **Dependent Variables**

A variable that is completely or partially impacted by the input or antecedent variable is called a dependent variable. Changes in the quantities of the independent variables lead to consistent adjustments in the values of the dependent variables. This is considered as dependent variable because as a dependent variable, women entrepreneurs' success allows to study the success factors and gives useful insights for academia and politics.

3.5 Research Design

The research design of a study refers to the methodical and comprehensive plan for gathering, analysing, and interpreting the results. This framework provides an adequate foundation for more investigation and enables experts to devise the most effective study methods for the present inquiry. This study employed descriptive research methodologies. Descriptive research is frequently employed in research designs because it enables the provision of statistical answers, which simplifies the execution of basic statistical analysis for the purpose of drawing conclusions. Figure 3.2 presents the diagrammatic representation of Research Design.

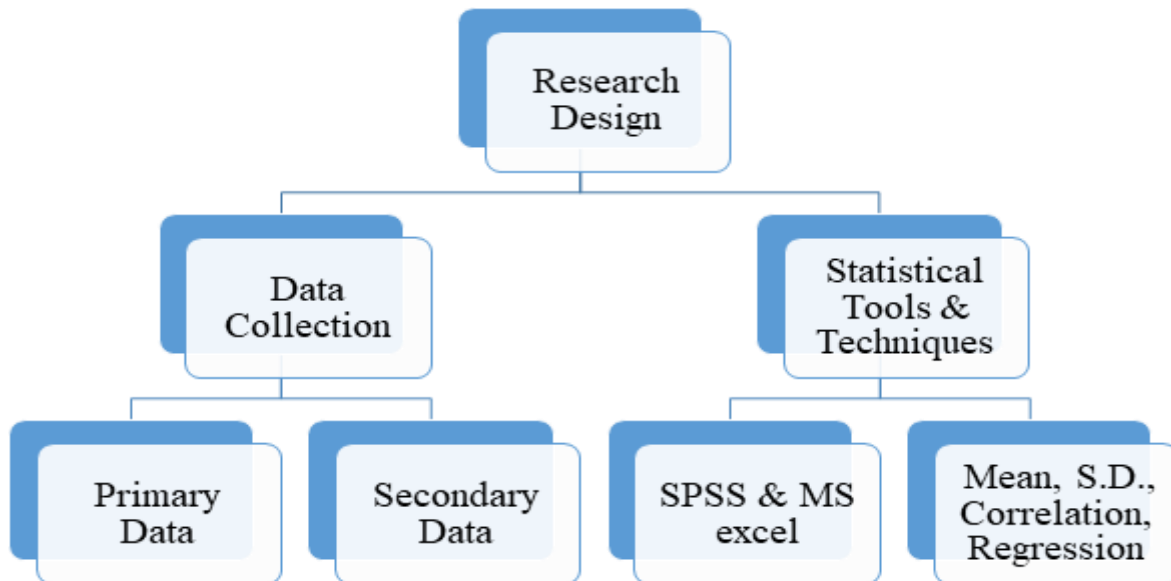


Figure 3.2: Research Design

(Source: Self Prepared by
Author)

3.6 Population and Sample

The term "population" encompasses the complete set of individuals, items, or features that satisfy specific criteria which are of relevance to the researcher. This study has specifically examined Women entrepreneurs from across India. Conversely, the term "sample" generally denotes a smaller portion of a larger group or population that is examined or evaluated in order to make assumptions or draw conclusions about the full group. The study has utilized a sample size of 750 women entrepreneurs, selected from various regions across India.

3.7 Participant Selection

Participant selection includes the process of selecting individuals or groups to participate in a study based on certain criteria. The current study employed a random sample strategy to obtain data. Random sampling is a statistical technique that involves selecting a selection of individuals or things from a larger population in a manner that ensures each participant of the population has an equal chance of being selected. This strategy is frequently utilized when it is not feasible or unattainable to investigate the complete population.

3.8 Instrumentation

A research instrument is a device used specifically to collect data for the purpose of conducting research. The choice of instruments may vary considerably depending on the features of the study and the specific data being collected. The present study has collected data through a self-constructed questionnaire of 5-point Likert Scale.

3.9 Data Collection Procedure

- **Data Collection**

Data collection is the systematic gathering and analysis of data pertaining to important factors, in order to investigate specific research inquiries, validate hypotheses, and evaluate outcomes. By utilizing a mixed method approach that combines both quantitative and qualitative data, The study were able to gain vital insights into the articulated problem. The study included a combination of primary and secondary data collection approaches. The following are the ways of data collection:

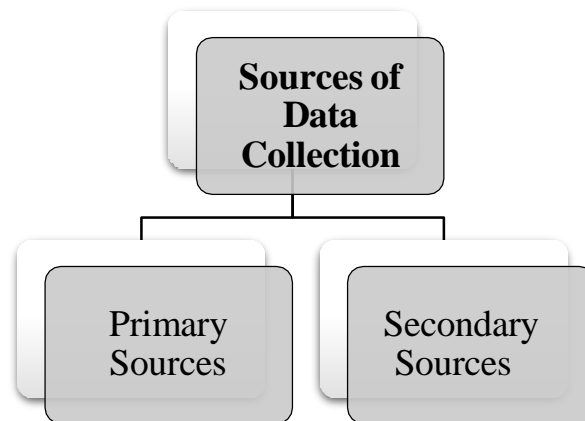


Figure 3.3: Sources of Data Collection

(Self-Prepared by Author)

- **Primary Sources**

Primary sources refer to data that was gathered by a researcher for the very first time, without any previous existence or use. The collection of primary data was conducted using experimental methods, surveys, and questionnaires. These methods were carefully constructed to account for all the variables that needed to be investigated.

- **Secondary Sources**

Secondary sources often known as second-party data, is information that is acquired from source other than the original user. Secondary data sources are quite helpful. For scholars as well as analysts, this involves the capacity to create extensive, top-notch databases that assist in solving company problems. The secondary data collection process involved utilizing a range of published sources, including books, reports, newspapers, periodicals, journals, websites, and other related resources.

3.10 Data Analysis

3.10.1 Statistical Tools

The study utilized the following statistical tools:

a) SPSS

IBM SPSS 25 Statistics is a popular version of the program called "SPSS (Statistical Package for the Social Sciences)", primarily utilized for statistical analysis in the field of social sciences. Originally utilized in the field of social sciences, SPSS has now become widely embraced in other disciplines that require data analysis. The study employs SPSS for effective data analysis, utilizing several methodologies.

b) MS Excel

MS Excel provides a diverse range of options and instruments that empower users to execute numerous data analysis activities, including filtering, sorting, and creating graphs and charts. Corporations and academic institutions frequently utilize Excel for data analysis because of its widespread accessibility, extensive array of functionalities, and intuitive user interface. MS Excel is employed in the analysis to methodically collect data and show it in a visual style.

3.10.2 Statistical Techniques

However, there are alternative research methodologies, the chosen statistical techniques for this study were Mean, Standard Deviation (SD), ANOVA test, Correlation, and Regression Technique, based on the research objective and hypothesis.

(i) Arithmetic Mean

While addressing averages, the term "arithmetic mean" can refer to either the actual average or the arithmetic average. To obtain it, one computes the aggregate of all values in a specified dataset, divides that aggregate by the total count of quantities in the dataset, and subsequently derives the outcome. If all integers are uniformly distributed, then the central value is equal to the arithmetic mean (AM). There are different methods that can be used to calculate the arithmetic mean (AM), and the choice of method depends on the distribution of the data and the number of units being considered. The formula for computing the mean is as follows:

$$m = \frac{\textit{Sum of the terms}}{\textit{number of terms}}$$

(ii) Standard Deviation

The calculation of the difference between a measurement statistic (often known as the sample mean) and the "standard deviation" of an extensive sample or samples are related, although they are not necessarily identical. An efficient approach to compute the "standard deviation" is multiplying the variances of each dataset by their corresponding square roots. The formula for computing the Standard Deviation is as follows:

$$= \sqrt{\frac{\sum (x_i - \mu)^2}{N}}$$

(iii) Correlation

Correlation is a statistical concept that quantifies the extent of variation between multiple variables. A positive correlation is observed when two variables exhibit simultaneous changes. Negative correlation occurs when two variables demonstrate an inverse relationship, indicating that as the value of one of them rises, the other variable declines. The formula for computing correlation is as follows:

$$r = \frac{\sum (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum (x_i - \bar{x})^2 \sum (y_i - \bar{y})^2}}$$

(iv) Regression

A regression model can be employed to illustrate the relationship between variations in

several independent variables and alterations in the variable that is dependent. Linear regression can be classified as either simple, including the use of only one independent variable in order to forecast the dependent variable's outcome, or many, involving the use of multiple independent variables to predict the outcome. The formula for computing the Regression is as follows:

$$Y = a + bX + u$$

(v) Analysis of Variance (ANOVA)

ANOVA is a statistical method used to determine whether the means of more than one sample are significantly different from each other. The equation used to calculate the Analysis of Variance is as follows:

$$\text{F-statistic} = [(\text{Between-group variability}) / (\text{Within-group variability})]$$

3.11 Conclusion

Our research primarily explored Entrepreneurial Leadership, specifically focusing on the factors contributing to women's success in entrepreneurship, while considering the socio-cultural obstacles present in India. Entrepreneurial Leadership is a dynamic paradigm that focuses on innovation, risk-taking, and adaptability. The study aims to challenge societal perceptions by gathering insights from 750 women entrepreneurs across India using scientific approaches, despite existing prejudices. By employing primary as well as secondary data gathering methods, our aim was to provide reliable and substantial findings. The study sheds light on the convergence of gender, leadership, and entrepreneurship, enhancing our comprehension of successful leadership in many circumstances. The study aims to promote the acknowledgment and empowerment of women in entrepreneurial pursuits, highlighting the significance of creating a supportive and appreciative atmosphere that recognizes their contribution to innovation and economic development.

Chapter 4

Data analysis

4.1 Overview

The chapter introduces the key elements that define the context and vision of effective leadership. Before entering an in-depth examination, the chapter begins by outlining the key factors that impact these dynamics. Demographic profiling allows for an in-depth characterization of the participants and provides important contextual information. The chapter uses rigorous reliability testing methodologies to guarantee the accuracy and trustworthiness of the data acquired. To determine the reliability and consistency of the study's findings, this step is crucial.

Furthermore, referencing approaches are used to speed up and improve accuracy by making the assessment process simpler. Thoroughly explained, the results derived from the hypotheses supplied valuable insight into the study's concerns. The responses from the participants were thoroughly analyzed, yielding a detailed comprehension of their points of view. The topic of the research is “Entrepreneurial Leadership: A New Paradigm, context and Vision of effective leadership with women emerging as successful entrepreneurs”. To give a comprehensive picture of the major variables impacting women entrepreneurs’ leadership, it made careful use of data analysis and interpretation.

4.2 Demographic profile of the respondents

Table 4.1: Age of Respondents

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25-34 years old	207	27.6	27.6	27.6
	35-44 years old	320	42.7	42.7	70.3
	45 and above	148	19.7	19.7	90.0

	Below 25 years	75	10.0	10.0	100.0
	Total	750	100.0	100.0	

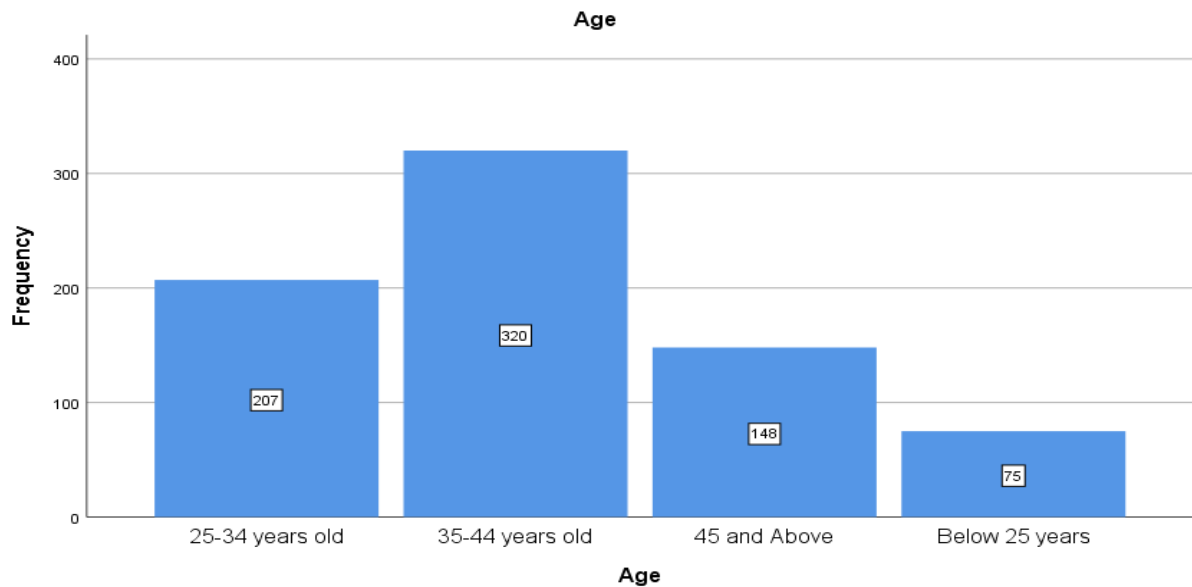


Figure 4.1: Age of Respondents

“The above Table 4.1 and pie chart (figure 4.1) define the Age of Respondents. According to Table 4.1, it is observed that, out of 750 respondents selected for the study, 207 are between 25-34 years who, constituting 27.6 %; 320 are between 35-44 years, constituting 42.70 %; 148 are 45 and above years who form 19.70 % and 75 are below 25 years who constitute 10% of the total sample respondents”.

Table 4.2: Education Level of Respondents

Education Level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12th pass	75	10.0	10.0	10.0
	Bachelor's Degree	225	30.0	30.0	40.0
	Master's Degree	300	40.0	40.0	80.0
	PhD Degree	150	20.0	20.0	100.0
	Total	750	100.0	100.0	

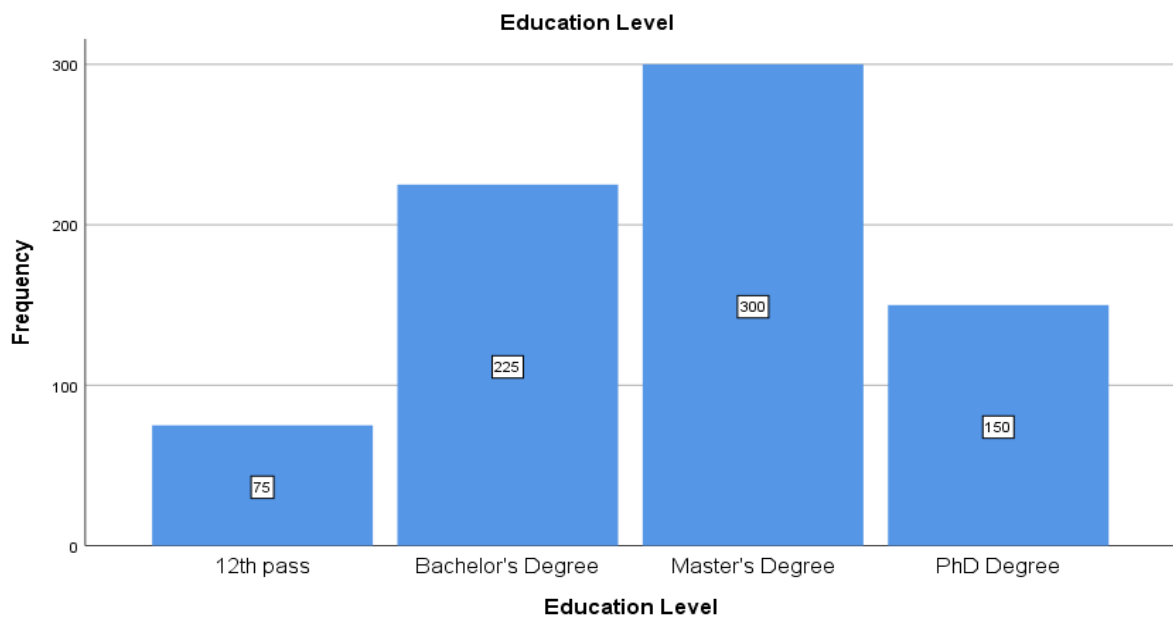


Figure 4.2: Education Level of Respondents

“The above Table 4.2 and pie chart (figure 4.2) define the Educational Level of Respondents. According to Table 4.2 above, it is observed that, out of 750 respondents selected for the study, 75 are 12th pass, constituting 10%, 225 have bachelor’s degrees, who constitute 30% and 300 have master’s degrees, who form 20% of the total sample respondents”.

Table 4.3: Marital Status of Respondents

Marital Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	429	57.2	57.2	57.2
	Unmarried	321	42.8	42.8	100.0
	Total	750	100.0	100.0	

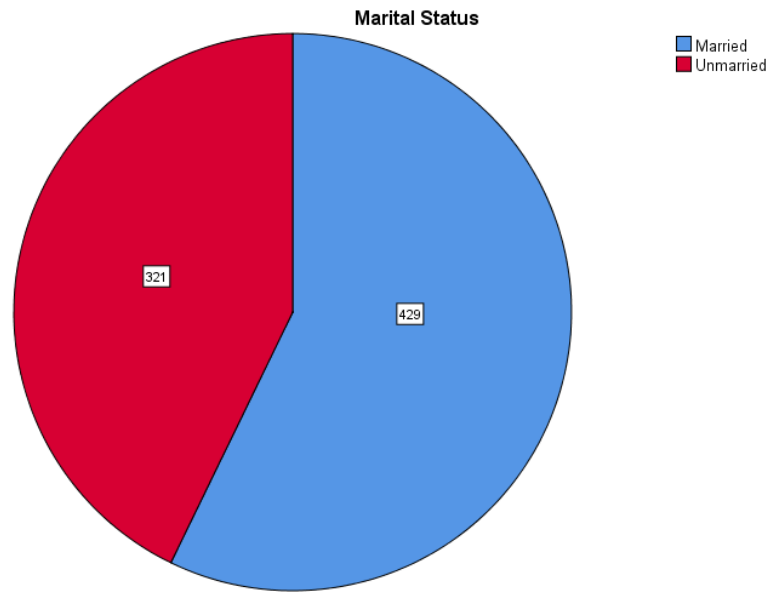


Figure 4.3: Marital Status of Respondents

“The above Table 4.3 and pie chart (figure 4.3) define the Marital Status of the respondents. According to Table 4.3 above, it is observed that, out of 750 respondents selected for the study, 429 are married, constituting 57.20 %, and 321 are unmarried, constituting 42.80 % of the total sample respondents”.

Table 4.4: Experiences of the respondents

Experiences					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-5 years	231	30.8	30.8	30.8
	6-10 years	295	39.3	39.3	70.1
	Less than 1 year	72	9.6	9.6	79.7
	More than 10 years	152	20.3	20.3	100.0
	Total	750	100.0	100.0	

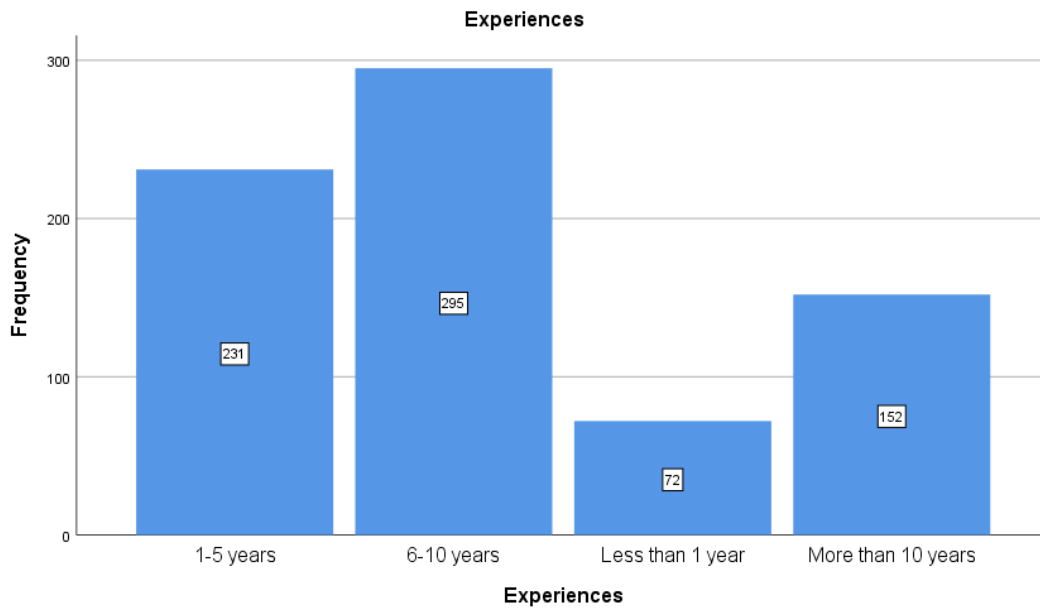


Figure 4.4: Experiences of the respondents

“The above Table 4.4 and a bar graph (figure 4.4) define the years of experience. According to Table 4.4, it is observed that out of 750 respondents selected for the study, 72 are below 1 year, constituting 9.60%. 231 are between 1-5 years, constituting 30.80%, 295 are between 6-10 years, constituting 39.3%; and 152 constitute more than 10 years, constituting 20.3% of the total sample respondents”.

Table 4.5: Geographical Location

Geographical Location					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rural	290	38.7	38.7	38.7
	Urban	460	61.3	61.3	100.0
	Total	750	100.0	100.0	

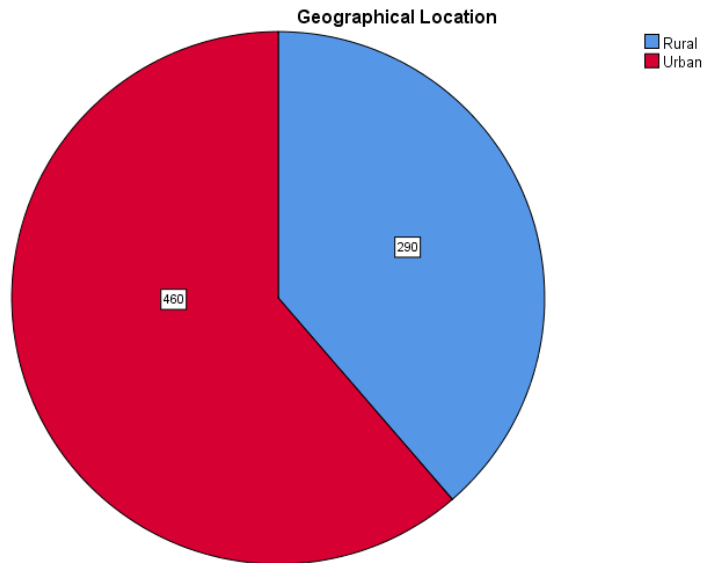


Figure 4.5: Geographical Location

“The above Table 4.5 and the pie chart (figure 4.5) define the location of the respondents. According to Table 4.5 above, it is observed that, out of 750 respondents selected for the study, 460 are from urban areas, which constitute 61.30 %, and 290 are from rural areas, which form 38.70 % of the total sample respondents”.

