



EXPLORING THE FACTORS OF WOMEN ENTREPRENEURES IN PAKISTAN

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ABSTRACT

Purpose: Female entrepreneurship is a famous building block of economy. It is a technique to create employment that could pay back to self-growth which ultimately leads to economic growth. It is smartly contracting with various economic and social barriers around the globe. Economic inequality and joblessness are main concerns to Pakistan in present days. Entrepreneurship; is an asset which is able to eliminate all the evils linked with economic prosperity, social inequalities and job creation. The prime focus of this investigation was to determine the social, cultural and economic insinuations of women entrepreneurship and also determine the basis and motivational features, obstructions and gender biasness.

Methodology: This research is exploratory in nature. Based on quantitative data collected through a questionnaire from 250 female entrepreneurs from the whole Sindh. Research hypotheses were tested using one sample t-test through SPSS 17.

Findings: The findings revealed that large number of women entrepreneurs began their business with great motivation in raising monetary levels of their families but due to complex Government & Financial Institutions procedures they fail to achieve their objectives. Statistical investigations indicate an important linkage between job experience of business of the female entrepreneurs and their views about women entrepreneurship.

Practical Implication: The findings are helpful for Government, Financial & Not for Profit Organizations, to devise strategies to promote women entrepreneurship in Pakistan.

Keywords: Women entrepreneurs, Motivation, Pakistan

Jel Classification: F23, M13

*The material presented by the author does not necessarily portray the viewpoint of the editors and the management of the Institute of Business & Technology (IBT)

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1. INTRODUCTION

1.1. Overview

Entrepreneurship is a famous building block of economy. It is vibrant to explore different perspective as the matter is very important. Female entrepreneurship; looks like to be the inspiring verve to attain economic development. It is the path to create jobs which can add value to personal development concurrently. Various financial, monetary and social issues, all over the world, could efficiently be dealt with (Sarri et.al, 2004). Last 30 years, it has been observed in western-Europe witnessed a bump up in female enterprises (OECD, 1997).

In number of states, lots of facts are available which proves that female react in a diverse way against as expected (Duncan, 1991) because of dissimilar cultural ethics. Cultural ethics and conventional customs decide the level of independence of a person in numerous civilizations.

Entrepreneurship; is a wish able excellence which can abolish all the associates, correlated to economic growth, social inequalities and jobs. Lots of states around the globe are vigorously looking for methods and techniques to endorse entrepreneurship. The vital character of women entrepreneurs could not be ruled out in various emergent states, where, female entrepreneurs are performing important responsibilities to assist their administration. The significance of SMEs discloses the appalling need to impart jobs. There is also a need to boost economic augmentation and generate additional resources for large-scale ventures in states that are not glowingly developed (Hailey, 1987).

1.2 Significance of the Study

Women entrepreneurship assists the procedure of economic growth, establishment of fresh employment, and curbs unemployment in underdeveloped areas. Entrepreneurship also assists in to cut back human resettlements. Women entrepreneurs have demonstrated that they can lever small scale schemes around the globe. Entrepreneurial motions are limited and are inadequate in Pakistan. SMEs playing a vital role in economy of Pakistan. Enterprises having fewer than hundred employees are more or less 90% of all private endeavors in the industrial sector. SMEs are providing jobs to 78 % of the work force which is non-agriculturalist. Small & Medium Enterprises are adding over 30% to Gross Domestic Product (GDP), earnings from export of manufacturing are 25% and 35% through value addition in the manufacturing sector. Maximum Small & Medium Enterprises are fabricating small value addition products; which budges on conventional expertise even if they manufacture one forth of exports through manufacturing (Chemin, 2007).

1.2.1 Problem Statement

Women entrepreneurs could not work in detached atmosphere. They perform their duties in the similar large-scale, authoritarian and institutional skeleton; where gentleman of the social order works. One should understand that the height of feminist's bias-ness intensely have entrenched in our society, which limits the women's mobility. Femininity bias-ness deters dealings of women, their vigorous economic inputs and opening to business expansion traits.

