

An Exploratory Study To Identify The Public Support And Survivability Of Women's Entrepreneurship In Rural-Urban Context

Sana Anwar¹, Dr Muhammad Azeem Ahmad²

¹Ph.D Scholar National Business School The University of Faisalabad, Sana.anwar2109@gmail.com

²National business school, the university of Faisalabad, hod.ms@tuf.edu.pk

Abstract

With the passage of time, the public support and survivability of women's entrepreneurship platform has become a challenge for Pakistani women. In this investigation, the researcher aims to find the impact of public support and challenges faced by women on women entrepreneurship. For this purpose, this investigation adopted mixed method approach for conducting this investigation. For quantitative findings this study conducted a survey with 200 women of Pakistan and inquired whether public support is there for them or not. While for qualitative method, this study adopted critical review approach. For quantitative purpose, a 5-point Likert scale questionnaire was used to report the results. The SPSS software was used for running regression and correlation analysis. While for qualitative analysis, this study adopted critical review approach to compare the findings with quantitative results. The results obtained show that both the public support and opportunities for women entrepreneurship are absent in Pakistan and most of the women face issues in doing their own business. Due to this reason, public support needs to be strengthened and women should be given more opportunities and support for entrepreneurship.

Introduction

Background

Entrepreneurship has been recognized as an essential driver of economic growth, job creation, and innovation worldwide. Women's entrepreneurship, in particular, has gained increasing attention from policymakers, academics, and practitioners as a potential solution to promote gender equality, reduce poverty, and enhance sustainable development (Autio et al., 2018). Despite the growing awareness of women's entrepreneurship, the gender gap in entrepreneurship persists, and women entrepreneurs face unique challenges in accessing resources, finance, markets, and networks. The gender gap in entrepreneurship is particularly significant in rural areas, where women entrepreneurs face additional challenges

related to geographic isolation, limited access to infrastructure, services, and markets, and traditional gender norms and stereotypes (Brush et al., 2019). In contrast, urban areas may offer more opportunities for women entrepreneurs, including access to resources, networks, and markets, but may also face more competition and higher costs (Jabeen et al., 2020; Mushtaque et al., 2021). To understand the public support and survivability of women's entrepreneurship in rural-urban contexts, this research aims to conduct an exploratory study to investigate the factors that influence women entrepreneurs' success in both rural and urban areas.

Rationale and Aim

Women's entrepreneurship has been recognized as a significant contributor to economic growth and poverty reduction, particularly in developing

countries. Women entrepreneurs can generate income, create jobs, and improve their families' livelihoods and the communities they live in (Koneru, 2017). Women's entrepreneurship also promotes gender equality by challenging traditional gender roles and empowering women to participate in economic activities. However, women entrepreneurs face significant challenges in accessing finance, markets, networks, and resources, which limit their growth and sustainability (Nasir et al., 2019; Malik et al., 2023). These challenges are more pronounced in rural areas, where women entrepreneurs face additional challenges related to geographic isolation, limited access to infrastructure, services, and markets, and traditional gender norms and stereotypes. In contrast, urban areas offer more opportunities for women entrepreneurs, including access to resources, networks, and markets, but may also face more competition and higher costs.

To promote women's entrepreneurship and reduce the gender gap in entrepreneurship, it is essential to understand the factors that influence women entrepreneurs' success in rural and urban areas and the public support for women's entrepreneurship. This research aims to contribute to this understanding by conducting an exploratory study that investigates the challenges faced by women entrepreneurs, the public support for women's entrepreneurship, and the factors that contribute to women entrepreneurs' survivability in rural and urban contexts.

Research Objectives

The following are the objectives of this research:

1. To identify the challenges faced by women entrepreneurs in rural and urban areas.
2. To explore the public support for women's entrepreneurship in rural and urban areas.

3. To examine the factors that contribute to women entrepreneurs' survivability in rural and urban areas.

Research Questions

The following questions will be answered by this research:

1. What are the challenges faced by women entrepreneurs in rural and urban areas?
2. What is the perception of the public support for women's entrepreneurship in rural and urban areas?
3. What are the factors that contribute to women entrepreneurs' survivability in rural and urban areas?

Significance of the Study

This research is significant for several reasons. First, it will contribute to a deeper understanding of the challenges faced by women entrepreneurs in rural and urban areas. This understanding can inform policy and program development to address these challenges and support women's entrepreneurship in different contexts.