4.3 Results Based on Hypothesis and Research Questions

H1: There is a significant relationship between leadership skills and the success of women entrepreneurs.

Q1- What is the nature and extent of the relationship between leadership skills and the success of women entrepreneurs?

Table 4.6: Descriptive Statistics

Descriptive Statistics			
	Mean	Std. Deviation	N
Leadership Skills	28.5667	3.98230	750
Success	29.7000	4.41467	750

“In the above table 4.6 of Descriptive Statistics, the mean of leadership skills is 28.5667, the standard deviation is 3.98230, the mean of success is 29.70, 5667, and the standard deviation is 4.41467”.

Table 4.7: Correlations

Correlations			
		Leadership Skills	Success
Leadership Skills	Pearson Correlation	1	.072*
	Sig. (2-tailed)		.049
	N	750	750
Success	Pearson Correlation	.072*	1
	Sig. (2-tailed)	.049	
	N	750	750
*. Correlation is significant at the 0.05 level (2-tailed).			

“In the above Table 4.7 of correlation there is a positive correlation between leadership skills and success (A significant value of 0.049 is less than 0.05)”.

H2: There is a significant impact of motivational factors responsible for the success of women entrepreneurs.

Q2- What are the specific motivational factors that contribute significantly to the success of women entrepreneurs, and how do these factors influence their entrepreneurial outcomes?

Table 4.8: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.076 ^a	.006	.004	4.40501
a. Predictors: (Constant), Motivational Factors				

“Table 4.8 defines the Model Summary, indicating a significant degree of connection. The R-value for the simple correlation is 0.076, which reflects how much of the overall variance in the dependent variable, success, the independent variable, can be used to explain the results”.

Table 4.9: ANOVA^a

ANOVA ^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.249	1	83.249	4.290	.039 ^b
	Residual	14514.251	748	19.404		
	Total	14597.500	749			
a. Dependent Variable: Success						
b. Predictors: (Constant), Motivational Factors						

“Above Table 4.9 is the ANOVA table, which reports how well the regression equation fits the data (i.e., predicts the dependent variable). This table indicates that the regression model predicts the dependent variable significantly well. This indicates the statistical significance of the regression model 0.039, which is less than 0.05, and indicates that, overall, the regression model statistically significantly predicts the outcome variable (i.e., it is a good fit for the data). Hence, the hypothesis is accepted”.

Table 4.10: Coefficients

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	26.845	1.388		19.346	.000
	Motivational Factors	.096	.046	.076	2.071	.039
a. Dependent Variable: Success						

“The Coefficients Table 4.10 provides the necessary information to predict marketing strategies and services, as well as determine whether the “Success” is statistically significant to the model (Sig. the value 0.039 less than 0.05)”.

H3 There is the impact of Barriers to Entrepreneurship such as Access to Capital, lack of Social and Institutional Support, and Gender Stereotypes and Biases on the success of women entrepreneurs.

Q3 - What are the effects of barriers like capital access, social support, and gender biases on women entrepreneurs' success?

Table 4.11: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.346 ^a	.120	.119	4.14411
a. Predictors: (Constant), Barriers to Entrepreneurship				

“Table 4.11 defines the Model Summary, indicating a significant degree of connection. The R-value for the simple correlation is 0.346, which reflects how much of the overall variance in the dependent variable, success, the independent variable, can be used to explain the results”.

Table 4.12: ANOVA^a

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1751.594	1	1751.594	101.99	.000 ^b
	Residual	12845.906	748	17.174	3	
	Total	14597.500	749			
a. Dependent Variable: Success						
b. Predictors: (Constant), Barriers to Entrepreneurship						

“Above Table 4.12 is the ANOVA table, which reports how well the regression equation fits the data (i.e., predicts the dependent variable). This table indicates that the regression model predicts the dependent variable significantly well. This indicates the statistical significance of the regression model 0.000, which is less than 0.05, and indicates that, overall, the regression model statistically significantly predicts the outcome variable (i.e., it is a good fit for the data). Hence, the hypothesis is accepted”.

Table 4.13: Coefficients

Coefficients	
--------------	--

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.191	1.642		8.035	.000
	Barriers to Entrepreneurship	.179	.018	.346	10.099	.000
a. Dependent Variable: Success						

“The Coefficients Table 4.13 provides the necessary information to predict marketing strategies and services, as well as determine whether the “Success” is statistically significant to the model (Sig. the value 0.000 less than 0.05)”.

- **Leadership Skills**

Table 4.14: I effectively communicate my vision and goals to my team members.

I effectively communicate my vision and goals to my team members.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	70	9.3	9.3	9.3
	Disagree	121	16.1	16.1	25.5
	Neutral	265	35.3	35.3	60.8
	Agree	151	20.1	20.1	80.9
	Strongly Agree	143	19.1	19.1	100.0
	Total	750	100.0	100.0	



Figure 4.6: I effectively communicate my vision and goals to my team members.

“Table 4.14 and the bar graph (figure 4.6) above define the statement “I effectively communicate my vision and goals to my team members”. The respondents who strongly disagreed with the statement are 9.30%, disagreed with the statement are 16.10%, neutral with the statement are 35.30%, agreed with the statement are 20.10%, and strongly agreed with the statement are 19.10%.”

Table 4.15: I inspire and motivate my team members to achieve organizational objectives.

I inspire and motivate my team members to achieve organizational objectives.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	48	6.4	6.4	6.4
	Disagree	79	10.5	10.5	16.9
	Neutral	205	27.3	27.3	44.3
	Agree	148	19.7	19.7	64.0
	Strongly Agree	270	36.0	36.0	100.0
	Total	750	100.0	100.0	

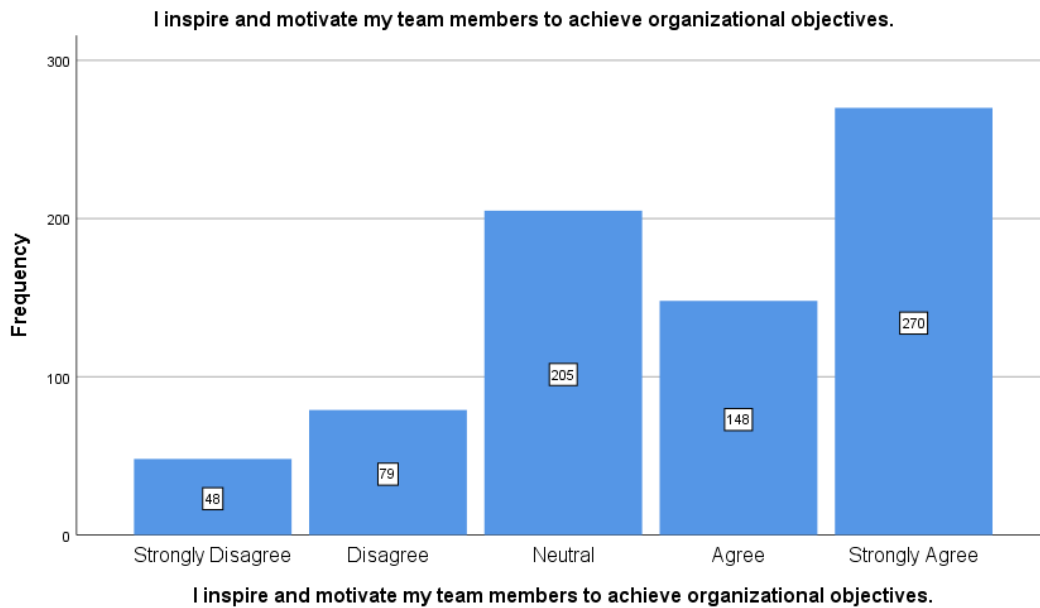


Figure 4.7: I inspire and motivate my team members to achieve organizational objectives.

“Table 4.15 and the bar graph (figure 4.7) above define the statement, “I inspire and motivate my team members to achieve organizational objectives.” The respondents strongly disagreed with the statement are 6.40%, disagreed with the statement are 10.50%, neutral with the statement are 27.30%, agreed with the statement are 19.70%, and strongly agreed with the statement are 36%”.

Table 4.16: I am confident in my decision-making abilities as a leader.

I am confident in my decision-making abilities as a leader.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	23	3.1	3.1	3.1
	Disagree	70	9.3	9.3	12.4
	Neutral	277	36.9	36.9	49.3
	Agree	266	35.5	35.5	84.8
	Strongly Agree	114	15.2	15.2	100.0
	Total	750	100.0	100.0	



Figure 4.8: I am confident in my decision-making abilities as a leader.

“Table 4.16 and the bar graph (figure 4.8) above define the statement “I am confident in my decision-making abilities as a leader.” The respondents strongly disagreed with the statement are 3.10%, disagreed with the statement are 9.30%, neutral with the statement are 36.90%, agreed with the statement are 35.50%, and strongly agreed with the statement are 15.20%”.

Table 4.17: I encourage innovation and creativity within my team.

I encourage innovation and creativity within my team.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	31	4.1	4.1	4.1
	Disagree	66	8.8	8.8	12.9
	Neutral	158	21.1	21.1	34.0
	Agree	220	29.3	29.3	63.3
	Strongly Agree	275	36.7	36.7	100.0
	Total	750	100.0	100.0	

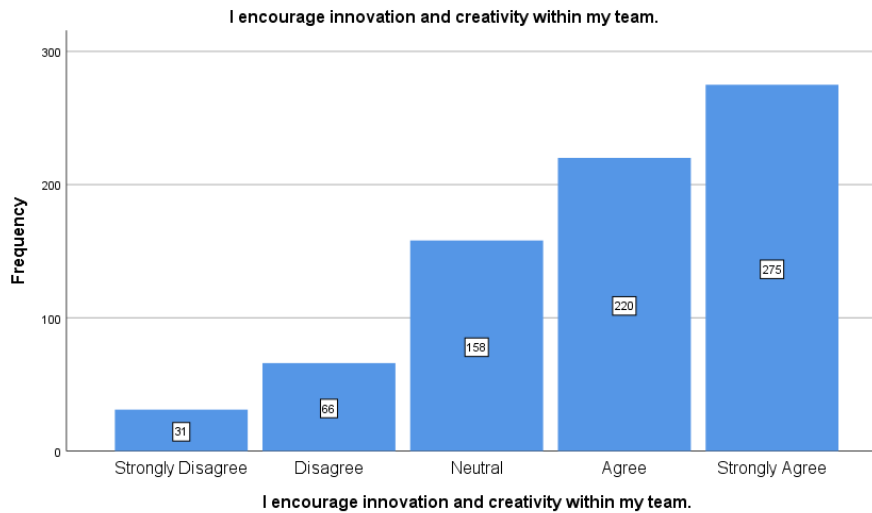


Figure 4.9: I encourage innovation and creativity within my team.

“Table 4.17 and the bar graph (figure 4.9) above define the statement “I encourage innovation and creativity within my team”. The respondents strongly disagreed with the statement are 4.10%, disagreed with the statement are 8.80%, neutral with the statement are 21.10%, agreed with the statement are 29.30%, and strongly agreed with the statement are 36.70%”.

Table 4.18: I handle conflicts and disagreements within my team effectively.

I handle conflicts and disagreements within my team effectively.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	24	3.2	3.2	3.2
	Disagree	78	10.4	10.4	13.6
	Neutral	209	27.9	27.9	41.5
	Agree	304	40.5	40.5	82.0
	Strongly Agree	135	18.0	18.0	100.0
	Total	750	100.0	100.0	



Figure 4.10: I handle conflicts and disagreements within my team effectively.

“Table 4.18 and the bar graph (figure 4.10) above define the statement “I handle conflicts and disagreements within my team effectively.”. The respondents who strongly disagreed with the statement are 3.20%, disagreed with the statement are 10.40%, neutral with the statement are 27.90%, agreed with the statement are 40.50%, and strongly agreed with the statement are 18%”.

Table 4.19: I adapt to changing situations and lead my team through uncertainty.

I adapt to changing situations and lead my team through uncertainty.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	23	3.1	3.1	3.1
	Disagree	77	10.3	10.3	13.3
	Neutral	157	20.9	20.9	34.3
	Agree	288	38.4	38.4	72.7
	Strongly Agree	205	27.3	27.3	100.0
	Total	750	100.0	100.0	

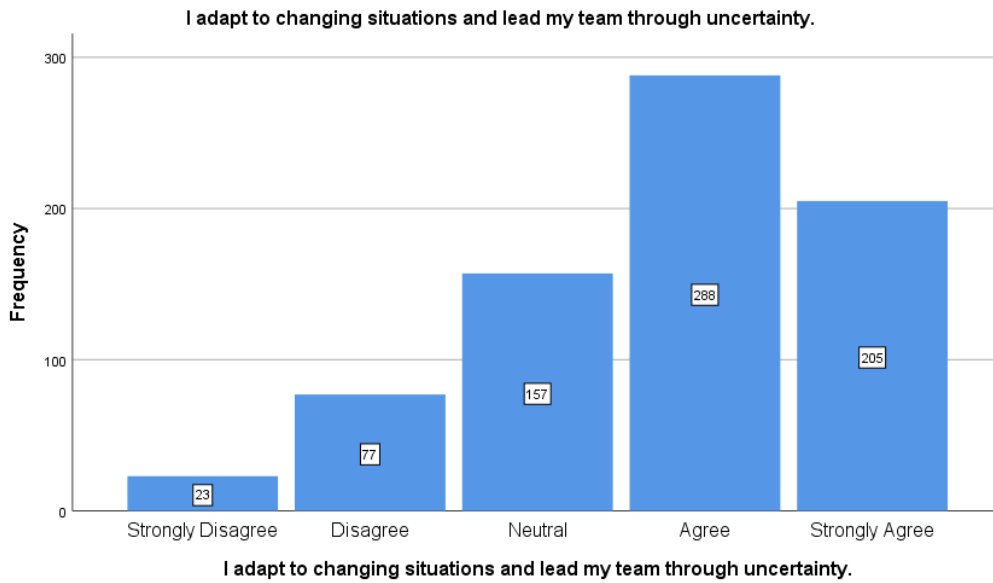


Figure 4.11: I adapt to changing situations and lead my team through uncertainty.

“Table 4.19 and the bar graph (figure 4.11) above define the statement, “I adapt to changing situations and lead my team through uncertainty”. The respondents who strongly disagreed with the statement are 3.10%, disagreed with the statement are 10.30%, neutral with the statement are 20.90%, agreed with the statement are 38.40%, and strongly agreed with the statement are 27.30%”.

Table 4.20: I foster a culture of collaboration and teamwork within my organization.

I foster a culture of collaboration and teamwork within my organization.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	101	13.5	13.5	13.5
	Disagree	93	12.4	12.4	25.9
	Neutral	187	24.9	24.9	50.8
	Agree	251	33.5	33.5	84.3
	Strongly Agree	118	15.7	15.7	100.0
	Total	750	100.0	100.0	

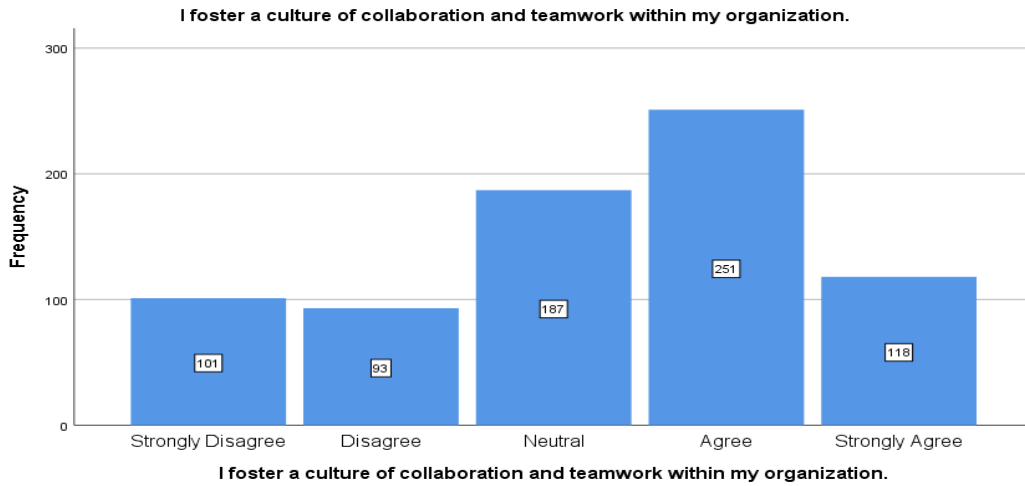


Figure 4.12: I foster a culture of collaboration and teamwork within my organization.

“Table 4.20 and the bar graph (figure 4.12) above define the statement “I foster a culture of collaboration and teamwork within my organization.”. The respondents who strongly disagreed with the statement are 13.50%, disagreed with the statement are 12.40%, neutral with the statement are 24.90%, agreed with the statement are 33.50%, and strongly agreed with the statement are 15.70%”.

Table 4.21: I delegate tasks and responsibilities to my team members effectively.

I delegate tasks and responsibilities to my team members effectively.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	20	2.7	2.7	2.7
	Disagree	43	5.7	5.7	8.4
	Neutral	233	31.1	31.1	39.5
	Agree	324	43.2	43.2	82.7
	Strongly Agree	130	17.3	17.3	100.0
	Total	750	100.0	100.0	

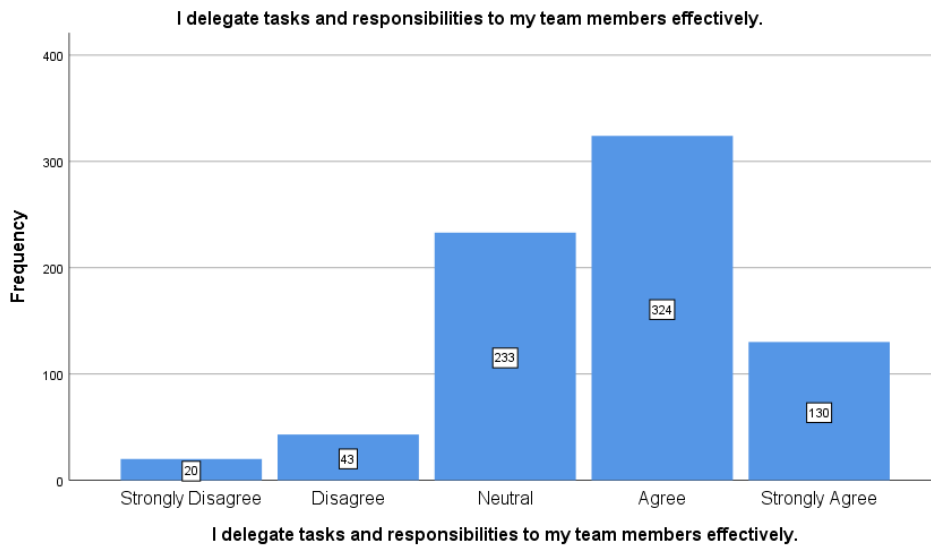


Figure 4.13: I delegate tasks and responsibilities to my team members effectively.

“Table 4.21 and the bar graph (figure 4.13) above define the statement “I delegate tasks and responsibilities to my team members effectively”. The respondents who strongly disagreed with the statement are 2.70%, disagreed with the statement are 5.70%, neutral with the statement are 31.10%, agreed with the statement are 43.20%, and strongly agreed with the statement are 17.30%”.

- **Success**

Table 4.22: Successfully expanding into new markets or territories.

Successfully expanding into new markets or territories is important for my business growth.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	50	6.7	6.7	6.7
	Disagree	73	9.7	9.7	16.4
	Neutral	226	30.1	30.1	46.5
	Agree	158	21.1	21.1	67.6
	Strongly Agree	243	32.4	32.4	100.0
	Total	750	100.0	100.0	

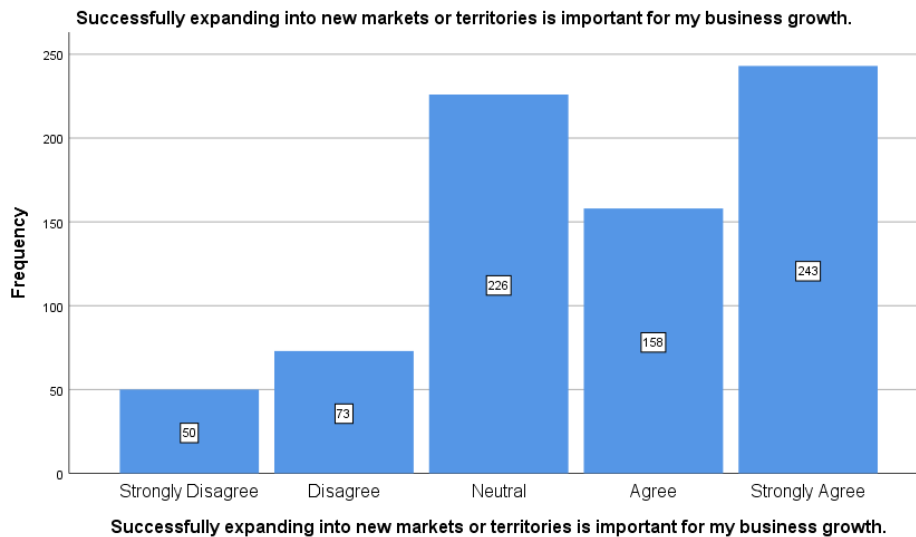


Figure 4.14: Successfully expanding into new markets or territories.

“Table 4.22 and the bar graph (figure 4.14) above define the statement, “Successfully expanding into new markets or territories is important for my business growth”. The respondents strongly disagreed with the statement are 6.70%, disagreed with the statement are 5.70%, neutral with the statement are 31.10%, agreed with the statement are 43.20%, and strongly agreed with the statement are 17.30%”.

Table 4.23: Establishing a strong brand reputation and fostering customer loyalty.

Establishing a strong brand reputation and fostering customer loyalty is a key focus for my business.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	57	7.6	7.6	7.6
	Disagree	50	6.7	6.7	14.3
	Neutral	273	36.4	36.4	50.7
	Agree	152	20.3	20.3	70.9
	Strongly Agree	218	29.1	29.1	100.0
	Total	750	100.0	100.0	

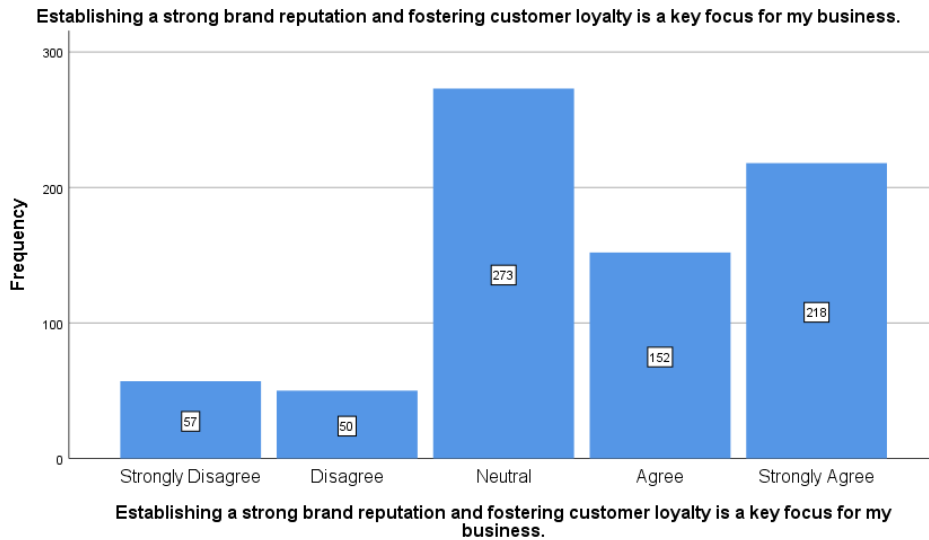


Figure 4.15: Establishing a strong brand reputation and fostering customer loyalty.