It is an unfortunate face of our society that woman totally deficient in liberty of tongue (Goheer, 2003). The business environment for females replicates the difficult interchange of lots of factors which could be separated into two fundamental categories.

1st Category encompasses of social, cultural, traditional and religious fundamentals. This facet of the society is shaped over from centuries. It is inherited in the structure of the society and obviously customary in the female's subordinate standing. The gender narrow-mindedness of the system is very rigid and innate because its authenticity is depicted from the persistency of a conventional state of mind, accepted sacraments and a solid faith in the structure of society.

2nd category of issues is depicted from the 1st group. This category engrosses constitutional compositions, policy papers, regulatory provisioning and institutional instruments. It is modern not customary, so it's unprejudiced.

2. LITERATURE REVIEW

Singh and Belwal (2008:1) described the foundation entrepreneur. According to them entrepreneur "person who come up with new ideas and business opportunities in the market". "Schumpeter (1934) described the entrepreneur as the visionary who introduce new into market.

Many researchers have linked entrepreneur concept with the economic indicators i.e. profit and growth, and a strategy for poverty reduction.

In any context, most of us cannot get rid of the attributes associated with human being behavior. Mordi et.al. (2010: 3) offer Winn (2005) to determine some sort of definition upon like attributes "one who prospects pertaining to as well as exploits chances as well as that has some sort of tenacity to face challenges".

While entrepreneurship is viewed as an activity, a few definitions completely focus more upon their functional as well as functional attributes. Roomi as well as Harrison (2010: 3) offer Stevenson (1983: 1) to convey which entrepreneurship is usually "the hunt for chance without reverence towards resources presently controlled" as well as carry on to offer Shane as well as Venkataraman (2000) "Entrepreneurship concerns

the environment conditioning opportunity, the process of discovering chance, the particular analysis as well as exploitation associated with chance, plus the particular person decision-makers who do these kinds of things”.

Some researchers portray entrepreneurship like a human habits associated with individual success “Entrepreneurial habits is frequently powered through different factors like need to have individual accomplishment” (OECD, 1998 in Itani et.al., 2011: 2). Some researchers in addition to that point out which entrepreneurial habits will be visionary, which consists of issue currently being the particular exploitation associated with items within a lot more processed method. Hampton et al. (2011: 2) quote Timmons (2009) to convey “Entrepreneurial behavior is approximately by way of sources further than the particular instant opportunity on the business owner and also his or her venture.”

Entrepreneurship; as the largest force of economic expansion which is being lauded for its significance in the area of employment, revenue creation, poverty reduction and wealth conception. This phenomenon is now identified as the major element in the theory of economic development (Cheston & Kuhn, 2009) and it making up the biggest business sector in economy. It has been documented as the runner of job creation and economic development (Miner & Haunschild, 2005). As sometimes appears, entrepreneurship could be researched from different angles, hence generating divergent however complementary views with the phenomenon leading to a superior appreciation with the complexities involved with it.

1.2. Female Entrepreneurship

Schwartz (1976), firstly explored female entrepreneur’s features, structures, attitude, behaviors, motivation, way of workings, and hindrances. There is certainly one particular gender-specific meaning that is very much specific as per the topic on feminine entrepreneurship. “Female entrepreneurs are usually understood to be those who utilize expertise in addition to enhance business & assets to build up or maybe build new opportunities, who definitely put efforts to control her organizations operations, in addition to that individual at least have 50 % share in the business” (Moore and Buttner, 1997 in Farr-Wharton and Brunetto, 2009: 2).

Inside framework of this paper, researcher will try to elaborate the above definition of female entrepreneurship pertaining to home based women entrepreneurs, “Female enterprisers are looked as one that employ their own understanding and resources to produce or maybe create new company or business openings – regardless of whether that become informally operated in a very small surroundings and without officially joining own and so on, that are definitely involved with handling their own firms.

It is critical to distinguish female entrepreneurship from male entrepreneurship which is similar in the same context so that we can elaborate possible differences between the two sides.