Second, the research will provide insights into the public support for women's entrepreneurship in rural and urban areas. This information can help policymakers and stakeholders to design more effective policies and initiatives to promote women's entrepreneurship and reduce the gender gap in entrepreneurship.

Third, the research will examine the factors that contribute to women entrepreneurs' survivability in rural and urban areas. This understanding can help women entrepreneurs to overcome the challenges they face and improve their chances of success.

Literature Review

Women Entrepreneurship

Entrepreneurship among women has a vital role in the growth of the economy, the development of

new goods and services, and the creation of new employment. Despite this, women entrepreneurs face a variety of challenges, including limited access to financing, markets, networks, and resources, in addition to social and cultural barriers (Roosca et al., 2020). In rural areas, where women may face additional hurdles related to remoteness, inadequate infrastructure, and access to markets and resources, these barriers are more visible.

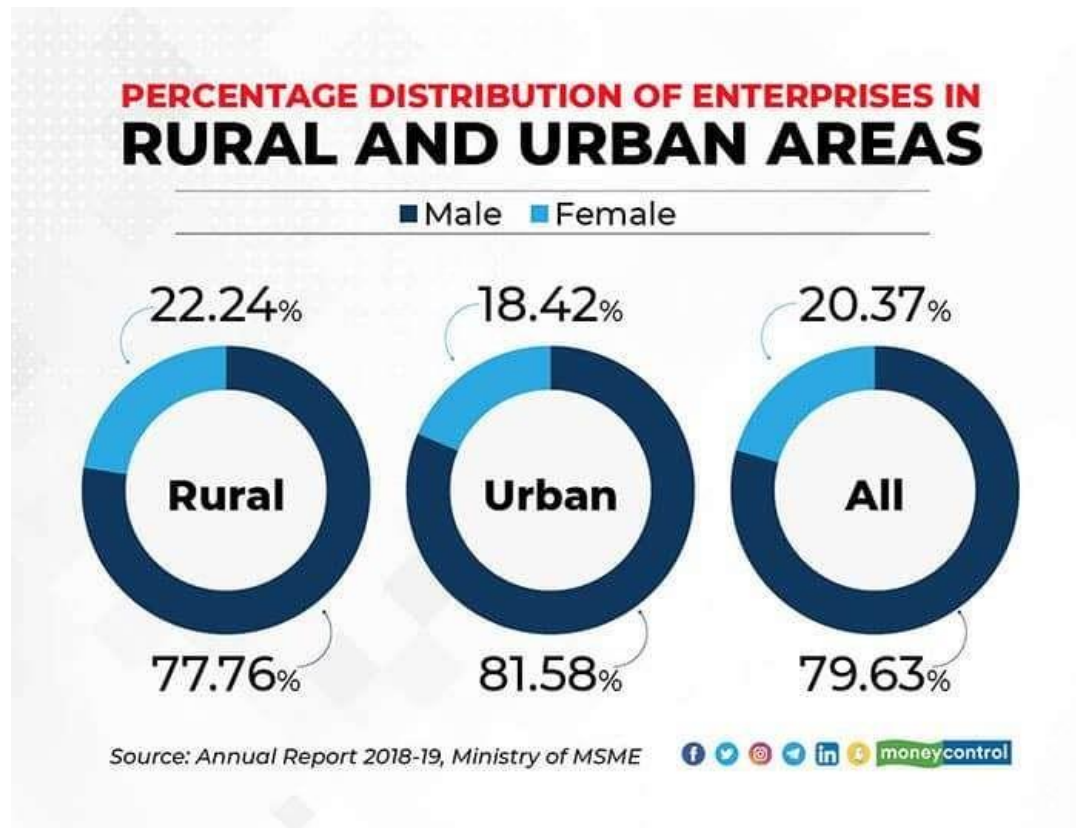
The motivations of women entrepreneurs vary greatly, but are often rooted in a desire to create a better life for themselves and their families. Women are often motivated to start a business when they have the skills and resources to do so, or when they have an innovative idea that can address a need in the market (Yadav & Unni, 2016). Women may also be motivated to become entrepreneurs by the lack of other employment opportunities available to them, or by the desire to gain independence and financial security (Hassan et al., 2022).