“Table 4.23 and the bar graph (figure 4.15) above define the statement, “Establishing a strong brand reputation and fostering customer loyalty is a key focus for my business”. The respondents who strongly disagreed with the statement are 7.60%, disagreed with the statement are 6.70%, neutral with the statement are 36.40%, agreed with the statement are 20.30%, and strongly agreed with the statement are 29.10%”.

Table 4.24: I prioritize effectively adapting to changing market conditions and trends.

I prioritize effectively adapting to changing market conditions and trends to stay competitive.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	49	6.5	6.5	6.5
	Disagree	56	7.5	7.5	14.0
	Neutral	198	26.4	26.4	40.4
	Agree	225	30.0	30.0	70.4
	Strongly Agree	222	29.6	29.6	100.0
	Total	750	100.0	100.0	

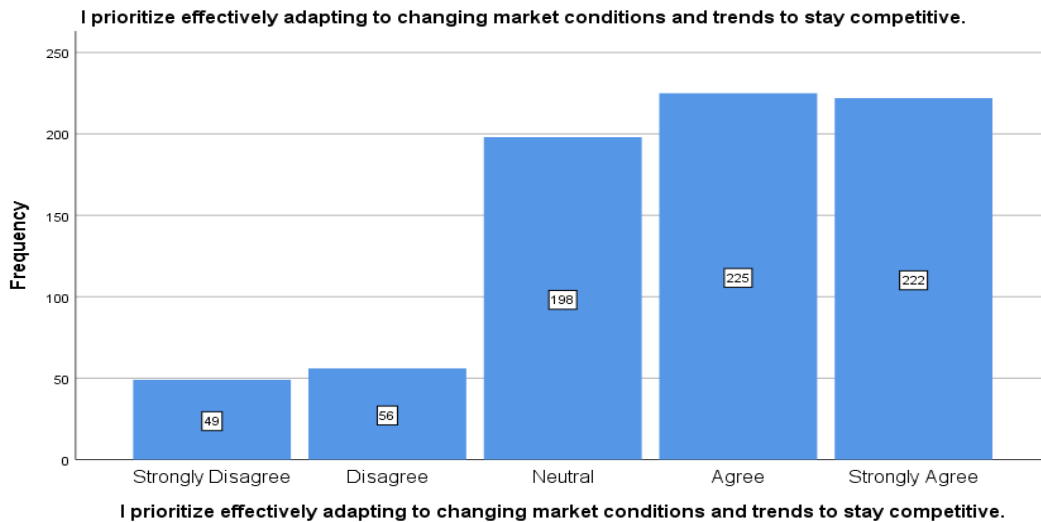


Figure 4.16: I prioritize effectively adapting to changing market conditions and trends.

“Table 4.24 and the bar graph (figure 4.16) above define the statement, “I prioritize effectively adapting to changing market conditions and trends to stay competitive”. The respondents who strongly disagreed with the statement are 6.5%, disagreed with the statement are 7.5%, neutral with the statement are 26.40%, agreed with the statement are 30%, and strongly agreed with the statement are 29.60%”.

Table 4.25: Receiving recognition or awards for my achievements boosts my business's credibility and visibility.

Receiving recognition or awards for my achievements boosts my business's credibility and visibility.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	47	6.3	6.3	6.3
	Disagree	86	11.5	11.5	17.7
	Neutral	178	23.7	23.7	41.5
	Agree	195	26.0	26.0	67.5
	Strongly Agree	244	32.5	32.5	100.0
	Total	750	100.0	100.0	

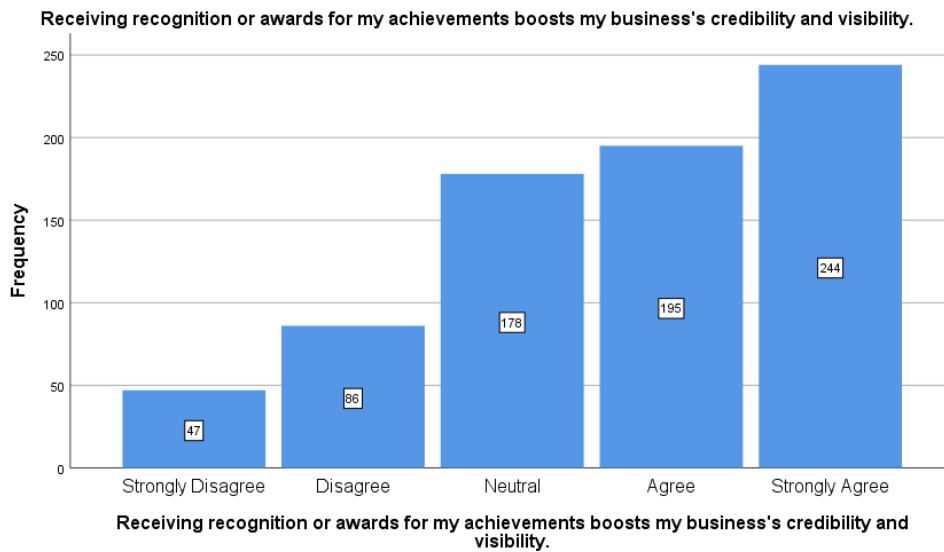


Figure 4.17: Receiving recognition or awards for my achievements boosts my business's credibility and visibility.

“Table 4.25 and the bar graph (figure 4.17) above define the statement, “Receiving recognition or awards for my achievements boosts my business's credibility and visibility”. The respondents who are strongly disagreed with the statement are 6.3%, disagreed with the statement are 11.5%, neutral with the statement are 23.70%, agreed with statement 26%, and strongly agreed with the statement are 32.50%”.

Table 4.26: Maintaining a high level of customer satisfaction and retention.

Maintaining a high level of customer satisfaction and retention is crucial for my business success.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	58	7.7	7.7	7.7
	Disagree	93	12.4	12.4	20.1
	Neutral	235	31.3	31.3	51.5
	Agree	181	24.1	24.1	75.6
	Strongly Agree	183	24.4	24.4	100.0
	Total	750	100.0	100.0	

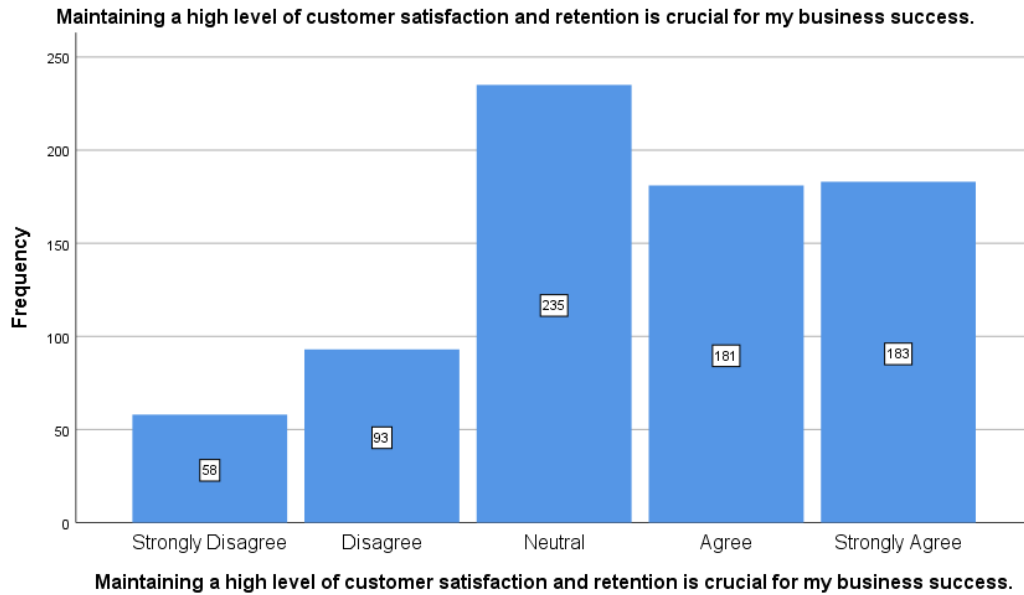


Figure 4.18 Maintaining a high level of customer satisfaction and retention.

“Table 4.26 and the bar graph (figure 4.18) above define the statement “Maintaining a high level of customer satisfaction and retention”. The respondents who strongly disagreed with the statement are 7.7%, disagreed with the statement are 12.4%, neutral with the statement are 31.30%, agreed with the statement are 24.1%, and strongly agreed with the statement are 24.40%”.

Table 4.27: Establishing a strong network of strategic partnerships and alliances.

Establishing a strong network of strategic partnerships and alliances is a priority for my business expansion.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	53	7.1	7.1	7.1
	Disagree	58	7.7	7.7	14.8
	Neutral	183	24.4	24.4	39.2
	Agree	191	25.5	25.5	64.7
	Strongly Agree	265	35.3	35.3	100.0
	Total	750	100.0	100.0	

Establishing a strong network of strategic partnerships and alliances is a priority for my business expansion.

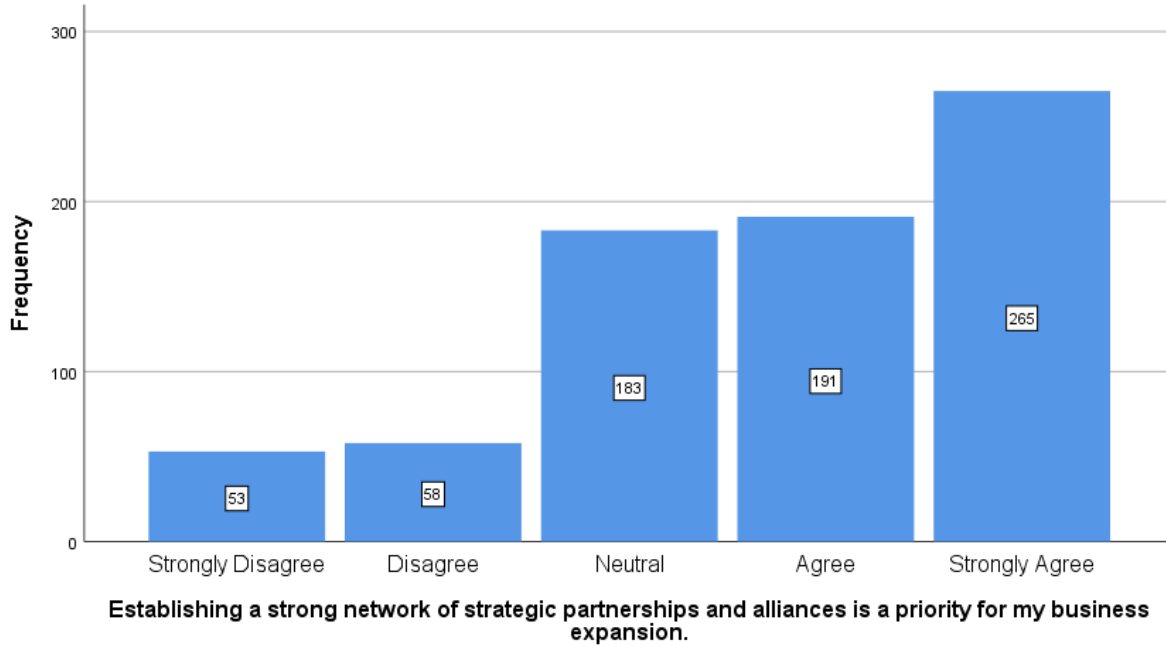


Figure 4.19 Establishing a strong network of strategic partnerships and alliances.

“In Table 4.27 and the bar graph (figure 4.19) above define the statement “Establishing a strong network of strategic partnerships and alliances”. The respondents who strongly disagreed with the statement are 7.1%, disagreed with the statement are 7.7%, neutral with the statement are 24.40%, agreed with the statement are 25.5%, and strongly agreed with the statement are 35.30%”.

Table 4.28: I focus on effectively managing costs and expenses to maximize profitability for my business.

I focus on effectively managing costs and expenses to maximize profitability for my business.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	25	3.3	3.3	3.3
	Disagree	36	4.8	4.8	8.1
	Neutral	172	22.9	22.9	31.1
	Agree	183	24.4	24.4	55.5
	Strongly Agree	334	44.5	44.5	100.0

	Total	750	100.0	100.0	
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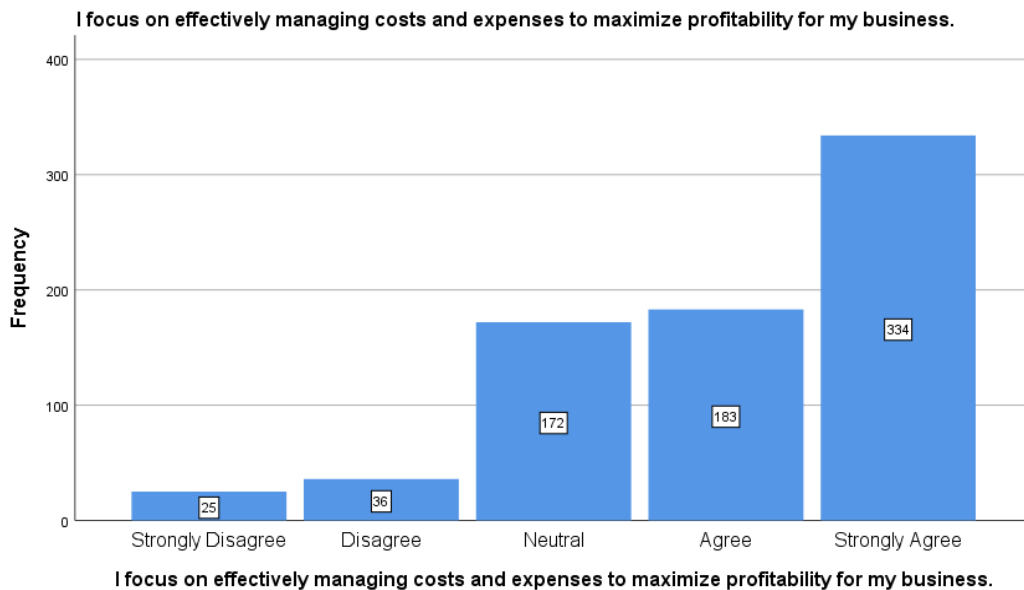


Figure 4.20 I focus on effectively managing costs and expenses to maximize profitability for my business.

“In Table 4.28 and the bar graph (figure 4.20) above define the statement “I focus on effectively managing costs and expenses to maximize profitability for my business”. The respondents who strongly disagreed with the statement are 3.3%, disagreed with the statement are 4.8%, neutral with the statement are 22.90%, agreed with the statement are 24.4%, and strongly agreed with the statement are 44.50%”.

Table 4.29: Ensuring a high level of employee satisfaction and retention.

Ensuring a high level of employee satisfaction and retention is essential for the success of my business.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	21	2.8	2.8	2.8
	Disagree	46	6.1	6.1	8.9
	Neutral	131	17.5	17.5	26.4

	Agree	314	41.9	41.9	68.3
	Strongly Agree	238	31.7	31.7	100.0
	Total	750	100.0	100.0	

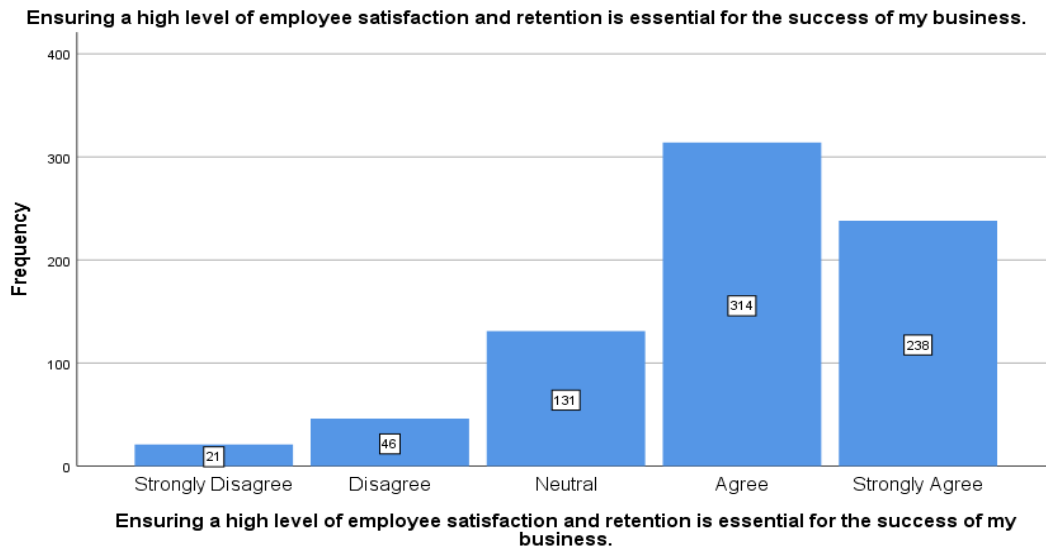


Figure 4.21 Ensuring a high level of employee satisfaction and retention.

“Table 4.29 and the bar graph (figure 4.21) above define the statement, “Ensuring a high level of employee satisfaction and retention is essential for the success of my business”. The respondents who strongly disagreed with the statement are 2.8%, disagreed with the statement are 6.1%, neutral with the statement are 17.50%, agreed with the statement are 41.9%, and strongly agreed with the statement are 31.7%”.

- **Motivational Factors**

Table 4.30: I aim to demonstrate consistent growth in my business revenue and profits.

I aim to demonstrate consistent growth in my business revenue and profits.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	35	4.7	4.7	4.7
	Disagree	77	10.3	10.3	14.9
	Neutral	173	23.1	23.1	38.0
	Agree	211	28.1	28.1	66.1

	Strongly Agree	254	33.9	33.9	100.0
	Total	750	100.0	100.0	

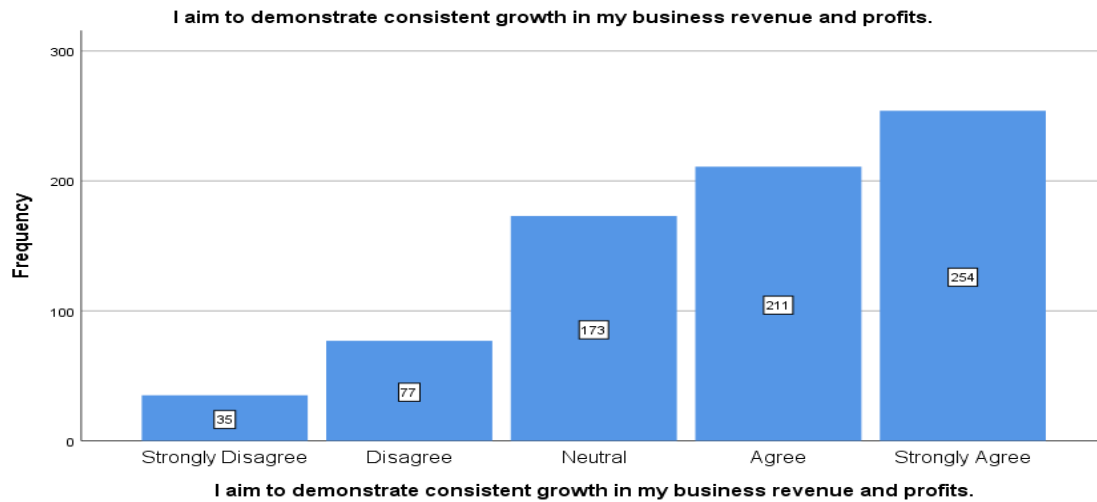


Figure 4.22 I aim to demonstrate consistent growth in my business revenue and profits.

“Table 4.30 and the bar graph (figure 4.22) above define the statement, “I aim to demonstrate consistent growth in my business revenue and profits”. The respondents who strongly disagreed with the statement are 4.7%, disagreed with the statement are 10.3%, neutral with the statement are 23.10%, agreed with the statement are 28.1%, and strongly agreed with the statement are 33.9%.”

Table 4.31: Building my business into a strong and recognizable brand within the industry is a primary goal.

Building my business into a strong and recognizable brand within the industry is a primary goal.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	33	4.4	4.4	4.4
	Disagree	55	7.3	7.3	11.7
	Neutral	255	34.0	34.0	45.7
	Agree	185	24.7	24.7	70.4
	Strongly Agree	222	29.6	29.6	100.0
	Total	750	100.0	100.0	



Figure 4.23 Building my business into a strong and recognizable brand within the industry is a primary goal.

“Table 4.31 and the bar graph (figure 4.23) above define the statement “Building my business into a strong and recognizable brand within the industry is a primary goal”. The respondents who strongly disagreed with the statement are 4.4%, disagreed with the statement are 7.3%, neutral with the statement are 34%, agreed with the statement are 24.7%, and strongly agreed with the statement are 29.6%”.

Table 4.32: Creating an inspiring and supportive work culture for my employees is a top priority.

Creating an inspiring and supportive work culture for my employees is a top priority.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	22	2.9	2.9	2.9
	Disagree	46	6.1	6.1	9.1
	Neutral	288	38.4	38.4	47.5
	Agree	171	22.8	22.8	70.3
	Strongly Agree	223	29.7	29.7	100.0
	Total	750	100.0	100.0	

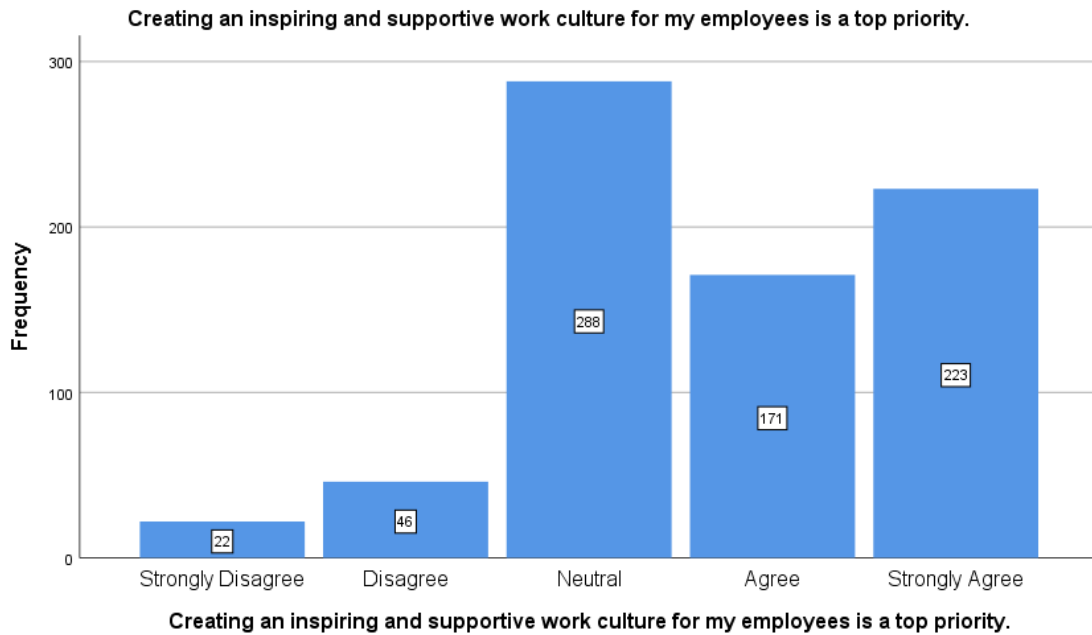


Figure 4.24 Creating an inspiring and supportive work culture for my employees is a top priority

“Table 4.32 and the bar graph (figure 4.24) above define the statement “Creating an inspiring and supportive work culture for my employees is a top priority”. The respondents who strongly disagreed with the statement are 2.9%, disagreed with the statement are 6.1%, neutral with the statement are 38.4%, agreed with the statement are 22.8%, and strongly agreed with the statement are 29.7%”.