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1.3. Factors of Female entrepreneurship

1.3.1. Motivation

The social capital potential perspective is not always exactly the same pertaining to men and women (DeTienne as well as Chandler, 2007). Most researchers described the actual pressuring aspects pertaining to woman's business people when using the pull-&-push theory “The variety of aspects that may lead with different certifications in order to pushing or perhaps pulling a female in to organization ownership” (Stevenson, 1986 with Itani et.al., 2011: 3).

Personalized aspects like do it yourself happiness as well as good results are usually motivational aspects pertaining to females across the globe. One very significant issue adding to this is the standing regarding females with culture, especially within the developing globe. Their leadership-role can be dejected; there're deemed subservient in order to guys (Dzisi, 2008). Many people come to organization simply because they need to show independently in order to other folks, as well as loved ones (Itani et.al, 2011). While in the pace of globalization world has become a global community, many women perhaps now days converting themselves to be very empowered in every aspect and sector of the life. with out of the way as well as far-flung locations are becoming come across the idea of financial liberty as being a option to empowerment.

In many nations around the world, couples work together running family matters jointly. Tis signifies that issues like childcare fees and other expenses increase with the passage of time. For having superior value in society they strive and enable to go for profits. We all are not able to refute the value regarding financial aspects whilst seeking an entrepreneurial exercise. Supporting family members profits (Jamali, 2009) as well as boosting their own standard of living are also contributory motivational aspects with woman's entrepreneurship.

However some researchers disagree with this particular position of the female enterprisers (Roomi et.al, 2009). Now and again, it is often noticed in which self-employed females are not able to overcome this complicated environment compared to pay for career (Rosti as well as Chelli, 2009) and hence their own enthusiasm may suffer. The job-market circumstances additionally creates threats in order to females and in addition they can be business people to get more options. From jobs, females might not be forwarded to roles in which enable them to cultivate as outlined by their own functions (Remi-Alarape et.al, 2009).

It have been noticed in which females become self-employed simply because there isn't any paid for career designed for all of them, so self-employment can be their own last vacation resort (Jamali, 2009). Subsequently in many ethnicities, females are likely to

be only involved with residence pursuits; their own self-career can be dejected. This specific occasionally prompts women of all ages to go outside and motivate for self-employment for their happiness (Smile Dzisi, 2008) as well as to be able to show empowerment (Itani et.al. 2011).

In lower-income structures, woman's entrepreneurship could be because of family expenses cover, whilst among middle-income groupings it might be related to the actual prefer to raise the standard of living. (Nadgrodkiwicz, 2011).

1.3.2. Local Governmental, Financial, and Not-for-Profit Institutions

The actual part of ladies from the improvement of any nation is not overlooked as well as underestimated (Langowitz and Minniti, 2007) the way it not merely gives a program for females for you to show themselves (Eddleston and Powell, 2008) but results in the wellbeing of the all-round financial system. Government authorities around the world tend to be using steps to advertise female entrepreneurial things to do. Previous reports include anxious the requirement with regard to effective governmental preparing and strategies to promote and motivate female who definitely are as well as desire to be directing his own course (De Bruin et al., 2007). The federal government of Pakistan has also realized the value of female entrepreneurship to further improve the productivity of the financial system.

In lots of regions of the globe, realities vary despite finance and work situations. Woman's entrepreneurs nevertheless include issues due to the deficit of governmental assist (Singh and Belwal, 2008). Businesses made by ladies can be really small size and may even not be listed using the govt (Tambunan, 2009); this might transpire caused by intricate signing up procedures. The majority of governing bodies tend to be placing endeavours straight into pushing female entrepreneurship nevertheless women don't know most of these systems to advertise the companies (Itani et al, 2011). Nevertheless, this case seriously isn't legitimate for all those females; those who are well-informed, keep close track of assist programs and can acquire links are employing most of these chances proficiently to cultivate the companies (Farr-Wharton and Brunetto, 2007).