Despite the growth of women entrepreneurship, there are still significant challenges that women face when trying to start and grow their businesses. Women often lack access to the same resources and funding opportunities as their male counterparts, due to gender-based discrimination (Nawaz et al., 2021; Allen & Truman, 2016). Furthermore, women often lack the necessary skills and training to be successful entrepreneurs. Additionally, women entrepreneurs may face

various cultural, social, and economic obstacles, such as difficulty in accessing financial services and lack of access to networks of support.

Despite the challenges faced by women entrepreneurs, there are a number of opportunities that can benefit them. For example, there are a number of government initiatives and programs that are designed to support women entrepreneurs, such as the Small Business Administration's Women's Business Centers. Furthermore, a number of organizations are dedicated to supporting women entrepreneurs, such as the National Association of Women Business Owners and the Women's Business Development Center (Cardella et al., 2020). Additionally, technology has enabled women entrepreneurs to access global markets, while also making it easier to connect with potential customers and partners (Mushtaque et al., 2022).

The impact of women entrepreneurs on the economy is significant. Women-owned businesses are responsible for creating new jobs and economic growth, and are often seen as a source of innovation and creativity (Guzman & Kacperczyk, 2017). Furthermore, women entrepreneurs are often seen as being more successful than men, due to their ability to manage risk and utilize resources more effectively. Additionally, research suggests that businesses owned by women are more successful in terms of revenue, profits, and customer satisfaction.



Public Support for Women's Entrepreneurship

It is essential for the public to support women in business in order to cultivate an atmosphere that is conducive to the success of women entrepreneurs. Policy efforts, financial assistance, and networking opportunities are just a few examples of the types of help that may be provided (Sen & AL, 2021). It is possible that expanded possibilities for women entrepreneurs may result from public support for women in business, which in turn will improve gender equality.

According to studies, there are regional and national differences in public support for women's entrepreneurship. Women entrepreneurs are more supported by the public in industrialised nations than in underdeveloped nations. Women entrepreneurs still confront several obstacles, including access to capital and

networks, even in industrialised nations (Hassan, Luo, et al., 2022).

For instance, a study conducted in India found that public attitudes towards women entrepreneurs in rural areas were generally positive, with most respondents expressing support for women's entrepreneurship (Korreck, 2021). However, the study also found that the public's support for women's entrepreneurship in urban areas was not as strong, with some respondents expressing skepticism about the feasibility of women's businesses (Sawangchai et al., 2022). Another study conducted in Pakistan found that there was a lack of public understanding and appreciation of women entrepreneurs, with many respondents expressing a lack of knowledge about the challenges and opportunities facing women entrepreneurs in rural and urban contexts (Nasir et al., 2019).

Survivability of Women's Entrepreneurship

In order to advance gender equality and economic growth, the survivability of women's entrepreneurship is also a critical component. Women who want to start their own businesses encounter a number of obstacles that might have an impact on their survivability, such as a lack of access to capital, markets, and networks. Research have indicated that women entrepreneurs are more likely to encounter failure than male entrepreneurs, emphasising the need for policies to assist women entrepreneurs' survivability.

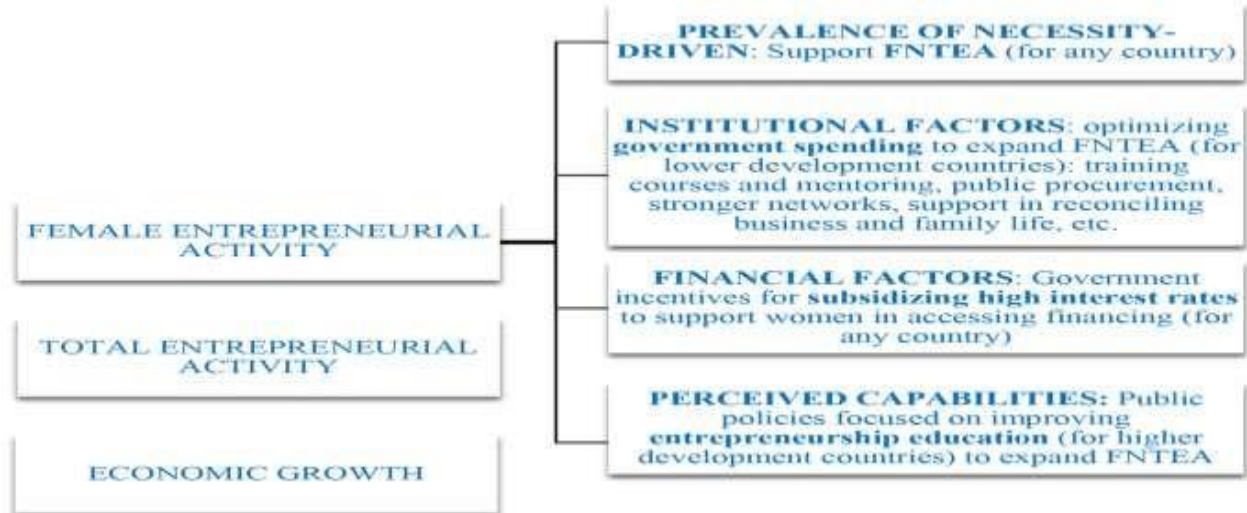
Access to capital, markets, connections, and facilities, as well as demographic characteristics like age, educational levels, and family status, all have an impact on how successful women entrepreneurs are. These elements have been the subject of several studies relating to female entrepreneurs. For instance, Agarwal and Lenka (2019) found that a key factor in predicting the survival of women entrepreneurs in rural areas was the availability of financial resources. Similar to this, Cukier & Hassannezhad Chavoushi (2020) emphasised the importance of resources such as money, markets, networks, and resources in determining the survivability of women entrepreneurs in rural areas.