Table 4.33: I am committed to contributing positively to the community or society through my business activities.

I am committed to contributing positively to the community or society through my business activities.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	29	3.9	3.9	3.9
	Disagree	49	6.5	6.5	10.4
	Neutral	209	27.9	27.9	38.3
	Agree	218	29.1	29.1	67.3

	Strongly Agree	245	32.7	32.7	100.0
	Total	750	100.0	100.0	

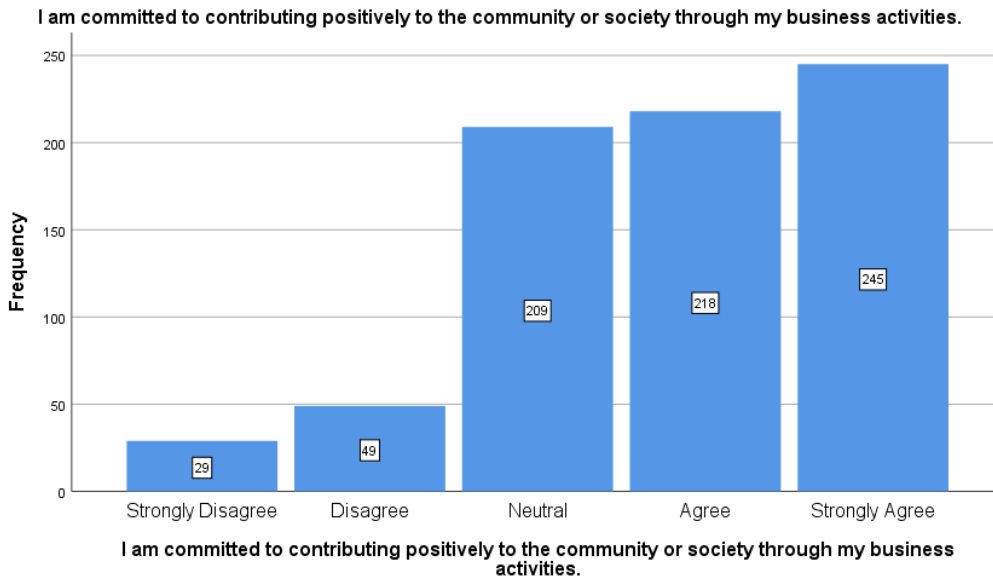


Figure 4.25 I am committed to contributing positively to the community or society through my business activities.

“Table 4.33 and the bar graph (figure 4.25) above define the statement, “I am committed to contributing positively to the community or society through my business activities.”. The respondents who strongly disagreed with the statement are 3.9%, disagreed with the statement are 6.5%, neutral with the statement are 27.9%, agreed with the statement are 29.1%, and strongly agreed with the statement are 32.7%”.

Table 4.34: Establishing a competitive advantage over rivals in the industry is crucial for my business success.

Establishing a competitive advantage over rivals in the industry is crucial for my business success.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	28	3.7	3.7	3.7
	Disagree	60	8.0	8.0	11.7
	Neutral	269	35.9	35.9	47.6
	Agree	240	32.0	32.0	79.6

	Strongly Agree	153	20.4	20.4	100.0
	Total	750	100.0	100.0	

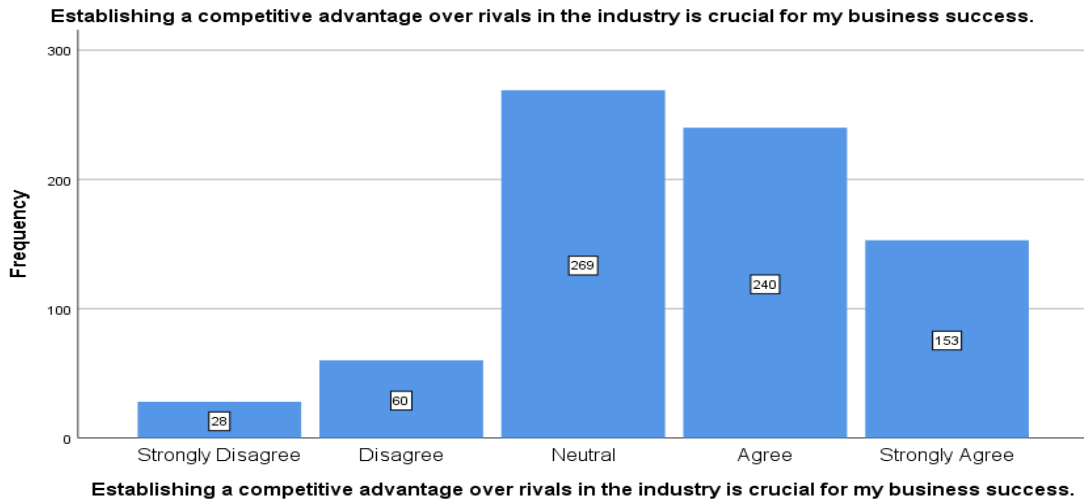


Figure 4.26 Establishing a competitive advantage over rivals in the industry is crucial for my business success.

“Table 4.34 and the bar graph (figure 4.26) above define the statement, “Establishing a competitive advantage over rivals in the industry is crucial for my business success”. The respondents who strongly disagreed with the statement are 3.7%, disagreed with the statement are 8.0%, neutral with the statement are 35.9%, agreed with the statement are 32%, and strongly agreed with the statement are 24.5%”.

Table 4.35: Introducing innovative products or services to the market is a key strategy for my business.

Introducing innovative products or services to the market is a key strategy for my business.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	15	2.0	2.0	2.0
	Disagree	67	8.9	8.9	10.9
	Neutral	146	19.5	19.5	30.4
	Agree	207	27.6	27.6	58.0

	Strongly Agree	315	42.0	42.0	100.0
	Total	750	100.0	100.0	

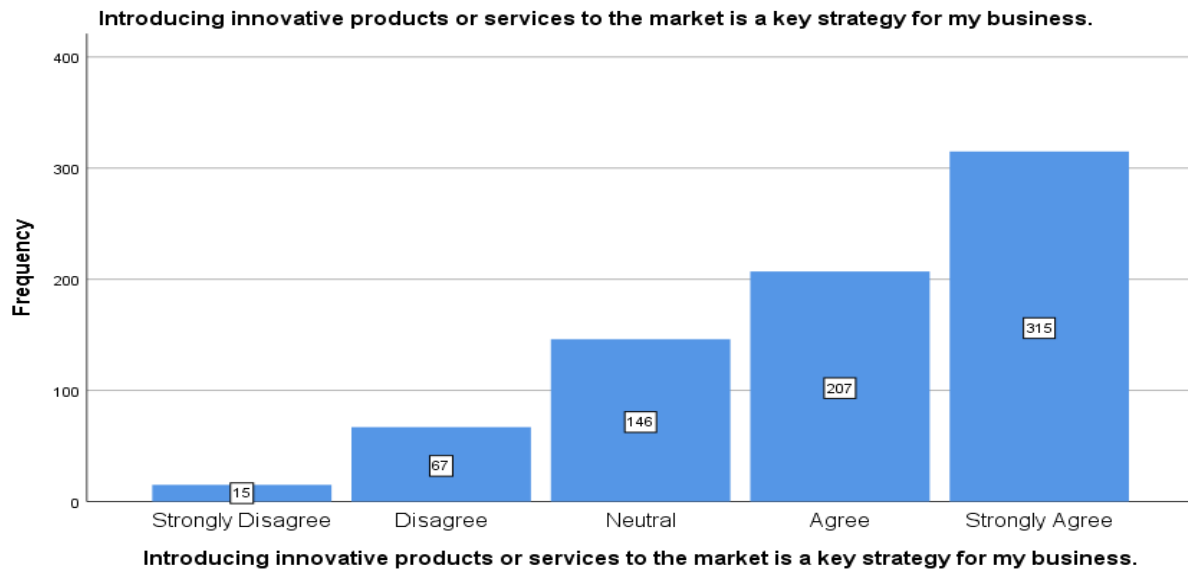


Figure 4.27 Introducing innovative products or services to the market is a key strategy for my business.

“In Table 4.35 and the bar graph (figure 4.27) above define the statement, “Introducing innovative products or services to the market is a key strategy for my business”. The respondents who strongly disagreed with the statement are 2%, disagreed with the statement are 8.9%, neutral with the statement are 19.5%, agreed with the statement are 27.6%, and strongly agreed with the statement are 42%”.

Table 4.36: Maintaining a clear vision and strategic direction for my business guides my decision-making processes.

Maintaining a clear vision and strategic direction for my business guides my decision-making processes.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	32	4.3	4.3	4.3
	Disagree	76	10.1	10.1	14.4
	Neutral	212	28.3	28.3	42.7
	Agree	218	29.1	29.1	71.7

	Strongly Agree	212	28.3	28.3	100.0
	Total	750	100.0	100.0	



Figure 4.28 Maintaining a clear vision and strategic direction for my business guides my decision-making processes.

“In Table 4.36 and the bar graph (figure 4.28) above define the statement, “Maintaining a clear vision and strategic direction for my business guides my decision-making processes”. The respondents who strongly disagreed with the statement are 4.3%, disagreed with the statement are 10.1%, neutral with the statement are 28.3%, agreed with the statement are 29.1%, and strongly agreed with the statement are 28.3%”.

- **Access to capital**

Table 4.37: Demonstrating resilience and perseverance in the face of challenges is essential for my business's long-term success.

Demonstrating resilience and perseverance in the face of challenges is essential for my business's long-term success.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	34	4.5	4.5	4.5
	Disagree	63	8.4	8.4	12.9

	Neutral	194	25.9	25.9	38.8
	Agree	252	33.6	33.6	72.4
	Strongly Agree	207	27.6	27.6	100.0
	Total	750	100.0	100.0	

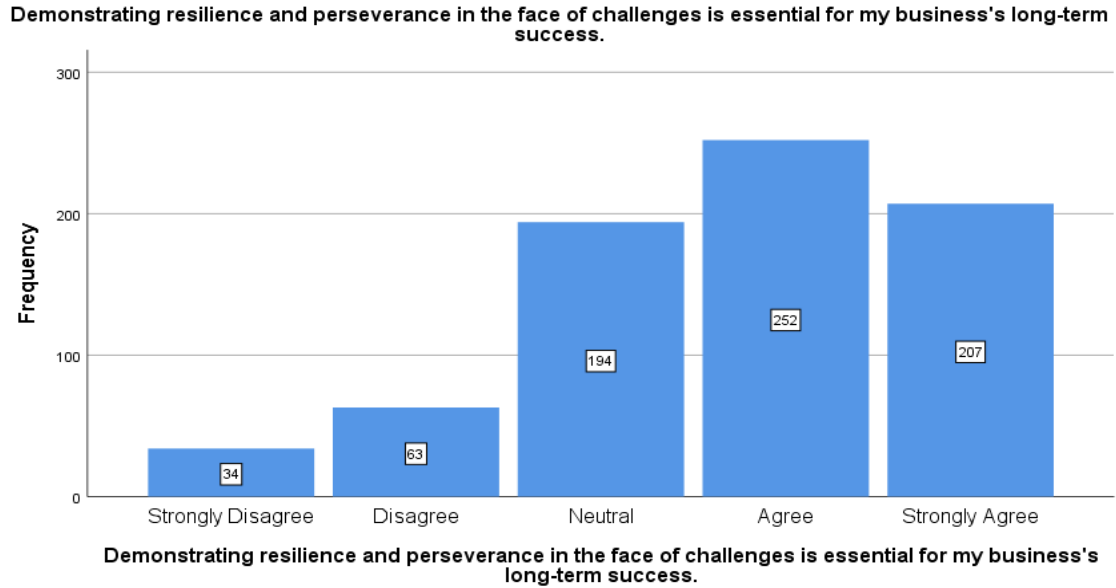


Figure 4.29 Demonstrating resilience and perseverance in the face of challenges is essential for my business's long-term success.

“In Table 4.37 and the bar graph (figure 4.29) above define the statement, “Demonstrating resilience and perseverance in the face of challenges is essential for my business's long-term success”. The respondents who strongly disagreed with the statement are 4.5%, disagreed with the statement are 8.4%, neutral with the statement are 25.9%, agreed with the statement are 33.6%, and strongly agreed with the statement are 27.6%”.

Table 4.38: Securing adequate funding for my business is challenging.

Securing adequate funding for my business is challenging.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	40	5.3	5.3	5.3
	Disagree	52	6.9	6.9	12.3
	Neutral	129	17.2	17.2	29.5

	Agree	260	34.7	34.7	64.1
	Strongly Agree	269	35.9	35.9	100.0
	Total	750	100.0	100.0	

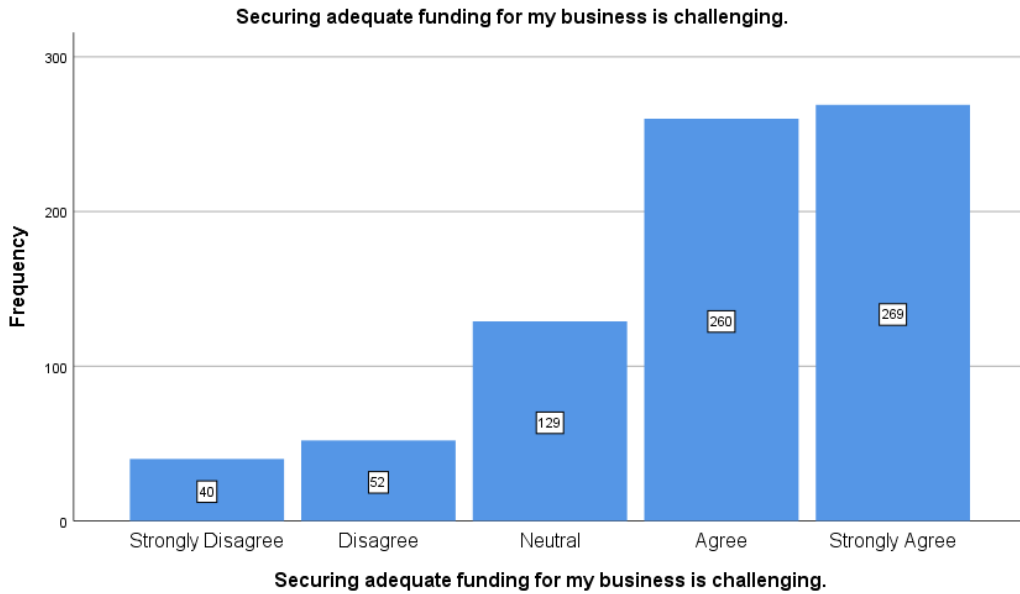


Figure 4.30 Securing adequate funding for my business is challenging.

“Table 4.38 and the bar graph (figure 4.30) above define the statement, “Securing adequate funding for my business is challenging”. The respondents who are strongly disagreed with the statement are 5.3%, disagreed with the statement are 6.9%, neutral with the statement are 17.2%, agreed with the statement are 34.7%, and strongly agreed with the statement are 35.9%”.

Table 4.39: Accessing loans or credit from financial institutions is difficult for me as a woman entrepreneur.

Accessing loans or credit from financial institutions is difficult for me as a woman entrepreneur.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	31	4.1	4.1	4.1
	Disagree	69	9.2	9.2	13.3
	Neutral	177	23.6	23.6	36.9

	Agree	258	34.4	34.4	71.3
	Strongly Agree	215	28.7	28.7	100.0
	Total	750	100.0	100.0	

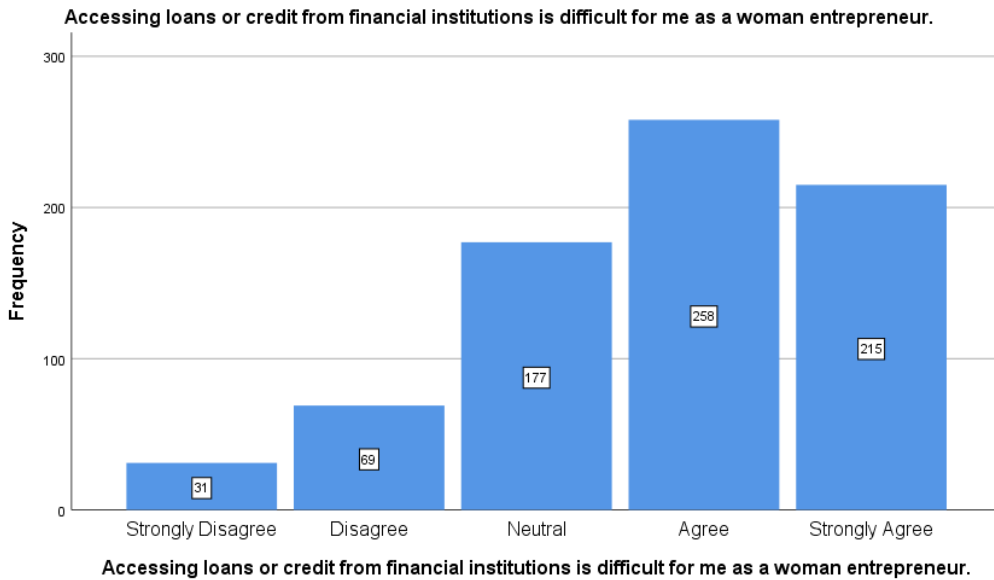


Figure 4.31 Accessing loans or credit from financial institutions is difficult for me as a woman entrepreneur.

“In Table 4.39 and the bar graph (figure 4.31) above define the statement, “Accessing loans or credit from financial institutions is difficult for me as a woman entrepreneur.”. The respondents who are strongly disagreed with the statement are 4.1%, disagreed with the statement are 9.2%, neutral with the statement are 23.6%, agreed with the statement are 34.4%, and strongly agreed with the statement are 28.7%”.

Table 4.40: I face obstacles in attracting investors or venture capital for my business.

I face obstacles in attracting investors or venture capital for my business.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	44	5.9	5.9	5.9
	Disagree	55	7.3	7.3	13.2
	Neutral	110	14.7	14.7	27.9

	Agree	279	37.2	37.2	65.1
	Strongly Agree	262	34.9	34.9	100.0
	Total	750	100.0	100.0	

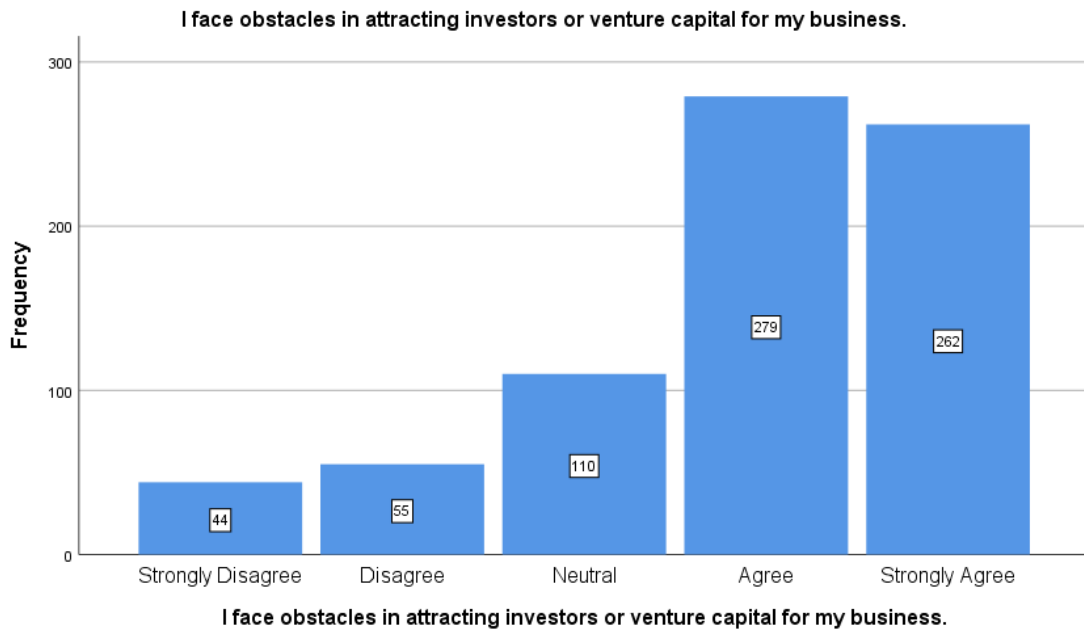


Figure 4.32 I face obstacles in attracting investors or venture capital for my business.

“In Table 4.40 and the bar graph (figure 4.32) above define the statement, “I face obstacles in attracting investors or venture capital for my business”. The respondents who strongly disagreed with the statement are 5.9%, disagreed with the statement are 7.3%, neutral with the statement are 14.7%, agreed with the statement are 37.2%, and strongly agreed with the statement are 34.9%”.

Table 4.41: Limited access to financial resources hinders the growth and expansion of my business.

Limited access to financial resources hinders the growth and expansion of my business.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	19	2.5	2.5	2.5
	Disagree	66	8.8	8.8	11.3
	Neutral	180	24.0	24.0	35.3

	Agree	255	34.0	34.0	69.3
	Strongly Agree	230	30.7	30.7	100.0
	Total	750	100.0	100.0	

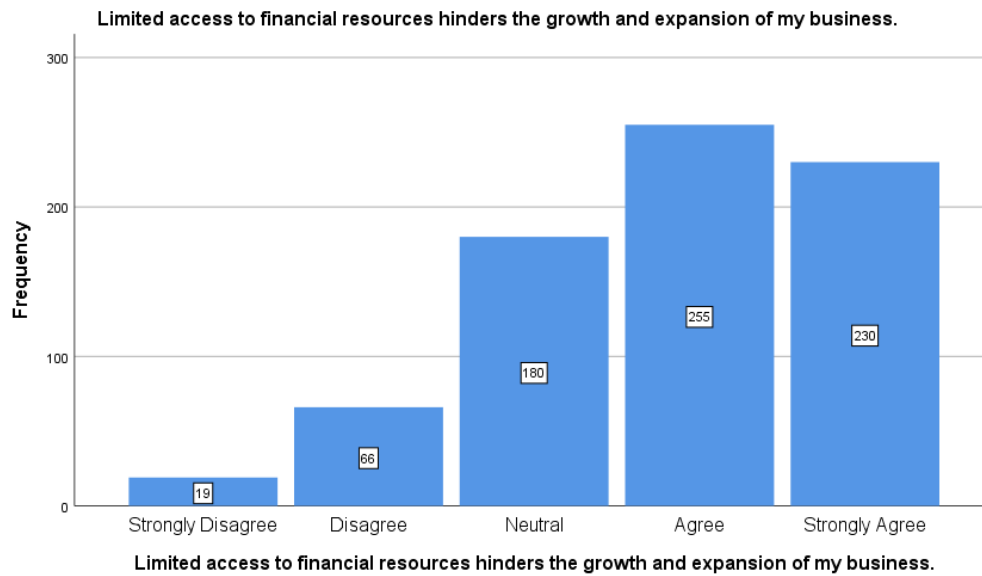


Figure 4.33 Limited access to financial resources hinders the growth and expansion of my business.