Financial institutions perform an essential part in promoting the increase of entrepreneurial things to do. Females across the world whine in relation to deficit of personal resource (Halkias et al., 2011). Lines of credit with regard to female entrepreneurs naturally by finance institutions haven't already been of substantial amount. Nevertheless, there may be a number of researches which unveils the other part of the picture. Growing levels of competition from the Photography equipment bank sector will be engaging banks to achieve additional female customers so that you can raise the profit (McLymont, 2008).

Micro-financing is definitely a location in which the government, worldwide improvement

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programs and not-for-profit agencies tend to be undertaking important functions performing jointly with one another. As stated previous, Pakistan Poverty Reduction Pay for (PPAF) will be an example; it's considerably enhanced female entrepreneurial things to do while nearly all their creditors tend to be ladies (Mustafa & Ismailov, 2008).

Substantial endeavours are already manufactured by the governmental & non-governmental industries to supply micro-finance within Pakistan, and ladies tend to be key focuses on of this sort of programs. Khushhali Financial institution (established from the Federal of Pakistan), Kashaf Financial institution and National Rural Support Method (NRSP) would be the primary micro-financiers within Pakistan (Microwatch, 2008).

The First Women Bank is been established for all ages females to go for the entrepreneurship and a huge motivation for females. The key notion behind it was to improve the socio-economic lifestyle of ladies within Pakistan. It offers superior financial products for female entrepreneurs, teaching & advisory services to rise handle the company. Apart from these (International Labor Organization (ILO), 2003). Shells, Tameer Micro Finance, KASHAF, SMEDA etc are also undertaking important perform for females to foster entrepreneurship.

1.3.3. Management Style & Personal Attributes

The actual managerial strategy involving women business owners is a lot more democratic compared to their own male counterparts - that they build confidence involving their own staff by means of transformational along with interactive managing style (Moore, 2011). Farr-Wharton along with Brunetto (2007) point out of which women business owners share powers with others to produce a collaborative work place; synergy at workplace for good profits and performance of the organization.

Personal features involving women business owners might also from time to time generate chances or maybe obstacles on their behalf. There is an excessive amount involving females that have an anxiety about failing (Itani et 's., 2011). In the some other conclude in the range, a number of reports show of which women business owners adore to carry possibility, tend to be prepared to take difficulties, along with invest their full capacity initiatives to practice their own objectives (Mordi et.al, 2010).

1.3.4. Family Upbringing & Networking

Families' participation is in an essential part throughout woman entrepreneurship; recent reports disclose overview within this aspect. Occasionally, families in some cases are extremely supportive (Halkias, 2011) as well as participate in an essential as well as support part in assisting females to formulate enterprise tips (Jamili, 2009). In contrast some cases, females are considered as a concern towards this field. These females

acquire no appreciation for their efforts as well as in most cases they're dejected (Itani et.al, 2011).

Occasionally, women uncover new company tips as well as possibilities coming from these types of networks (Farr-Wharton as well as Brunetto, 2007). A number of reports illustrate women as being more efficient throughout developing networks (Sorenson et 's., 2008); even so, a lot in addition is determined by the particular mindset toward have confidence in as well as details giving. These people like to build networks just along with individuals they're at ease with as well as throughout which they've have confidence in (Farr-Wharton as well as Brunetto, 2007).

In many instances, these types of woman entrepreneurs come from close-knit households and they are cozy giving details as well as searching for guidance coming from individuals into their in close proximity range (Robinson as well as Stubberud, 2009). It's not absolutely accurate which females enroll in or maybe build networks simply to entry resources seize possibilities or search for guidance. A number of reports speak about which females utilize the networks exclusively for over emotional service (Roomi et.al, 2009).

3. RESEARCH METHODOLOGY

The present research aimed at determining means among different variables; through one sample t test, among motivation, local governmental, financial, and not-for-profit Institutions, management styles and personal attributes and family upbringing & networking within the context of female entrepreneurs in Pakistan. This research is exploratory in nature which is based on quantitative data collected through a questionnaire from 250 female entrepreneurs from the whole Sindh region. A Structured questionnaire was used in this study to collect data from the entrepreneurs. Research hypotheses were tested with the help of Statistical tools, though SPSS 17.

1.4. Results

Survey method carried out regarding developed questionnaire comprising four dimensions mentioned were about motivation, five dimensions for local governmental, financial and not for profit institutions, three dimensions for management styles & personal attributes and four dimensions for family upbringing & networking. The information about the demographic factor of the respondents was collected were presented in the following table.

1.5. Demographic Features of Female Entrepreneurs

Age Group	Frequency (f)	Percentage
under 20	5	4.20%
21 to 30	34	28.30%
31 to 40	44	36.70%
Above 40	37	30.80%
Marital Status		
Single	34	28.30%
Married	75	62.50%
Widow	8	6.70%
Other	3	2.50%
Education		
Under Metric	21	17.50%
Intermediate	34	28.30%
Bachelor	52	43.30%
Master	13	10.90%
Business type		
Boutique	26	21.70%
Garments	29	24.20%
Shopkeeper	12	10.00%
beauty salon	14	11.70%
Jewelry	16	13.30%
Other	23	19.20%
Business experience		
up to 1	14	11.70%
1 to 3	28	23.30%
4 to 6	26	21.70%
above 6	52	43.30%
Monthly income		
up to 10 K	29	24.20%
11 to 20 K	37	30.80%
21 to 30 K	34	28.30%
Above 30 K	20	16.70%
Breadwinner		
Husband	58	48.30%
Brother	1	0.80%
Father	26	21.70%
Others	35	29.20%
No of children		
None	33	27.50%
1 to 3	36	30.00%
4 or 5	34	28.30%
Above 5	17	14.20%
Type of family		
Single	64	53.30%
Joint	50	41.70%
Extended	5	4.20%
Other	1	0.80%
Type of housing		
Own	77	64.20%
Rent	43	35.80%

Age Group

The above table shows that a major part of the female entrepreneurs i.e. 36.7 percent are between 31 to 40 years old. 4.2 percent are below 20 years. Most Female entrepreneurs are of the superior age. In Pakistan youthful women do not adopt business field due to man domination. These results indicate the facts to confirm same findings by previous

researches (Sarri and Trihopoulou, 1997; Mahmood et al., 2012). An additional research confirms that those females were young (Yilmaz et al., 2012).

Marital Status

The above table indicates those 62.5 percent female entrepreneurs are married. In the other category falls 2.5 percent, which means that either they are divorced or separated. From the results, it is evident that cultural and social barriers are obstacles for unmarried and juvenile entrepreneurs.

Education

In the above table 10.9 percent female entrepreneurs are having masters degree, 43.3 percent are having Bachelors while only 45.8 percent are below intermediate. Which shows that 54.2 percent female have good educational back ground while 45.8 percent are intermediate or below. Which is positive but there is lot of room to enhance the educational level of female entrepreneurs.

Business Type

24.2 percent female entrepreneurs are running garments business while only 10 percent are shopkeeper. The above results show that female entrepreneurs not interested in interactions with men.

Business Experience

The above table indicates that 43.3 percent female entrepreneurs have business experience of above 6 years, 11.7 percent have up to 1 year. Which clearly sows that the best part of the women entrepreneurs are of large experience and they are efficiently running their businesses because of the healthy experience.

Monthly Income

The above table indicates that 30.8 percent female entrepreneur’s monthly income is between Rs. 11,000 to Rs. 20,000 and 16.7 percent have more than Rs. 30,000.

Breadwinner

The above table shows that 48.3 percent breadwinner of female entrepreneur were husband and 21.7 percent were father, while only 29.2 percent were themselves. This clearly indicates that we live in men driven society, where income from women is not feel well.

Number of Children

The above table shows that 30 percent female entrepreneurs have between 1 to 3 children while only 14.2 percent have more than 5 children. Results of this research are also correlated with the previous findings of (Vatharkar, 2012).