“In Table 4.41 and the bar graph (figure 4.33) above define the statement, “Limited access to financial resources hinders the growth and expansion of my business”. The respondents who strongly disagreed with the statement are 2.5%, disagreed with the statement are 8.8%, neutral with the statement are 24%, agreed with the statement are 34%, and strongly agreed with the statement are 30.7%”.

Table 4.42: Obtaining startup capital is a major barrier to launching my business.

Obtaining startup capital is a major barrier to launching my business.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	34	4.5	4.5	4.5
	Disagree	73	9.7	9.7	14.3
	Neutral	212	28.3	28.3	42.5
	Agree	195	26.0	26.0	68.5

	Strongly Agree	236	31.5	31.5	100.0
	Total	750	100.0	100.0	

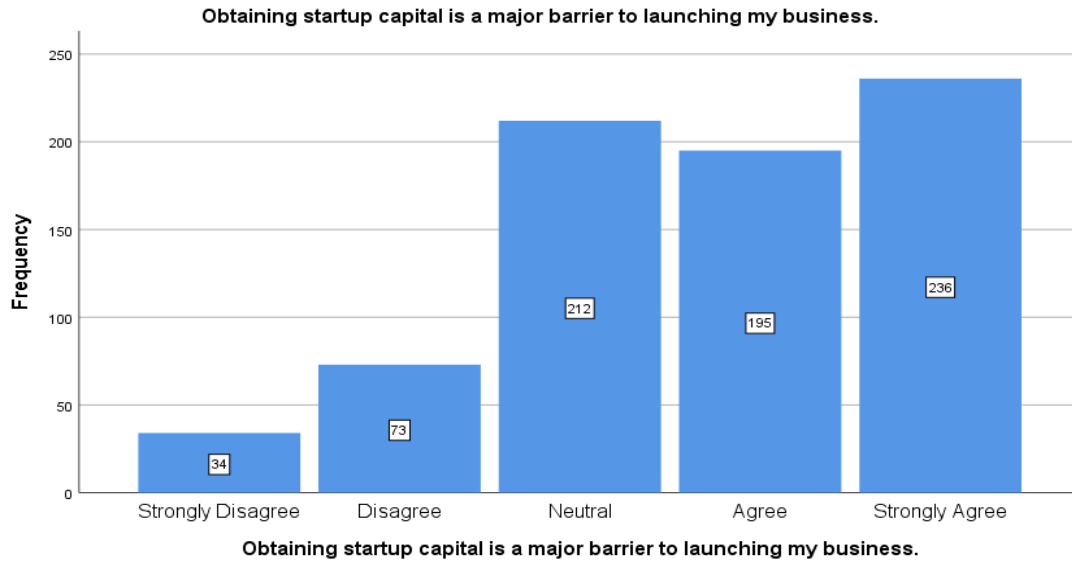


Figure 4.34 Obtaining startup capital is a major barrier to launching my business.

“In Table 4.42 and the bar graph (figure 4.34) above define the statement, “Obtaining startup capital is a major barrier to launching my business.”. The respondents who strongly disagreed with the statement are 4.5%, disagreed with the statement are 9.7%, neutral with the statement are 28.3%, agreed with the statement are 26%, and strongly agreed with the statement are 31.5%”.

Table 4.43: Lack of collateral or assets makes it harder for me to obtain financing.

Lack of collateral or assets makes it harder for me to obtain financing.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	31	4.1	4.1	4.1
	Disagree	44	5.9	5.9	10.0
	Neutral	279	37.2	37.2	47.2
	Agree	160	21.3	21.3	68.5

	Strongly Agree	236	31.5	31.5	100.0
	Total	750	100.0	100.0	

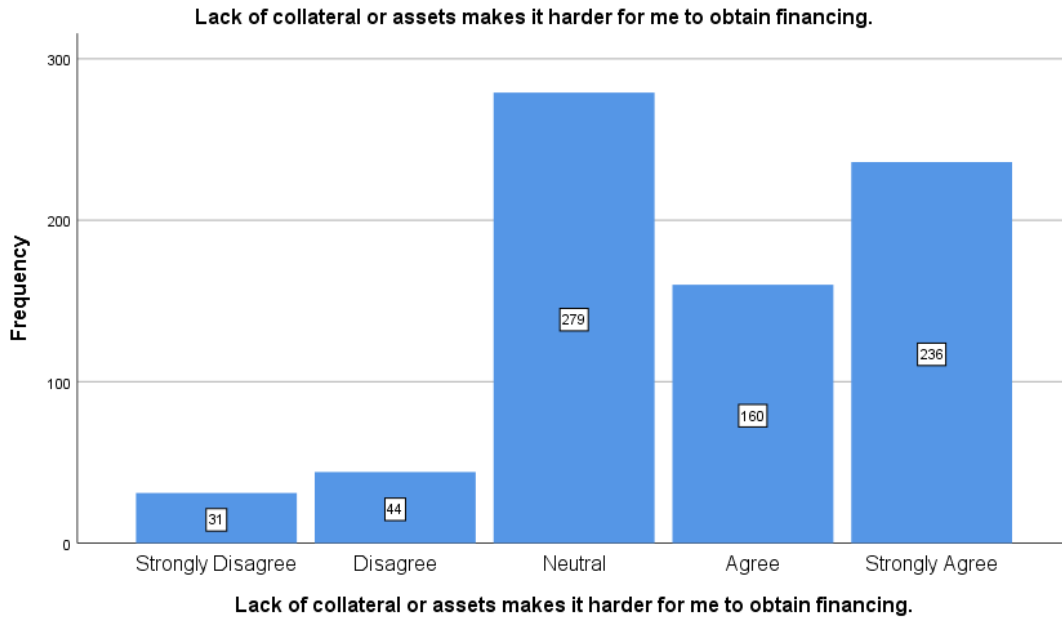


Figure 4.35 Lack of collateral or assets makes it harder for me to obtain financing.

“Table 4.43 and the bar graph (figure 4.35) above define the statement, “Lack of collateral or assets makes it harder for me to obtain financing”. The respondents who strongly disagreed with the statement are 4.1%, disagreed with the statement are 5.9%, neutral with the statement are 37.2%, agreed with the statement are 21.3%, and strongly agreed with the statement are 31.5%”.

Table 4.44: The high-interest rates on loans make it challenging for me to borrow capital for my business.

The high-interest rates on loans make it challenging for me to borrow capital for my business.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	15	2.0	2.0	2.0

	Disagree	36	4.8	4.8	6.8
	Neutral	283	37.7	37.7	44.5
	Agree	152	20.3	20.3	64.8
	Strongly Agree	264	35.2	35.2	100.0
	Total	750	100.0	100.0	

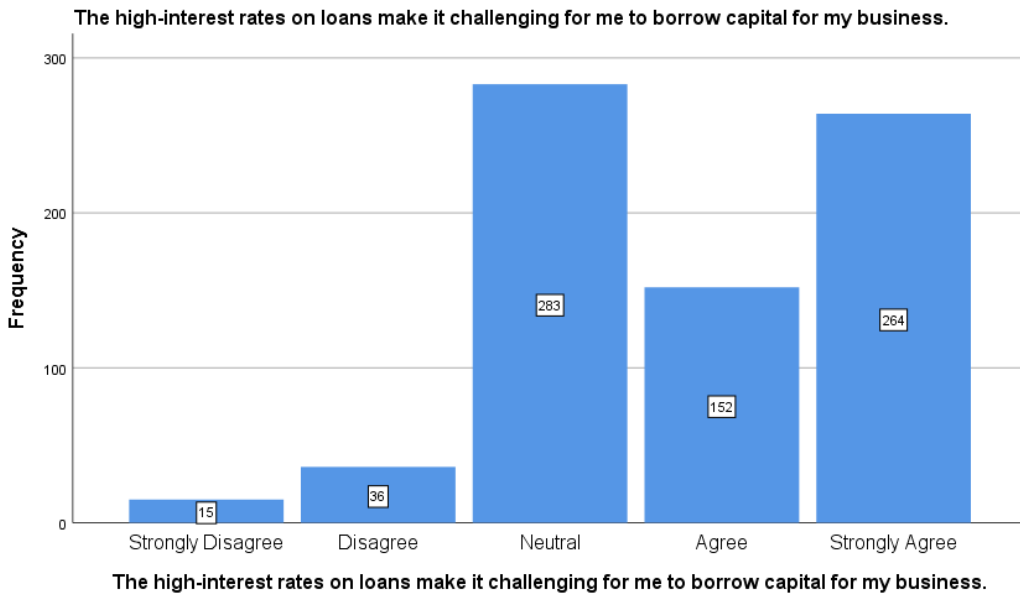


Figure 4.36 The high-interest rates on loans make it challenging for me to borrow capital for my business.

“In Table 4.44 and the bar graph (figure 4.36) above, defines the statement “The high-interest rates on loans make it challenging for me to borrow capital for my business”. The respondents who are strongly disagreed with the statement are 2%, disagreed with the statement are 4.8%, neutral with the statement are 37.7%, agreed with the statement are 20.3%, and strongly agreed with the statement are 35.2%”.

Table 4.45: Limited access to business grants or government funding constrains my business development.

Limited access to business grants or government funding constrains my business development.				
	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Strongly Disagree	21	2.8	2.8	2.8
	Disagree	39	5.2	5.2	8.0
	Neutral	111	14.8	14.8	22.8
	Agree	302	40.3	40.3	63.1
	Strongly Agree	277	36.9	36.9	100.0
	Total	750	100.0	100.0	

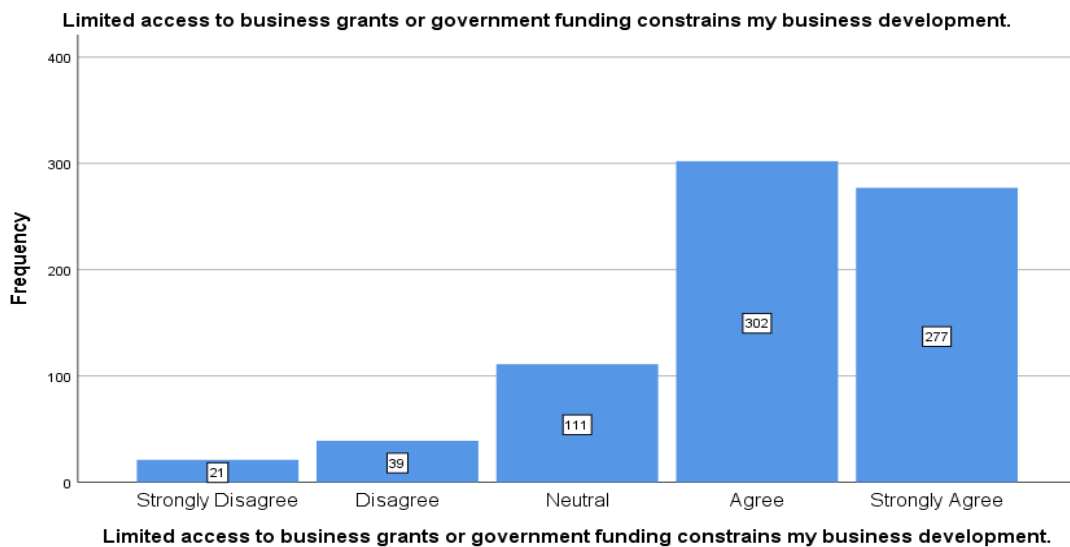


Figure 4.37 Limited access to business grants or government funding constrains my business development.

“Table 4.45 and the bar graph (figure 4.37) above define the statement, “Limited access to business grants or government funding constrains my business development”. The respondents who strongly disagreed with the statement are 2.8%, disagreed with the statement are 5.2%, neutral with the statement are 14.8%, agreed with the statement are 40.3%, and strongly agreed with the statement are 36.9%”.

- **Lack of social and Institutional support**

Table 4.46: Institutional support for me in accessing resources and networks is inadequate.

Institutional support for me in accessing resources and networks is inadequate.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	35	4.7	4.7	4.7
	Disagree	21	2.8	2.8	7.5
	Neutral	102	13.6	13.6	21.1
	Agree	216	28.8	28.8	49.9
	Strongly Agree	376	50.1	50.1	100.0
	Total	750	100.0	100.0	

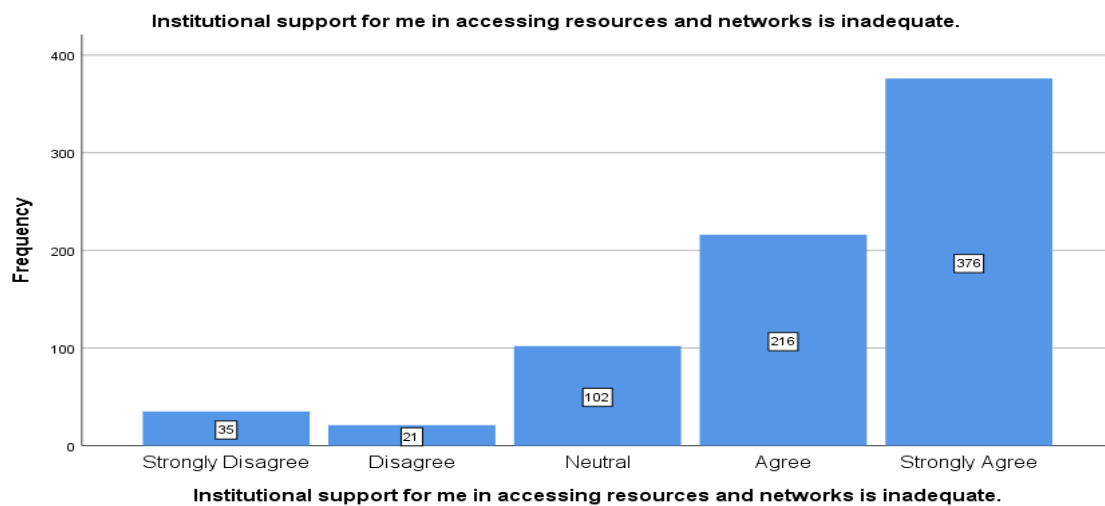


Figure 4.38 Institutional support for me in accessing resources and networks is inadequate.

“Table 4.46 and the bar graph (figure 4.38) above define the statement, “Institutional support for me in accessing resources and networks is inadequate”. The respondents who strongly disagreed with the statement are 4.7%, disagreed with the statement are 2.8%, neutral with the statement are 13.6%, agreed with the statement are 28.8%, and strongly agreed with the statement are 50.1%”.

Table 4.47: The absence of supportive policies and regulations creates barriers for me.

The absence of supportive policies and regulations creates barriers for me.
--

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	12	1.6	1.6	1.6
	Disagree	30	4.0	4.0	5.6
	Neutral	162	21.6	21.6	27.2
	Agree	300	40.0	40.0	67.2
	Strongly Agree	246	32.8	32.8	100.0
	Total	750	100.0	100.0	

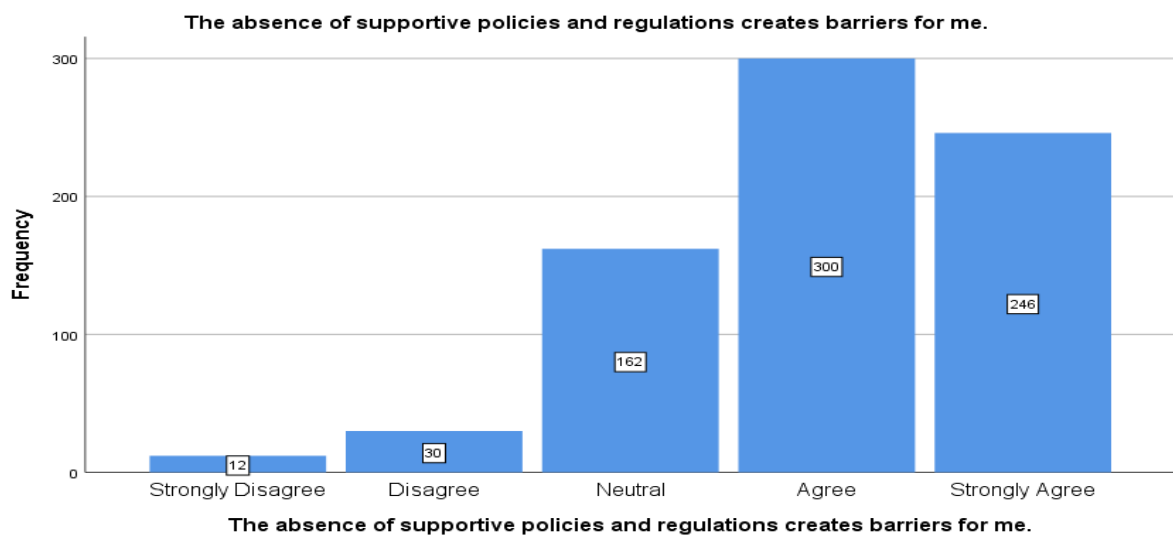


Figure 4.39 The absence of supportive policies and regulations creates barriers for me.

“In Table 4.47 and the bar graph (figure 4.39) above define the statement “The absence of supportive policies and regulations creates barriers for me”. The respondents who strongly disagreed with the statement are 1.6%, disagreed with the statement are 4%, neutral with the statement are 21.6%, agreed with the statement are 40%, and strongly agreed with the statement are 12.8%”.

Table 4.48: Societal attitudes towards entrepreneurship are not adequately supportive of my endeavours.

Societal attitudes towards entrepreneurship are not adequately supportive of my endeavours.				
	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Strongly Disagree	19	2.5	2.5	2.5
	Disagree	37	4.9	4.9	7.5
	Neutral	324	43.2	43.2	50.7
	Agree	121	16.1	16.1	66.8
	Strongly Agree	249	33.2	33.2	100.0
	Total	750	100.0	100.0	

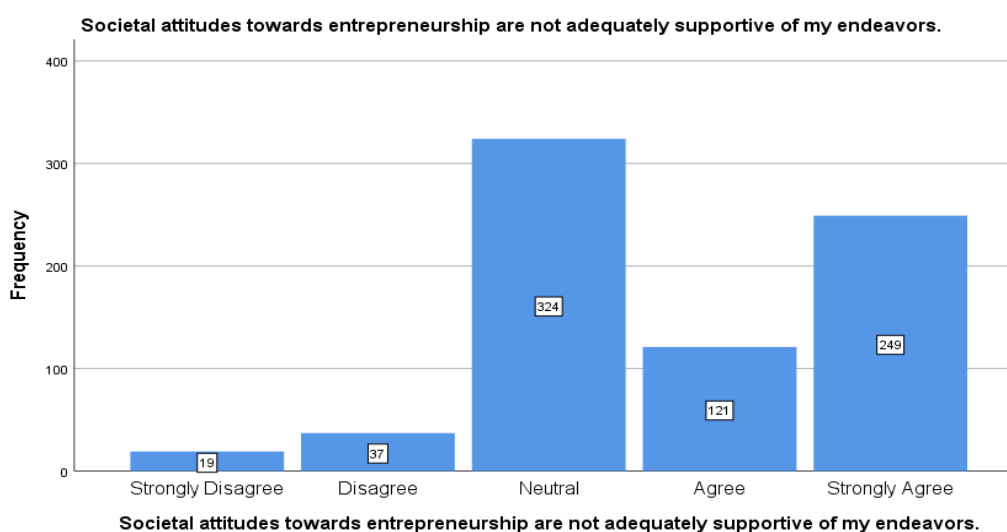


Figure 4.40 Societal attitudes towards entrepreneurship are not adequately supportive of my endeavours.

“In Table 4.48 and the bar graph (figure 4.40) above define the statement, “Societal attitudes towards entrepreneurship are not adequately supportive of my endeavours”. The respondents who strongly disagreed with the statement are 2.5%, disagreed with the statement are 4.9%, neutral with the statement are 43.2%, agreed with the statement are 16.1%, and strongly agreed with the statement are 33.2%”.

Table 4.49: Mentorship opportunities are limited.

Mentorship opportunities are limited.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	28	3.7	3.7	3.7

	Disagree	44	5.9	5.9	9.6
	Neutral	413	55.1	55.1	64.7
	Agree	122	16.3	16.3	80.9
	Strongly Agree	143	19.1	19.1	100.0
	Total	750	100.0	100.0	

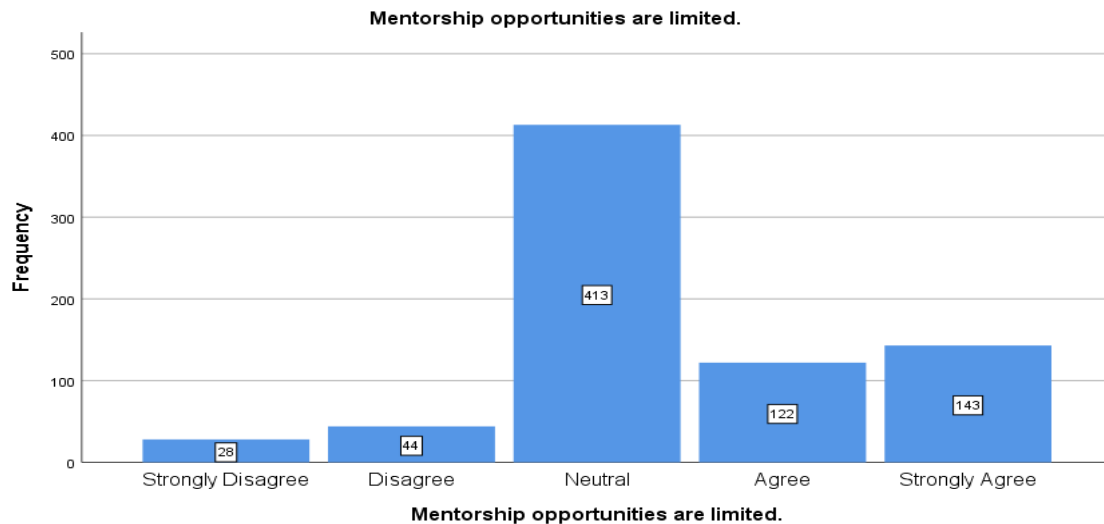


Figure 4.41 Mentorship opportunities are limited.

“In Table 4.49 and the bar graph (figure 4.41) above define the statement, “Mentorship opportunities are limited”. The respondents who strongly disagreed with the statement are 3.7%, disagreed with the statement are 5.9%, neutral with the statement are 55.1%, agreed with the statement are 16.3%, and strongly agreed with the statement are 19.1%”.

Table 4.50: There is a lack of networking opportunities specifically designed to support me.

There is a lack of networking opportunities specifically designed to support me.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	21	2.8	2.8	2.8
	Disagree	10	1.3	1.3	4.1
	Neutral	166	22.1	22.1	26.3
	Agree	163	21.7	21.7	48.0

	Strongly Agree	390	52.0	52.0	100.0
	Total	750	100.0	100.0	

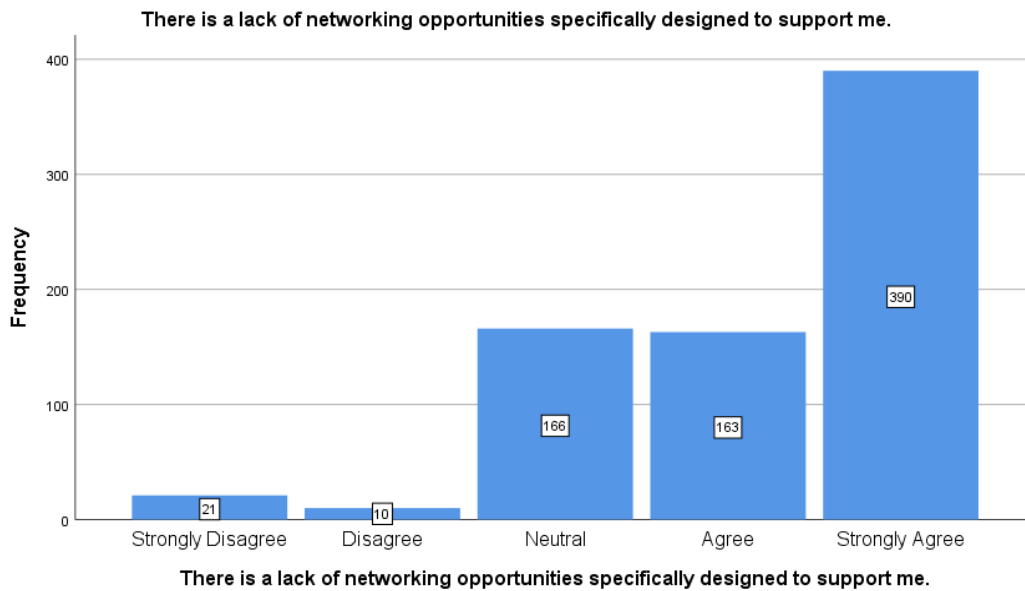


Figure 4.42 There is a lack of networking opportunities specifically designed to support

“Table 4.50 and the bar graph (figure 4.42) above define the statement, “There is a lack of networking opportunities specifically designed to support me”. The respondents who strongly disagreed with the statement are 2.8%, disagreed with the statement are 1.3%, neutral with the statement are 22.1%, agreed with the statement are 21.7%, and strongly agreed with the statement are 52%”.

Table 4.51: Entrepreneurship events and programs are not sufficiently inclusive of me.

Entrepreneurship events and programs are not sufficiently inclusive of me.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	.7	.7	.7
	Disagree	36	4.8	4.8	5.5
	Neutral	107	14.3	14.3	19.7
	Agree	180	24.0	24.0	43.7

	Strongly Agree	422	56.3	56.3	100.0
	Total	750	100.0	100.0	

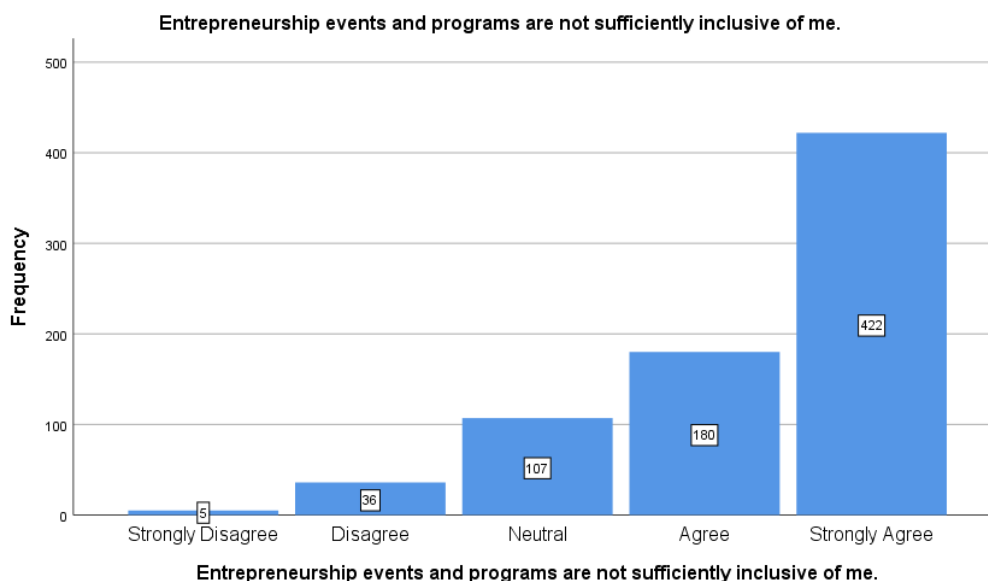


Figure 4.43 Entrepreneurship events and programs are not sufficiently inclusive of me.

“Table 4.51 and the bar graph (figure 4.43) above define the statement, “Entrepreneurship events and programs are not sufficiently inclusive of me.”. The respondents who strongly disagreed with the statement are 0.7%, disagreed with the statement are 4.8%, neutral with the statement are 14.3%, agreed with the statement are 24%, and strongly agreed with the statement are 56.3%”.

Table 4.52: The scarcity of role models affects my confidence in pursuing entrepreneurship.

The scarcity of role models affects my confidence in pursuing entrepreneurship.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	13	1.7	1.7	1.7
	Disagree	27	3.6	3.6	5.3
	Neutral	170	22.7	22.7	28.0
	Agree	179	23.9	23.9	51.9
	Strongly Agree	361	48.1	48.1	100.0

	Total	750	100.0	100.0	
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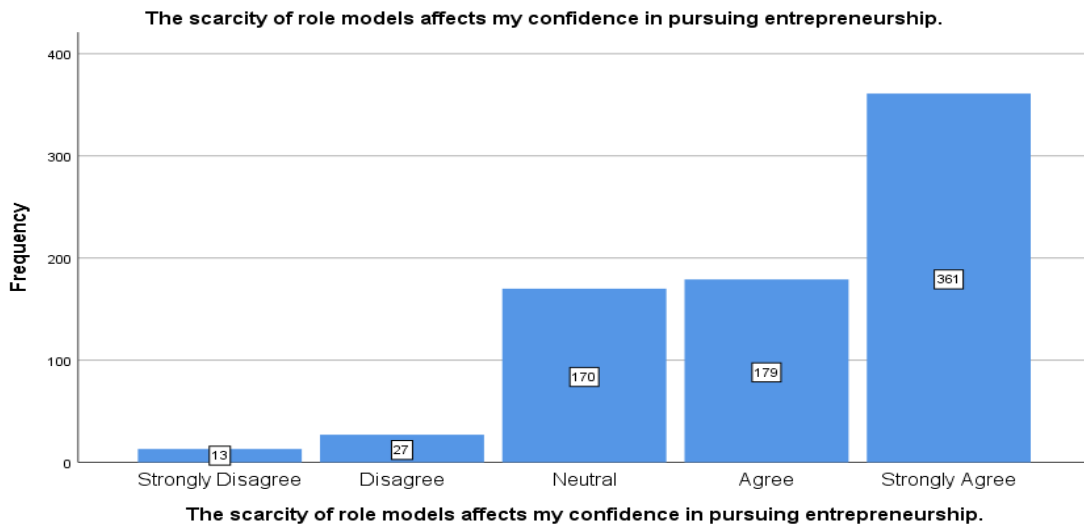


Figure 4.44 The scarcity of role models affects my confidence in pursuing entrepreneurship.

“Table 4.52 and the bar graph (figure 4.44) above define the statement, “The scarcity of role models affects my confidence in pursuing entrepreneurship.”. The respondents who strongly disagreed with the statement are 0.7%, disagreed with the statement are 4.8%, neutral with the statement are 14.3%, agreed with the statement are 24%, and strongly agreed with the statement are 56.3%”.

Table 4.53: Cultural norms and biases significantly hinder my success.

Cultural norms and biases significantly hinder my success.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	28	3.7	3.7	3.7
	Disagree	30	4.0	4.0	7.7
	Neutral	308	41.1	41.1	48.8
	Agree	185	24.7	24.7	73.5
	Strongly Agree	199	26.5	26.5	100.0
	Total	750	100.0	100.0	

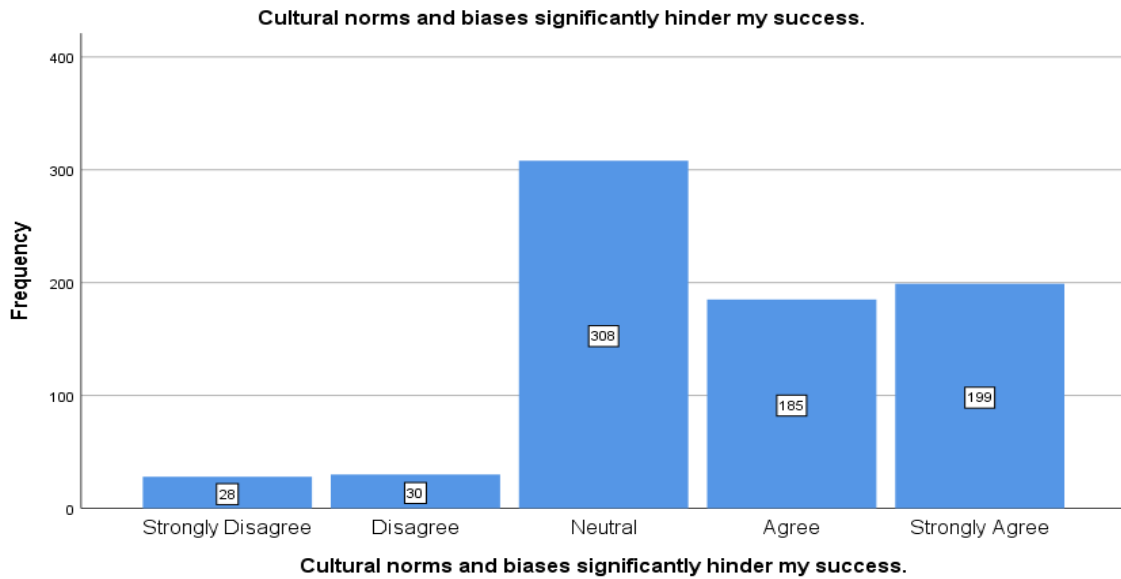


Figure 4.45 Cultural norms and biases significantly hinder my success.

“Table 4.53 and the bar graph (figure 4.45) above define the statement, “Cultural norms and biases significantly hinder my success”. The respondents who strongly disagreed with the statement are 3.7%, disagreed with the statement are 4.0%, neutral with the statement are 41.1%, agreed with the statement are 24.7%, and strongly agreed with the statement are 26.5%”.

- **Gender Stereotypes**

Table 4.54: Gender stereotypes negatively affect the perception of my capabilities in entrepreneurship.

Gender stereotypes negatively affect the perception of my capabilities in entrepreneurship.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	36	4.8	4.8	4.8
	Disagree	78	10.4	10.4	15.2
	Neutral	160	21.3	21.3	36.5
	Agree	205	27.3	27.3	63.9
	Strongly Agree	271	36.1	36.1	100.0
	Total	750	100.0	100.0	

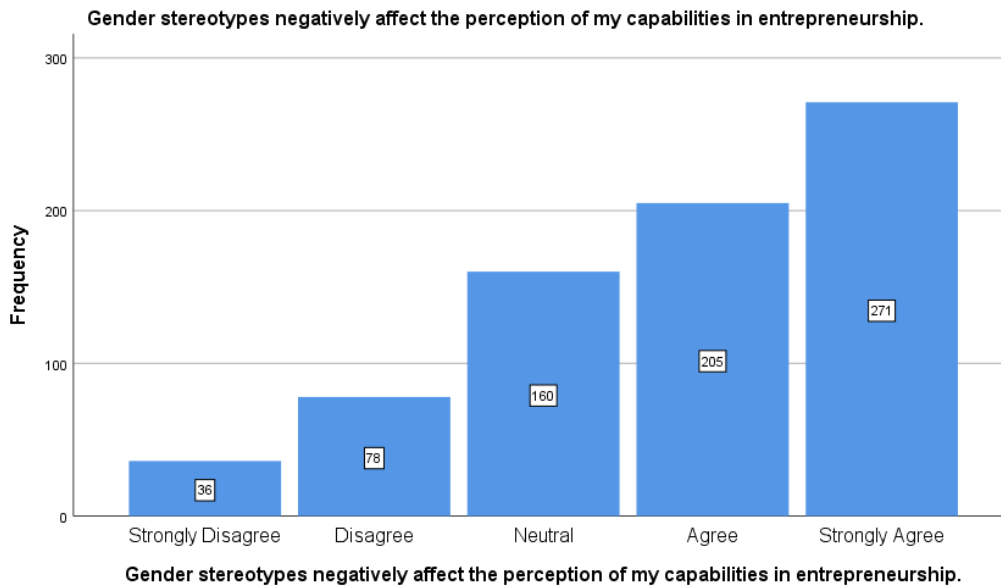


Figure 4.46 Gender stereotypes negatively affect the perception of my capabilities in entrepreneurship.

“Table 4.54 and the bar graph (figure 4.46) above define the statement, “Gender stereotypes negatively affect the perception of my capabilities in entrepreneurship”. The respondents who strongly disagreed with the statement are 4.8%, disagreed with the statement are 10.4%, neutral with the statement are 21.3%, agreed with the statement are 27.3%, and strongly agreed with the statement are 36.1%”.

Table 4.55: Society tends to undervalue my contributions and skills in entrepreneurial endeavors.

Society tends to undervalue my contributions and skills in entrepreneurial endeavors.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	35	4.7	4.7	4.7
	Disagree	48	6.4	6.4	11.1
	Neutral	228	30.4	30.4	41.5
	Agree	186	24.8	24.8	66.3
	Strongly Agree	253	33.7	33.7	100.0
	Total	750	100.0	100.0	

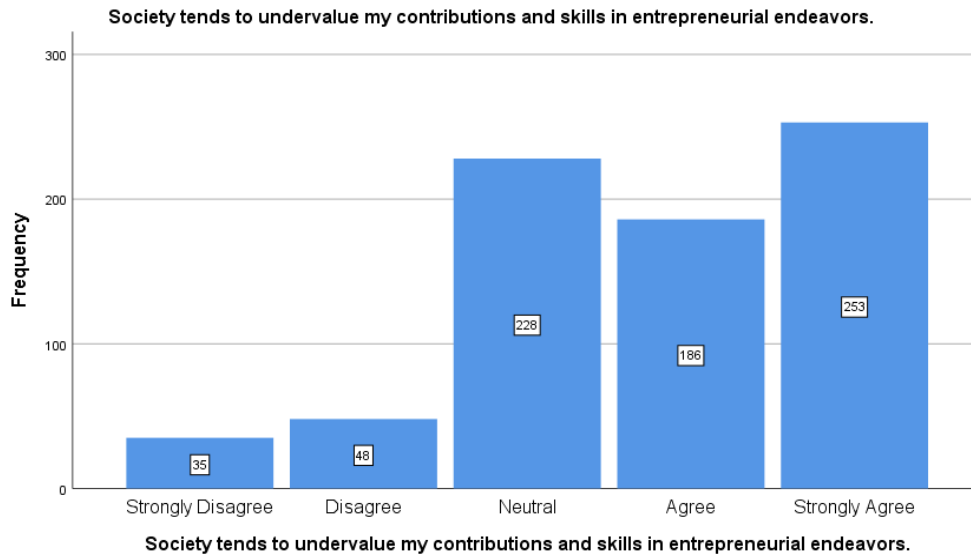


Figure 4.47 Society tends to undervalue my contributions and skills in entrepreneurial endeavors.

“In Table 4.55 and the bar graph (figure 4.47) above define the statement, “Society tends to undervalue my contributions and skills in entrepreneurial endeavors”. The respondents who strongly disagreed with the statement are 4.7%, disagreed with the statement are 6.4%, neutral with the statement are 30.4%, agreed with the statement are 24.8%, and strongly agreed with the statement are 33.7%”.

Table 4.56: Gender stereotypes create additional obstacles for me in seeking opportunities in entrepreneurship.

Gender stereotypes create additional obstacles for me in seeking opportunities in entrepreneurship.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	18	2.4	2.4	2.4
	Disagree	47	6.3	6.3	8.7
	Neutral	253	33.7	33.7	42.4
	Agree	179	23.9	23.9	66.3
	Strongly Agree	253	33.7	33.7	100.0
	Total	750	100.0	100.0	

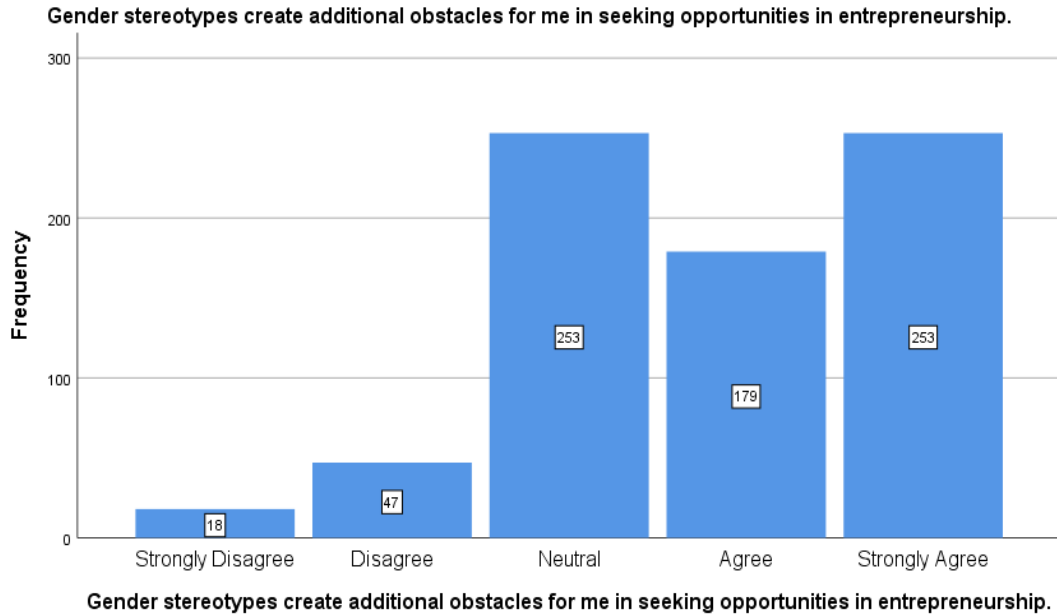


Figure 4.48 Gender stereotypes create additional obstacles for me in seeking opportunities in entrepreneurship.

“Table 4.56 and the bar graph (figure 4.48) above define the statement, “Gender stereotypes create additional obstacles for me in seeking opportunities in entrepreneurship”. The respondents who strongly disagreed with the statement are 2.4%, disagreed with the statement are 6.3%, neutral with the statement are 33.7%, agreed with the statement are 23.9%, and strongly agreed with the statement are 33.7%”.

Table 4.57: I face prejudice and discrimination in business environments due to my gender.

I face prejudice and discrimination in business environments due to my gender.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	22	2.9	2.9	2.9
	Disagree	39	5.2	5.2	8.1
	Neutral	180	24.0	24.0	32.1
	Agree	238	31.7	31.7	63.9
	Strongly Agree	271	36.1	36.1	100.0
	Total	750	100.0	100.0	

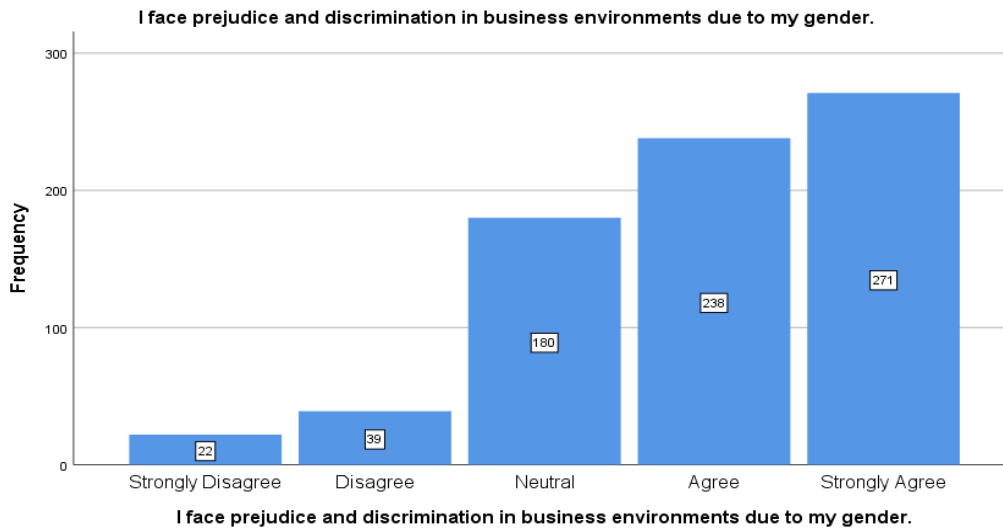


Figure 4.49 I face prejudice and discrimination in business environments due to my gender.

“In Table 4.57 and the bar graph (figure 4.49) above define the statement, “I face prejudice and discrimination in business environments due to my gender”. The respondents who strongly disagreed with the statement are 2.9%, disagreed with the statement are 5.2%, neutral with the statement are 24%, agreed with the statement are 31.7%, and strongly agreed with the statement are 36.1%”.

Table 4.58: Traditional gender roles impact the support available to me in entrepreneurial pursuits.

Traditional gender roles impact the support available to me in entrepreneurial pursuits.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	54	7.2	7.2	7.2
	Disagree	65	8.7	8.7	15.9
	Neutral	198	26.4	26.4	42.3
	Agree	261	34.8	34.8	77.1
	Strongly Agree	172	22.9	22.9	100.0
	Total	750	100.0	100.0	

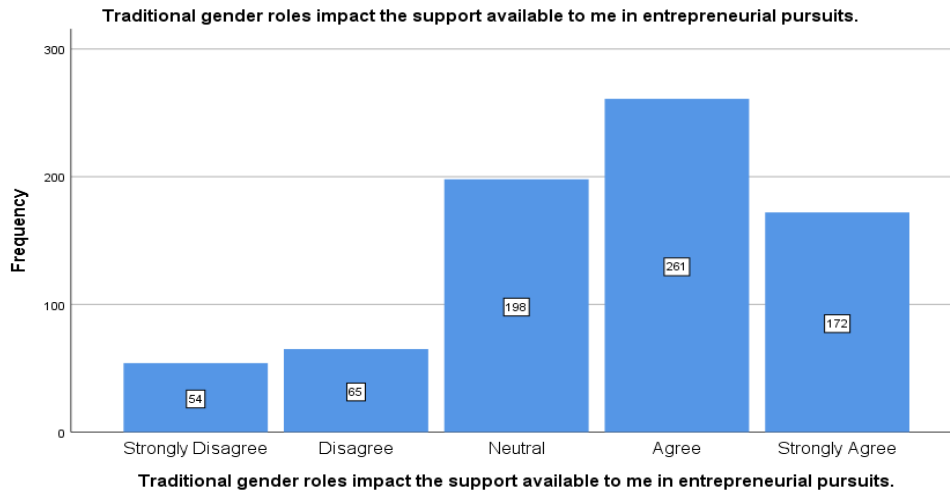


Figure 4.50 Traditional gender roles impact the support available to me in entrepreneurial pursuits.