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Type of Family

The above table shows that 53.3 percent female entrepreneurs are from nuclear family, while 4.2 percent are from extended one. These results also matched with the findings of (Vatharkar, 2012).

1.6. Hypotheses Testing

As per the objective, hypotheses relating to literature variables were made. Student t test used to assess the variable status. The following table shows descriptive nature of the data, with sample size, mean, S.D, & S.E for all factors. It should be noted that standard which have been taken here is 04 which is the agreed rank in the designed questionnaire.

	N	Mean	Std. Deviation	Std. Error Mean
Motivation	250	4.118	0.6112	0.03866
Local Governmental, Financial, and Not-for-Profit Institutions	250	4.1656	0.62448	0.0395
Management Style & Personal Attributes	250	4.2187	0.60358	0.03817
Family Upbringing & Networking	250	4.2	0.54423	0.03442

In the above table 2 shows that there is no significant difference in all variables means such as motivation, local governmental, financial & not for profit institutions, management styles & personal attributes & family upbringing and networking Thus, the mean of last two variables are slightly higher than the rest of the tow variables.

Table 3. One Sample Test

	Test value = 1				95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Motivation	3.073	249	0.003	0.118	0.0919	0.1941
Local Governmental, Financial, and Not-for-Profit Institutions	4.193	249	0	0.1656	0.0878	0.2434
Management Style & Personal Attributes	5.728	249	0	0.2187	0.1458	0.2916
Family Upbringing & Networking	5.911	249	0	0.2	0.1322	0.2678

Hypothesis (H1)

For testing first hypothesis that motivation is the interpreter for female entrepreneurship student sample t technique used. Results are presented in table 3. The probability value is 0.000 which is less than .05 are significant meaning that there is motivation which influence females for having entrepreneurship, so the hypothesis that motivation is the predictor for female entrepreneurship is accepted.

Hypothesis (H2)

Second hypothesis that local governmental, financial & not for profit institutions is the interpreter for female entrepreneurship student sample t technique was used. Results are presented in table 3. The sig value is .00 which is less than .05 are noteworthy. It means that there are the factors of local governmental, financial & not for profit institutions which influence females for having entrepreneurship, so the hypothesis that local governmental, financial & not for profit institutions is the predictor for female entrepreneurship is accepted.

Hypothesis (H3)

Third hypothesis is personal attributes is the interpreter for female entrepreneurship student sample t test was used. Results are presented in table 3. The sig value is .000 which is noteworthy. It means personal attributes which influence females for having entrepreneurship, it can be said the hypothesis that personal attributes is the predictor for female entrepreneurship is accepted.

Hypothesis (H4)

Fourth hypothesis that family upbringing and networking is the interpreter for female entrepreneurship student sample t test used, the results are presented in table 3. The sig value is .00 which is less than .05 are noteworthy meaning that there is family upbringing and networking which influence females for having entrepreneurship, so the hypothesis that family upbringing and networking is the predictor for female entrepreneurship is accepted.

CONCLUSION

Female entrepreneurship is a famous building block of economy. It is a technique to create employment that could pay back to self-growth which ultimately leads to economic growth. It is smartly contracting with various economic and social barriers around the globe. Economic inequality and joblessness are main concerns to Pakistan in present days. Entrepreneurship; is an asset which is able to eliminate all the evils linked with economic prosperity, social inequalities and job creation.

As per the statistics, very few females are motivated and come in this field in Pakistan. The results of this research has explored demographic factors of the females and some other factors as well. Some of the dominant demographic factors which have strong effects are low education, age factor, married life, family hardships, low income which compelling females to start a new opportunity i.e. entrepreneurial activities. Standard of living is also a great factor which compelling females now a days for new startups. Working in a male dominated society also create huge problems for women as well.

In Pakistan female entrepreneurship can play a vital role for enabling economic growth, social inequalities and jobs in the market. This report is useful for policy makers to devise policies in a more specified manner to endorse entrepreneurship as like the developed nation.

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