“Table 4.58 and the bar graph (figure 4.50) above define the statement, “Traditional gender roles impact the support available to me in entrepreneurial pursuits”. The respondents who strongly disagreed with the statement are 7.2%, disagreed with the statement are 8.7%, neutral with the statement are 26.4%, agreed with the statement are 34.8%, and strongly agreed with the statement are 22.9%”.

Table 4.59: Gender biases affect investment decisions toward ventures led by me.

Gender biases affect investment decisions toward ventures led by me.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	39	5.2	5.2	5.2
	Disagree	58	7.7	7.7	12.9
	Neutral	241	32.1	32.1	45.1
	Agree	232	30.9	30.9	76.0
	Strongly Agree	180	24.0	24.0	100.0
	Total	750	100.0	100.0	

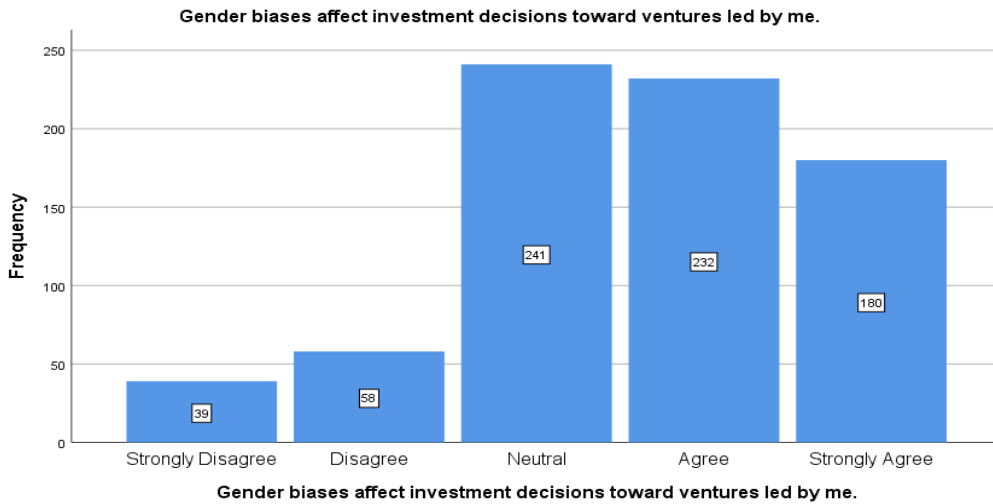


Figure 4.51 Gender biases affect investment decisions toward ventures led by me.

“Table 4.59 and the bar graph (figure 4.51) above define the statement, “Gender biases affect investment decisions toward ventures led by me”. The respondents who strongly disagreed with the statement are 5.2%, disagreed with the statement are 7.7%, neutral with the statement are 32.1%, agreed with the statement are 30.9%, and strongly agreed with the statement are 21%”.

Table 4.60: Stereotypes about gender roles limit my access to entrepreneurial networks.

Stereotypes about gender roles limit my access to entrepreneurial networks.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	34	4.5	4.5	4.5
	Disagree	51	6.8	6.8	11.3
	Neutral	146	19.5	19.5	30.8
	Agree	263	35.1	35.1	65.9
	Strongly Agree	256	34.1	34.1	100.0
	Total	750	100.0	100.0	

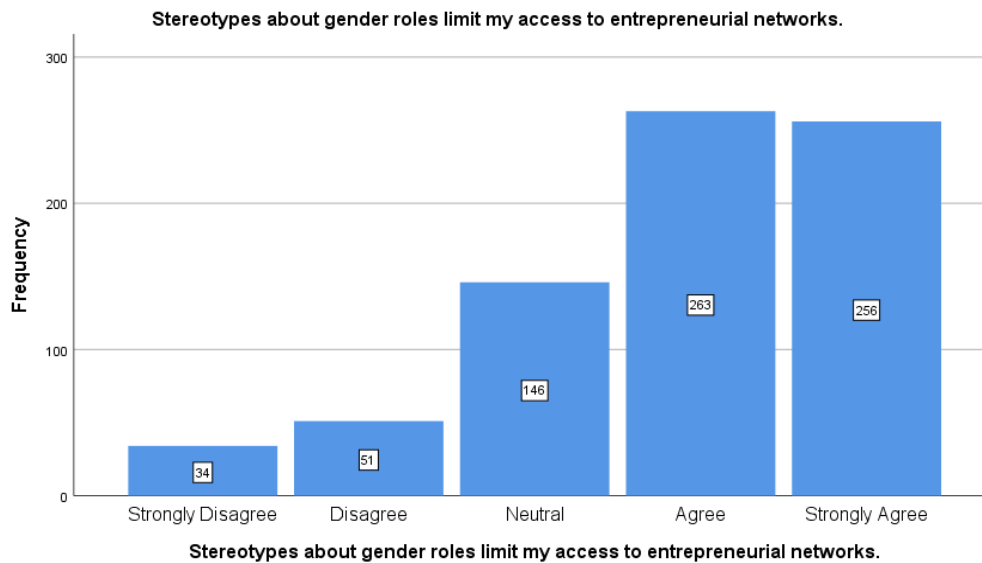


Figure 4.52 Stereotypes about gender roles limit my access to entrepreneurial networks.

“Table 4.60 and the bar graph (figure 4.52) above define the statement, “Stereotypes about gender roles limit my access to entrepreneurial networks”. The respondents who strongly disagreed with the statement are 4.5%, disagreed with the statement are 6.8%, neutral with the statement are 19.5%, agreed with the statement are 35.1%, and strongly agreed with the statement are 34.1%”.

Table 4.61: Biases against entrepreneurs based on gender influence my ability to secure funding for my business.

Biases against entrepreneurs based on gender influence my ability to secure funding for my business.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	43	5.7	5.7	5.7
	Disagree	44	5.9	5.9	11.6
	Neutral	204	27.2	27.2	38.8
	Agree	228	30.4	30.4	69.2
	Strongly Agree	231	30.8	30.8	100.0
	Total	750	100.0	100.0	

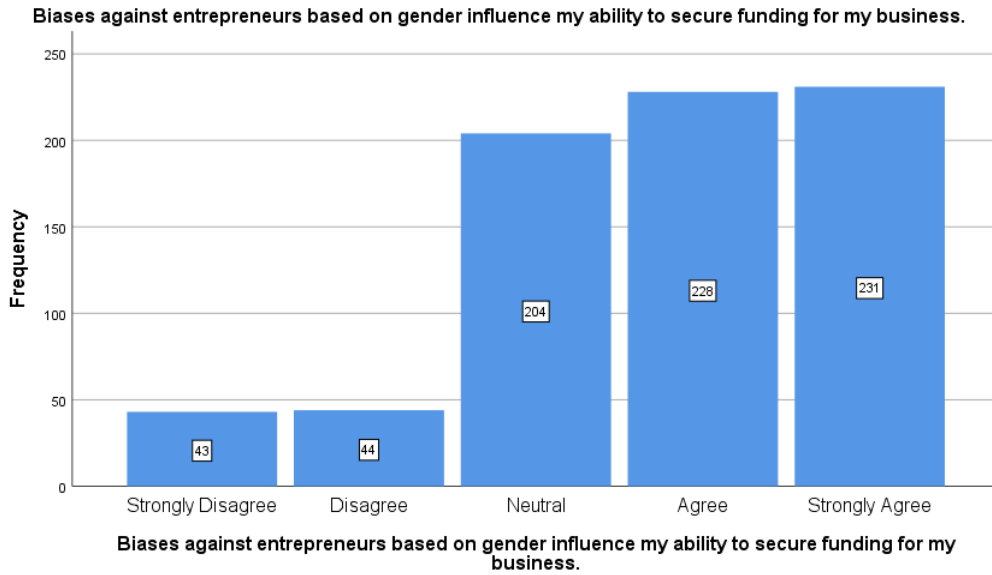


Figure 4.53 Biases against entrepreneurs based on gender influence my ability to secure funding for my business.

“Table 4.61 and the bar graph (figure 4.53) above define the statement, “Biases against entrepreneurs based on gender influence my ability to secure funding for my business.”. The respondents who strongly disagreed with the statement are 5.7%, disagreed with the statement are 5.9%, neutral with the statement are 27.2%, agreed with the statement are 30.4%, and strongly agreed with the statement are 30.8%”.

4.4 Summary

H1: There is a significant relationship between leadership skills and the success of women entrepreneurs.

The data presented in Tables 4.6 and 4.7 suggests a positive relationship between leadership skills and the success of women entrepreneurs. In Table 4.6, descriptive statistics reveal that the mean score for leadership skills is 28.5667, with a standard deviation of 3.98230, based on a sample size of 750. Similarly, the mean score for success is 29.7000, with a standard deviation of 4.41467, also based on a sample size of 750. The relationship between success and leadership abilities is seen in Table 4.7. There is a positive link between the two variables, as indicated by the Pearson correlation value of 0.072. Furthermore, this association may be statistically significant based on the significance level (p-value) of 0.049. In conclusion, the evidence is consistent with hypothesis (H1), which states that there is a significant relationship between women entrepreneurs' success and their leadership abilities, with higher levels of competence being linked to better outcomes.

H2: There is a significant impact of motivational factors responsible for the success of women entrepreneurs.

The data from Tables 4.8, 4.9, and 4.10 highlights the significant impact of motivational factors on the success of women entrepreneurs. The Model Summary in Table 4.8 shows a slight but significant relationship. With a correlation value (R) of 0.076, it may be inferred that motivational variables account for approximately 0.6% of the variation in women entrepreneurs' performance. The ANOVA table, Table 4.9, provides more evidence for the importance of motivating components. Success is strongly predicted by the regression model ($p\text{-value} = 0.039 < 0.05$), suggesting that the addition of motivating elements improves the model's capacity to account for variances in success. Finally, the coefficients table in Table 4.10 sheds light on the precise influence of motivating components. The coefficient for motivational elements is 0.096, meaning that the success of women entrepreneurs increases by 0.096 units for every unit rise in motivational factors. The statistical significance of this coefficient ($p\text{-value} = 0.039 < 0.05$) confirms the significance of motivational factors and success prediction. In summary, the evidence is consistent with hypothesis (H2), which states that motivational variables have a major influence on the success of female entrepreneurs. An important aspect of increasing the chances of success in entrepreneurial endeavours is motivation.

H3 There is the impact of Barriers to Entrepreneurship such as Access to Capital, lack of Social and Institutional Support, and Gender Stereotypes and Biases on the success of women entrepreneurs.

The data shown in Tables 4.11, 4.12, and 4.13 highlights the detrimental effects that obstacles to entrepreneurship, such as limited financial resources, a shortage of institutional and social support, and gender-based prejudices, have on the business success of women. The Model Summary presents a significant correlation in Table 4.11. With a correlation value (R) of 0.346, it is possible that obstacles to entrepreneurship account for almost 12% of the variation in women entrepreneurs' success rates. The ANOVA table, Table 4.12, provides more evidence of the importance of barriers to entrepreneurship. The introduction of impediments to entrepreneurship increases the model's capacity to explain variances in success greatly. The regression model strongly predicts success ($p\text{-value} = 0.000 < 0.05$). Lastly, the coefficients table in Table 4.13 provides insight into the particular effects of impediments to entrepreneurship. The correlation for entrepreneurship hurdles is 0.179, meaning that the success of women entrepreneurs increases by 0.179 units for every unit rise in entrepreneurship barriers. The statistical significance of this coefficient ($p\text{-value} = 0.000 <$

0.05) confirms the necessity of removing these obstacles in order to improve the success of female entrepreneurs. In summary, the evidence is consistent with the hypothesis (H3), which holds that obstacles to entrepreneurship, such as limited financial resources, a lack of institutional and social support, and gender stereotypes and biases, have a major influence on the success of female business owners. These obstacles must be removed in order to create an atmosphere that supports women who succeed in entrepreneurship.

4.5 Conclusion

The chapter's thorough research clarifies the visionary and contextual elements of effective leadership, with a special emphasis on women becoming prosperous entrepreneurs within the framework of entrepreneurial leadership. The study guarantees the precision and reliability of the collected data by using strict demographic profiling and stringent reliability testing procedures. The results of testing hypotheses show that there are significant relationships between the success of female entrepreneurs and leadership abilities, entrepreneurial obstacles, and motivating factors. Using regression and correlation studies, it is possible to show the statistical significance of the positive correlations found between success and motivating factors and leadership abilities. Significant regression models also indicate the influence of entrepreneurial obstacles, such as gender prejudices and financial availability, on the success of women entrepreneurs. These observations highlight the complex nature of good leadership and have significant consequences for enabling female entrepreneurs to overcome obstacles and promote success.

CHAPTER-5

DISCUSSION

5.1 Overview

The study outcomes from the earlier chapters give a broad overview of how effective leadership affects women entrepreneurs and how that influence varies over time as a result of various events. Additionally, it compares the results of the surveys and interviews across generations. The chapter offers a thorough analysis of the findings along with the study's shortcomings and recommendations for further research. The study underscores a dynamic shift in the perceptions of leadership and the increasing significance of women in pursuing entrepreneurship. Discussions on changing leadership styles, the impact of social context, and the transformational potential of varied leadership abound on this research topic.

Historically, leadership was frequently associated with command and control, as well as hierarchical institutions. However, the emergence of entrepreneurial leadership diverges from this conventional paradigm. An entrepreneurial leader possesses the abilities of invention, adeptly handling uncertainty, and effectively persuading people to embrace change. They thrive in dynamic environments where adaptability and responsiveness are crucial for achieving success. The study highlights the need to consider the societal backdrop when analyzing leadership dynamics. Entrepreneurial leaders operate within diverse technical, societal, and economic contexts, each presenting unique opportunities and challenges. Within this context, women are increasingly exerting significant influence, dismantling stereotypes and transforming perceptions of leadership (Henry et al, 2015). Women entrepreneurs bring their unique insights, sensitivity, and collaborative problem-solving techniques to the business environment, providing a fresh viewpoint on leadership (Moore et al, 1999). Their contributions emphasize the importance of inclusive leadership, which fosters environments that promote diversity, creativity, and innovation. Furthermore, inclusive leadership not only promotes commercial success but also drives social justice and economic prosperity.

Moreover, the achievements of women entrepreneurs emphasize the necessity for leadership that includes individuals. Entrepreneurial leaders foster environments that encourage creativity and enable innovations to flourish by fostering inclusive cultures that promote diversity and empower individuals, irrespective of their gender, colour, or origin. This comprehensive approach fosters societal advancement and economic growth, in addition to

achieving commercial prosperity (Ireland, Hitt and Simon, 2003). The emergence of women entrepreneurs and entrepreneurial leadership signifies the onset of a new era in leadership characterized by inclusivity, innovation, and adaptability. Organizations may maximize the potential of their talent pool and promote sustainable development and good social impact by adopting this paradigm. The study has limitations despite the fact that provides valuable information on the changing nature of leadership. Future studies should focus more intently on certain areas, such as how gender and ethnicity interact with entrepreneurial leadership or how support systems and mentoring programs help women advance as leaders. The results highlight the transformational power of female entrepreneurs and entrepreneurial leadership in fostering social growth and corporate success. To thrive in the ever-changing and competitive global economy, companies need to embrace diversity, promote inclusion, and foster an inventive culture.

5.2 Discussion of Results

5.2.1 Discussion based on the Demographic profile of the results

The investigation of the demographic profile of the women entrepreneurs who participated in the study uncovered several noteworthy trends and habits that shed light on the current state of the entrepreneurial landscape.

- First, most of the participants were between the ages of 35 and 44, indicating that women in their mid-to late-thirties make up the majority of the sample. In addition, a significant portion is comprised of individuals between the ages of 25 and 34. This indicates that a considerable number of young, ambitious women are out there trying to make it big in the corporate world. It suggests that there comes a time in everyone's lives when they have learned enough and grown enough to go out on their own, all the while being eager to take advantage of any opportunities that come their way.
- Secondly, a large percentage of the entrepreneurial group holds bachelor's or master's degrees, which is indicative of a decent level of education, according to the respondents' educational backgrounds. This highlights the significance of education as the foundation of entrepreneurial success, equipping individuals with the knowledge, critical thinking abilities, and skills necessary to navigate the challenges of business ownership.
- There is a higher proportion of married respondents than unmarried respondents, suggesting that marital status is another important factor. Entrepreneurs' resource allocation and decision-making practices may vary due to their varying degrees of family commitment and

support, which may explain the disparity. It suggests that the dynamics of one's family and social network have a significant role in determining one's entrepreneurial trajectory and level of success.

- In addition, there is a large concentration of respondents with 6–10 years of experience, although the years of experience of the respondents spread a wide range. This predicts a mix of inexperienced entrepreneurs and seasoned company owners with extensive knowledge in the field. A vibrant and prosperous corporate environment is fostered by the convergence of experienced individuals with emerging talent, which encourages innovation, collaboration, and the exchange of ideas.
- Lastly, the fact that the majority of responses came from cities demonstrates that this survey is biased toward businesses based in urban areas. Possible explanations for this concentration include a wealth of resources, excellent networking opportunities, and well-developed infrastructure in urban regions, all of which foster an entrepreneurial spirit. With their emphasis on innovation and economic development, the statement highlights the importance of urban areas as magnets for would-be entrepreneurs looking to reap the advantages of city life.

Essentially, the demographic profile of Women entrepreneurs provides insightful information about the characteristics, experiences, and situations that have shaped their entrepreneurial journeys. Suppose stakeholders are aware of these patterns and behaviours. In that case, they may alter their support efforts and legislation to better meet the needs of women entrepreneurs and promote their continuing growth and success in the business world.

5.2.2 Discussion based on the Hypothesis

Moving on to the results based on hypotheses, the study focuses on the intricate variables influencing the success of women entrepreneurs. The results show a significant relationship between leadership skills and success, suggesting that women who are good leaders are more likely to be successful business owners. The importance of strong leadership in overcoming obstacles and succeeding in commercial endeavours cannot be overstated. In the same way, the research reveals that motivating elements significantly affect achievement. The importance of motivation in starting and maintaining entrepreneurial endeavours is shown by the regression model's ability to accurately predict success using these motivating factors. This emphasizes the significance of creating a setting that encourages and supports women entrepreneurs since this increases the probability of their success.

- The study's findings are consistent with the theory that there is a strong link between women entrepreneurs' success and their capacity for leadership. Strong leadership traits increase a woman's chances of success in her business endeavours. This demonstrates the need for strong leadership in navigating the complexities and challenges of entrepreneurship. A leader's ability to see the big picture, make quick decisions, and inspire others makes all the difference in overcoming obstacles and guiding their company to success. So, it may be highly beneficial to provide women business owners with mentorship and training programs that focus on developing their leadership skills.
- The idea that motivational variables have a major influence on women entrepreneurs' performance is also confirmed by the research. The regression model's effectiveness in predicting outcomes is based on these motivating characteristics, demonstrating how important motivation is for beginning and continuing entrepreneurial endeavours. In spite of failures and disappointments, women entrepreneurs who are passionate, focused, and motivated by a higher purpose are more likely to achieve success. Creating an environment that encourages and supports women entrepreneurs is crucial to their success. To achieve this goal, it may be necessary to facilitate women's access to information, communities, and networks that encourage and enable them to fearlessly follow their entrepreneurial ambitions.
- The study's findings provide credibility to the idea that female entrepreneurs face substantial challenges due to systemic barriers, such as limited funding alternatives and gender discrimination, which are significant obstacles to business development. All of these things make it harder for women to advance in their jobs and become successful business owners. The urgent need to eradicate structural disparities and create circumstances that encourage the development of women entrepreneurs is underscored by the strong association between these obstacles and accomplishment. This might include putting laws and programs into place that support gender equality, increase access to opportunities and funding, and combat prejudice and discriminatory behaviours in the startup community.

Overall, the study's findings shed light on the complex interplay between the structural barriers to success, motivational factors, and leadership abilities of women entrepreneurs. Policymakers can create a favourable environment for female entrepreneurs to thrive and contribute significantly to societal and economic progress by taking these factors into account and giving priority to programs that enhance leadership abilities, inspire workers, and eliminate barriers to entrepreneurship.

5.3 Discussion based on Research Questions

RQ 01: The relationship between leadership skills and the success of women entrepreneurs.

The first research question focuses on the intricate relationship between leadership traits and entrepreneurial success, specifically looking at women business owners as an example. The manner in which female entrepreneurs with leadership qualities thrive in varied business settings is highlighted in the present study.

Everyone believes that possessing a good leader—with qualities like foresight, communication, decision-making, and resilience—is crucial for entrepreneurs. This study's findings provide credibility to the concept by demonstrating a strong relationship between the leadership skills of female entrepreneurs and their financial performance. This relationship further demonstrates the significance of strong leadership in bringing entrepreneurial endeavours forward (Buttner and Moore, 1997). In order to succeed, seize opportunities, and inspire their teams, successful women company entrepreneurs often have strong leadership qualities. The ability to see opportunities in the market and come up with creative ideas, strong interpersonal and communication skills to articulate their vision and motivate followers, and resilience to persevere through adversity are all characteristics of these kinds of leaders. With these traits of effective leadership, women entrepreneurs have a better chance of leading their companies toward long-term success.

The significant relationship between leadership skills and business success further emphasizes the need for leadership development programs for both aspiring and established women entrepreneurs. Investing in initiatives and assets that foster leadership development may help women advance in management roles, foster innovation, and adapt to dynamic marketplaces (Langowitz, and Minniti, 2007). By strengthening their leadership skills, women entrepreneurs have a better chance of seeing their companies succeed, which in turn benefits society and the economy. However, it is critical to understand that there are many moving parts and a complex relationship between successful entrepreneurship and leadership abilities. Entrepreneurial success is influenced by a number of factors, including but not limited to the presence or absence of strong leadership, the current market climate, industry dynamics, resource availability, and external support networks. Future studies may thus examine the more thorough ways in which these contextual variables interact with leadership qualities to influence the success trajectories of female entrepreneurs.

The examination of Research Question One concludes by highlighting the critical role that leadership abilities have in fostering the success of female entrepreneurs. Through the implementation of effective leadership development programs and the resolution of contextual obstacles, stakeholders may enable women to fully realize their leadership potential and become influential players in the field of entrepreneurship.

RQ 02: The motivational factors that contribute significantly to the success of women entrepreneurs.

The second research question is an in-depth analysis of the elements that inspire women entrepreneurs to succeed. This question examines the complex relationship between internal and extrinsic motivators and how they affect entrepreneurial outcomes. This examination sheds light on the diverse array of motivational drivers that encourage women entrepreneurs to achieve their goals and realize their aspirations in the business realm.

Motivation propels the entrepreneurial journey, fostering enthusiasm, determination, and a sense of purpose that drives individuals in their business pursuits. The study's findings highlight the significance of motivational factors in deciding the success paths of women entrepreneurs, demonstrating the critical role of motivation in promoting resilience, performance, creativity, and innovation (Khan et al, 2021). While many factors could inspire an entrepreneur to take the fall, studies have shown that intrinsic factors such as passion, independence, and confidence in one's abilities play a significant role. Women entrepreneurs who are very passionate about what they do are more likely to persevere through challenges and achieve their goals because of the extreme dedication and commitment they bring to their work. Additionally, women entrepreneurs are able to take initiative, make autonomous decisions, and use their skills and abilities to overcome challenges and grab opportunities when they have self-efficacy and autonomy.

Moreover, extrinsic incentives such as monetary gains, recognition, and societal influence are crucial for propelling the success of entrepreneurs. The possibility of achieving financial autonomy and generating wealth inspires female entrepreneurs to be creative, take calculated chances, and pursue excellence in their businesses. Similarly, women entrepreneurs want to provide value, improve their communities, and leave a lasting legacy through their business ventures because they want to be recognized and have a good social influence (McKay, 2001). It is essential to acknowledge, nonetheless, that motivating elements are complex and context-specific, differing throughout people, sectors, and phases of the

entrepreneurial journey. While certain motivators could have a stronger impact on entrepreneurship success, others might be more temporary or dependent on particular conditions. Future studies may thus examine the dynamic interaction between various motivating variables and their varying effects on the success paths of female entrepreneurs.

In conclusion, the thorough examination of Research Question Two highlights the critical significance that motivating variables play in propelling the success of female entrepreneurs. Through a comprehensive grasp and use of intrinsic and extrinsic motivators, stakeholders may enable women to fully realize their entrepreneurial potential, surmount obstacles, and prosper as agents of innovation, expansion, and societal transformation within the entrepreneurial environment.

RQ 03: The effects of barriers like capital access, social support, and gender biases on women entrepreneurs' success.

Research Question Three provides a thorough examination of the complex obstacles faced by women entrepreneurs, with an emphasis on the ways in which factors like lack of access to capital, lack of social support, and gender biases affect their ability to succeed as entrepreneurs. Addressing these hurdles is crucial to fostering gender-inclusive entrepreneurship and economic empowerment since this analysis sheds insight into the subtle relationships between institutional obstacles and entrepreneurial outcomes.

One major obstacle impeding the development of women entrepreneurs is capital availability. Despite advancements in financial inclusion, women entrepreneurs still face barriers when trying to get loans, investments, and grants from traditional sources. Limited access to capital hinders women entrepreneurs' capacity to start and grow their enterprises, which in turn restricts their opportunities for innovation, growth, and competitiveness. Female entrepreneurs face additional obstacles when trying to get finance, such as a lack of collateral and credit history and bias against women in the banking sector (Derera, Chitakunye and O'Neill, 2014). A significant obstacle to women entrepreneurs' success is the absence of adequate social support networks, which compounds the problem of inadequate financial resources. To overcome challenges and take advantage of opportunities, entrepreneurs rely on one another, seek out mentors, and build professional and personal networks. Women entrepreneurs may be underserved when it comes to access to resources, knowledge, and opportunities for joint ventures because of a lack of mentorship programs, entrepreneurial clubs, and peer networks. In addition, cultural biases and societal norms may maintain

stereotypes and discrimination, which in turn discourages women from entrepreneurship and limits their access to support systems.

Furthermore, stereotypes and gender prejudices are deeply embedded in entrepreneurial environments, impacting attitudes, behaviours, and views toward women entrepreneurs. Gender-based discrimination and prejudice are commonplace among women entrepreneurs, manifesting in a variety of ways, such as judgment of their entrepreneurial ability, resource allocation, and access to opportunities (Esayas and Tolossa, 2015). The legitimacy and credibility of female entrepreneurs are weakened by stereotypes about their ability, risk-taking behaviour, and leadership, which makes it more difficult for them to get capital, business partners, and market prospects. Furthermore, gender disadvantages in entrepreneurship are sustained by unconscious prejudices ingrained in institutional practices and regulations, which makes it harder for women entrepreneurs to succeed. However, removing these obstacles will need coordinated efforts from decision-makers, interested parties, and the public to eradicate systemic injustices, support entrepreneurship that is inclusive of all genders, and provide a supportive atmosphere for women's economic empowerment. Financial inclusion may be increased, and women's entrepreneurial potential can be achieved through initiatives like gender-lens investment, microfinance programs, and other financing channels that seek to improve the money available to female entrepreneurs.

Similarly, funding mentoring programs, networking events and capacity-building opportunities may fortify the social support systems of female entrepreneurs and promote information exchange, teamwork, and peer education (Maslak, 2017). Additionally, in order to create a more fair and inclusive business environment that enables women to flourish, gender conventions must be challenged, diversity and inclusion must be encouraged, and unconscious prejudices must be brought to light. In conclusion, the thorough examination of Research Question Three highlights the widespread influence of obstacles, including financial availability, societal acceptance, and gender stereotypes, on the success of female entrepreneurs. Stakeholders can create an entrepreneurial environment that is more inclusive and fairer and that fully realizes the potential of women entrepreneurs as engines of innovation, development, and economic success by identifying and removing these impediments.

CHAPTER- 6

CONCLUSION

6.1 Overview

A summary and conclusion of the comprehensive research of the chapter inference “Entrepreneurial Leadership: A New Paradigm, context and Vision of Effective Leadership with Women Emerging as Successful Entrepreneurs” The research aimed to shed light on how leadership abilities in the business world, specifically the increasing impact of women entrepreneurs, are changing traditional ideas about entrepreneurship and leadership. The study most likely examined several complicated issues related to the subject, such as leadership skills, motivation, barriers to Entrepreneurship, and the success of women's entrepreneurship.

The study discovered a number of factors that significantly influence the path and results taken by women who become successful entrepreneurs. The legislative and policy environment, gender stereotypes and prejudices, and access to resources and finances are all important factors that affect women's entrepreneurship. The study's result also highlighted the complex and intricate interactions among these factors, underscoring the need for a thorough management plan to control how these variables interact to affect the leadership abilities of women entrepreneurs. The results provide practical suggestions for enhancing successful women entrepreneurs through effective entrepreneurial guidance. The last part offers an in-depth overview of the crucial elements that impact how great entrepreneurial leadership contributes to company success and supports women as successful entrepreneurs.

6.2 Summary of the Chapters

Chapter 1- Introduction

The study's comprehensive introduction, given in Chapter 1, covers the significance of effective entrepreneurial leadership and how leadership skills help women to become successful entrepreneurs. Leadership skills, access to capital and resources, and regulatory and policy environment are some of the factors that demonstrate how effective entrepreneurial leadership contributes to the success of the business. The chapter emphasized the importance of effective entrepreneurial leadership in the overall performance of the business. The chapter also addressed the assessed issue statement for the chapter, which asks for an examination of key factors impacting women's entrepreneurial abilities. The beginning of the chapter sets the context for the chapters that follow.

Chapter 2- Review of Literature

The "Review of Literature" chapter provided a thorough summary of earlier scholarly works that were important to the topic of the investigation. An introduction to the wider area of study was given at the beginning, highlighting the significance of the selected study topic. The

assessments were arranged according to a theme and included a range of significant subjects, including leadership skills, motivation, barriers to Entrepreneurship, and the success of women's entrepreneurship. The literature review examined the obstacles, chances, and variables influencing business performance. The last section of the chapter established the tone for the current investigation by pointing out gaps in the body of literature. The literature review served as a foundation, providing points of view, conceptual frameworks, and empirical information that improve understanding of the complex relationship between effective leadership skills and emerging women entrepreneurs.

Chapter 3- Research Methodology

The research methodology chapter acts as a guide for the study, offering an organized method for doing research. An introduction was given at the beginning, providing basic details on the selected approach. Operational terms such as “leadership, entrepreneurs, entrepreneurial leadership, and barriers to entrepreneurship” were clearly defined to ensure a common understanding. The chapter went on to demonstrate the examination's importance by presenting a logical approach to the study and detailing its goals and assumptions. A conceptual framework was presented, highlighting the interconnected elements under investigation. A thorough explanation of the techniques and approaches used in data collection and analysis was included in the subsequent elaboration of the study methodology. To ensure methodological accuracy, the random sampling methodology is described and used as a critical metric throughout the chapter. To provide a thorough and honest approach to studying crucial aspects impacting the leadership abilities of women entrepreneurs, the chapter recognized the limitations and stated the scope of the research.

Chapter 4- Data Analysis and Interpretation

Chapter 4, titled "Data Analysis and Interpretation," begins by introducing the key elements that impact the leadership skills of women entrepreneurs. The chapter opens with a clarification of the major variables influencing these dynamics to set the stage for a thorough examination. A thorough characterization of the participants is made possible by demographic profiling, which also offers crucial background and context information. To ensure the dependability and quality of the data collected, the chapter employs robust reliability testing procedures. This phase is crucial for figuring out how trustworthy and consistent the study's conclusions are. Furthermore, by simplifying the evaluation process, indexing methods are employed to increase accuracy and speed. The conclusions drawn from the put-out hypotheses were carefully presented and offered insightful information on the issues with the research. After a

thorough analysis of the participant replies, a comprehensive understanding of their perspectives was obtained. The chapter examined the complex dynamics of leadership skills, the success of women entrepreneurs, motivational factors and barriers to entrepreneurship. To give a comprehensive picture of the major variables impacting business performance, it made careful use of data analysis and interpretation.

Chapter 5- Discussion

Chapter 5, titled "Discussion," begins by giving a broad overview of how effective leadership affects women entrepreneurs and how that influence varies over time as a result of various events. Additionally, it compares the results of the surveys and interviews across generations. The chapter offers a thorough analysis of the findings along with the study's shortcomings and recommendations for further research. The study underlines how attitudes about leadership are dynamically changing and how important it is for women to pursue business. On this study subject, there are many discussions on evolving leadership styles, the influence of social context, and the transformative potential of diversified leadership. Essentially, the chapter offers a framework for evaluating the study's findings critically and offers a range of perspectives on the complex relationship that exists between successful business, gender stereotypes, and effective leadership. Through an examination of changing leadership styles and contextual consequences, the chapter advances our understanding of how women develop and alter the entrepreneurial environment. This creates new opportunities for research and development in this significant area of study.

6.3 Findings Based on the Demographic Profile of the Respondents

- **Respondents were categorized by age.**

“It was observed that out of 750 respondents selected for the study, in the sample surveyed, most respondents are the age of between 35 and 44 years which is about 42.7% of the women entrepreneurs who run the business”.

- **The education level of the respondents**

“It was observed that out of 750 respondents selected for the study, in the sample surveyed, most respondents had master’s degrees, which is about 40.0% of women entrepreneurs”.

- **Marital status of the respondents**

“It was observed that out of 750 respondents selected for the study, in the sample surveyed, most respondents are married, about 57.2% of women entrepreneurs”.

- **Experience level of the respondents**

“It was observed that out of 750 respondents selected for the study, in the sample surveyed, most respondents had experienced between 6 to 10 years, which is about 39.3% of respondents”.

- **Respondents were categorized by location.**

“It was observed that out of 750 respondents selected for the study, in the sample surveyed, most respondents lived in urban areas, which is about 61.3% of the women entrepreneurs who run successful businesses”.

6.4 Findings Based on Hypothesis

H1: There is a significant relationship between leadership skills and the success of women entrepreneurs.

“It was observed that the significant value is 0.049 for the relationship between leadership skills and the success of women entrepreneurs, which is less than 0.05, the mean score for utilization of the degree of the leadership skills is 28.56 whereas the score for the success of women entrepreneur is 29.70. Therefore, there was a statistical correlation between leadership skills and the success of women entrepreneurs. Hence, the alternative hypothesis was accepted”.

H2: There is a significant impact of motivational factors responsible for the success of women entrepreneurs.

“It was observed that the significant value is 0.039 for the success of women entrepreneurs, which is less than 0.05, the R-value for the simple correlation is 0.076, which reflects how much of the overall variance in the dependent variable, the success of women entrepreneurs, the independent variable can be used to explain the results and, therefore, there was a statistically significant impact on the success of women entrepreneurs. Hence, the alternative hypothesis was accepted”.

H3: There is the impact of Barriers to Entrepreneurship such as Access to Capital, lack of Social and Institutional Support, and Gender Stereotypes and Biases on the success of women entrepreneurs.

“It was observed that the significant value is 0.000 for the success of women entrepreneurs, which is less than 0.05, the R-value for the simple correlation is 0.346, which reflects how much of the overall variance in the dependent variable, the success of women entrepreneurs, the independent variable can be used to explain the results and, therefore, there was a

statistically significant impact on the success of women entrepreneurs. Hence, the alternative hypothesis was accepted”.

6.5 Implications of the Study

Concerning the advancement of economic empowerment and gender equality, the research "Entrepreneurial Leadership: A New Paradigm, Context, and Vision of Effective Leadership with Women Emerging as Successful Entrepreneurs" has significant implications. This study may help influence policy interventions targeted at eliminating entry barriers, enhancing access to resources and finance, and fostering gender-inclusive entrepreneurial ecosystems by shedding light on the particular difficulties and achievements faced by women entrepreneurs. The results of the research may serve as an inspiration for women-specific leadership development programs, which would encourage the expansion of creative and varied business endeavours. Furthermore, the consequences have an impact on business practices as well, pushing companies to give supplier diversity, funding for women-owned enterprises, and inclusive partnerships a priority. Insights into encouraging entrepreneurship among women from varied backgrounds might be useful for educational projects, and the study's conclusions can be used by community-building initiatives to create networks of cooperation and support. In conclusion, this study has the potential to influence funding priorities and research agendas in the future, promoting gender equality and empowering women as accomplished leaders and innovators in the entrepreneurship field.

6.6 Limitations of the study

- Respondents may be biased in their views, which cannot be eliminated.
- The study will be limited to 750 participants.
- The study will be limited to Indian women exclusively.
- The study could focus on short-term outcomes over capturing the long-term impact of entrepreneurial leadership on women's success.
- The primary areas of emphasis for this study include entrepreneurial potential, motivating factors, leadership abilities, and obstacles to entrepreneurship. Other important variables that might affect women's entrepreneurial success are not explored in the study.

6.7 Suggestions and Recommendations

- **Longitudinal Studies:** Conduct longitudinal research to monitor the professional paths and obstacles encountered by women entrepreneurs over time, offering insights into the elements that support long-term success and the obstacles that impede advancement.

- **Intersectionality:** To understand how different identities impact entrepreneurial experiences and results, investigate the intersections between gender and other diversity factors, such as race, ethnicity, and socioeconomic status.
- **Comparative Analyses:** To determine the contextual elements that influence women's entrepreneurial leadership, do comparative assessments across various nations and regions, taking into account differences in economic situations, policy contexts, and cultural norms.
- **Role of Technology and Innovation:** Examine how digital platforms, AI-driven tools, and new technologies may empower women entrepreneurs and close resource gaps as women look at the role of technology and innovation in promoting women's entrepreneurship.
- **Impact Investing and Social Entrepreneurship:** Investigate the convergence of impact investment and women-led social entrepreneurship to learn how companies solving environmental and social issues may become financially sustainable and scalable.
- **Policy and Ecosystem Analysis:** Examine legislative interventions and entrepreneurial ecosystems that have helped women entrepreneurs succeed in-depth to identify best practices and attainable patterns.
- **Leadership Development Interventions:** Analyze the effectiveness of programs for women entrepreneurs' leadership development that emphasize certain leadership qualities, mentoring programs, and social networks that support successful entrepreneurship.
- **Family Dynamics and Work-Life Integration:** Examine how family relationships and nursing responsibilities affect the decision-making, well-being, and capacity to manage the work and personal life of women entrepreneurs.
- **Corporate Partnerships and Supply Chain Integration:** Examine the opportunities and challenges involved in forming strategic alliances with large companies and incorporating women-owned businesses into international supply chains.

6.8 Conclusion

An in-depth analysis of "Entrepreneurial Leadership: A New Paradigm, Context, and Vision of Effective Leadership with Women Emerging as Successful Entrepreneurs" demonstrates the significance of strong leadership for women entrepreneurs in advancing gender equality and economic empowerment. The study's findings point to many important variables that have a significant influence on the success of women entrepreneurs, including the legal and legislative landscape, gender biases and stereotypes, and access to capital and resources. Collectively,

these variables impact women's entrepreneurial experiences and outcomes, shedding light on the complex relationships that support leadership development and business success.

The study's conclusion emphasizes how intricate these variables are and how managing and enhancing women's entrepreneurial leadership skills requires a comprehensive strategy. This awareness is crucial for resolving systemic problems and creating more equitable opportunities for women in business. By being aware of and addressing these factors, policymakers, organizations, and community stakeholders may adopt targeted activities that promote gender-inclusive policies, enhance resource accessibility, and decrease the consequences of gender stereotypes and regulatory obstacles.

This study has implications that go beyond scholarly discussions and provide practical suggestions with practical effects. These results might be used by legislators to draft legislation that ensures women entrepreneurs have equal access to funding and support networks, balancing the levels of competition. Companies may design personalized leadership development initiatives that provide women with the instruments and assets required to succeed in the corporate sector. Community stakeholders have the ability to establish supportive settings that provide markets, networking opportunities, and guidance.

Future research should concentrate on longitudinal studies to monitor the long-term effects of interventions, look into interdependence, and conduct comparative analyses to identify contextual factors influencing leadership outcomes in order to further comprehend the diverse perspectives of women entrepreneurs across various identities. Examining how innovation and technology assist women entrepreneurs and how family dynamics affect entrepreneurial decision-making may provide further insights into strengthening support networks. In conclusion, this study offers an excellent foundation for the progress of gender parity and the development of women into capable leaders and innovators in the entrepreneurial sector. By adopting these findings and recommendations, stakeholders may collaborate to build an atmosphere that is more welcoming and supportive of women, enabling them to thrive and significantly contribute to innovation and economic advancement.

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APPENDIX

Questionnaire

Dear Sir/Madam

As part of my PhD research thesis, I am conducting a survey that investigates "Entrepreneurial Leadership: A New Paradigm, Context and Vision of Effective Leadership with Women Emerging as Successful Entrepreneurs". Your assistance in completing this survey would be greatly appreciated as your views can help me to complete my research work more appropriately. If you have any inquiries, please feel free to mail on

Please express the degree to which you feel the following emotions using a five-point Likert scale ranging from 1-5, where 1=Strongly Disagree (SD), 2=Disagree (D), 3=Neutral (N), 4=Agree (A), and 5=Strongly Agree (SA).

Your participation in this study will be highly appreciated, and the information you provide will be used for academic purposes only.

• **Demographic Profile**

1. Age:

- a) Below 25 years
- b) 25-34 years old
- c) 35-44 years old
- d) 45 and Above

2. Education Level:

- a) 12th pass
- b) Bachelor's Degree
- c) Master's Degree
- d) PhD Degree
- e) Diplomas (mechanical, electrical)

3. Marital Status:

- a) Married
- b) Unmarried

4. Experiences:

- a) Less than 1 year
- b) 1-5 years
- c) 6-10 years
- d) More than 10 years

5. Geographical Location:

- a) Urban
- b) Rural

• Leadership Skills

➤ Please give your response regarding the leadership skills

No.	Leadership Skills	SD	D	N	A	SA
1	I effectively communicate my vision and goals to my team members.					
2	I inspire and motivate my team members to achieve organizational objectives.					
3	I am confident in my decision-making abilities as a leader.					
4	I encourage innovation and creativity within my team.					
5	I handle conflicts and disagreements within my team effectively.					
6	I adapt to changing situations and lead my team through uncertainty.					
7	I foster a culture of collaboration and teamwork within my organization.					
8	I delegate tasks and responsibilities to my team members effectively.					

• Success

➤ Please give your response regarding the success

No.	Success	SD	D	N	A	SA
1	Successfully expanding into new markets or territories is important for my business growth.					

2	Establishing a strong brand reputation and fostering customer loyalty is a key focus for my business.					
3	I prioritize effectively adapting to changing market conditions and trends to stay competitive.					
4	Receiving recognition or awards for my achievements boosts my business's credibility and visibility.					
5	Maintaining a high level of customer satisfaction and retention is crucial for my business success.					
6	Establishing a strong network of strategic partnerships and alliances is a priority for my business expansion.					
7	I focus on effectively managing costs and expenses to maximize profitability for my business.					
8	Ensuring a high level of employee satisfaction and retention is essential for the success of my business.					

- **Motivational Factors**

➤ Please give your response regarding the motivational factors

No.	Motivational Factors	SD	D	N	A	SA
1	I aim to demonstrate consistent growth in my business revenue and profits.					
2	Building my business into a strong and recognizable brand within the industry is a primary goal.					
3	Creating an inspiring and supportive work culture for my employees is a top priority.					
4	I am committed to contributing positively to the community or society through my business activities.					
5	Establishing a competitive advantage over rivals in the industry is crucial for my business success.					
6	Introducing innovative products or services to the market is a key strategy for my business.					

7	Maintaining a clear vision and strategic direction for my business guides my decision-making processes.					
8	Demonstrating resilience and perseverance in the face of challenges is essential for my business's long-term success.					

❖ **Barriers to Entrepreneurship**

• **Access to Capital**

➤ **Please give your response regarding the access to capital**

No.	Access to Capital	SD	D	N	A	SA
1	Securing adequate funding for my business is challenging.					
2	Accessing loans or credit from financial institutions is difficult for me as a woman entrepreneur.					
3	I face obstacles in attracting investors or venture capital for my business.					
4	Limited access to financial resources hinders the growth and expansion of my business.					
5	Obtaining startup capital is a major barrier to launching my business.					
6	Lack of collateral or assets makes it harder for me to obtain financing.					
7	The high-interest rates on loans make it challenging for me to borrow capital for my business.					
8	Limited access to business grants or government funding constrains my business development.					

• **Lack of Social and Institutional Support**

➤ **Please give your response regarding the Lack of Social and Institutional Support.**

No.	Lack of Social and Institutional Support	SD	D	N	A	SA
1	Institutional support for me in accessing resources and networks is inadequate.					
2	The absence of supportive policies and regulations creates barriers for me.					
3	Societal attitudes towards entrepreneurship are not adequately supportive of my endeavors.					
4	Mentorship opportunities are limited.					
5	There is a lack of networking opportunities specifically designed to support me.					
6	Entrepreneurship events and programs are not sufficiently inclusive of me.					
7	The scarcity of role models affects my confidence in pursuing entrepreneurship.					
8	Cultural norms and biases significantly hinder my success.					

- **Gender Stereotypes**

➤ **Please give your response regarding the Gender Stereotypes**

No.	Gender Stereotypes	SD	D	N	A	SA
1	Gender stereotypes negatively affect the perception of my capabilities in entrepreneurship.					
2	Society tends to undervalue my contributions and skills in entrepreneurial endeavors.					
3	Gender stereotypes create additional obstacles for me in seeking opportunities in entrepreneurship.					
4	I face prejudice and discrimination in business environments due to my gender.					
5	Traditional gender roles impact the support available to me in entrepreneurial pursuits.					

6	Gender biases affect investment decisions toward ventures led by me.					
7	Stereotypes about gender roles limit my access to entrepreneurial networks.					
8	Biases against entrepreneurs based on gender influence my ability to secure funding for my business.					

I sincerely appreciate your time and cooperation.

Please check to make sure that all the questions are answered.

Thank you so much for your contribution.