The effect of demographic factors on the success of female entrepreneurs has been the subject of

more study. For instance, Brush and colleagues (2018) discovered that female entrepreneurs who were older, had higher levels of education, and had more company experience had a higher chance of surviving than those who were younger, had lower levels of education (Iqra Mushtaque et al., 2022), and had less business experience.

Studies have also emphasised the need of governmental and institutional support for female entrepreneurs. For example, OECD (2018) found that policies that promote gender equality and women's entrepreneurship can boost economic growth and job creation. In a similar vein, Brush et al. (2019) pointed to legal and regulatory frameworks, such as property rights, access to credit, and company registration, as major determinants of women entrepreneurs' access to capital and markets.

In order to create an atmosphere that supports women entrepreneurs, social and cultural attitudes about women entrepreneurs are equally essential. According to studies, cultural norms and gender stereotypes might prevent women from becoming entrepreneurs and restrict their access to networks and resources (Rosca et al., 2020). Consequently, encouraging gender equality and altering public perceptions of women entrepreneurs may assist lower obstacles to women's entrepreneurship (Rizwan et al., 2021).



Rural-Urban Context

Understanding the rural-urban setting is a crucial aspect in gaining a knowledge of the possibilities and problems encountered by women entrepreneurs. Women's entrepreneurship is often hampered in rural locations because of the restricted access that residents have to resources such as financial services, commercial marketplaces, and physical infrastructure (Gautam & Mishra, 2016). On the other hand, metropolitan regions provide additional options for women entrepreneurs, such as access to markets, networks, and knowledge.

Research Gap

There is a gap in the literature about the public support and survivability of women's entrepreneurship in the setting of rural and urban environments, despite the fact that a number of studies have examined women's entrepreneurship, public support, and survivability. It is necessary to have an understanding of how public support influences the survivability of women entrepreneurs in both rural and urban locations, as well as the variables that lead to their success in these places. By examining the public support and survivability of women's entrepreneurship in rural-urban contexts, this study seeks to close this gap.

Methodology

Research Methods

This research is an empirical, descriptive study of female business owners that makes use of a mixed methodological approach. According to Onwuegbuzie and Leech (2004), mixed-methods research may be utilised to better understand and assess the significance of a study's results. They argue that better data interpretation may be achieved by combining quantitative and qualitative methods for data collection and analysis.

Research Design

This study employed a mixed methodology that combines qualitative and quantitative approaches. According to Plano Clark et al., combining quantitative and qualitative data analysis provides a deeper grasp of the research issue in a mixed method study (2008). Mixed techniques make it easier to answer questions and supply more evidence for the study, which encourages the usage of several worldviews. The advantages of a mixed method research approach justify the choice to conduct such a study, as it allows researchers the flexibility to use a variety of methods to address the multifaceted nature of the research topic.

Timely collection of both kinds of data and careful integration of them was essential for a successful mixed-methods approach. A mixed-

methods research design, as suggested by Bahl and Milne (2006, cited in Harrison and Reilly, 2011), strikes a better balance between the methodologies and produces a more "trustworthy" conclusion.

Sampling Method

Choosing a subset from the accessible and approached population has been aided by the sampling procedure. The standard approach for calculating componential intended sample size, according to Boschetti et al. (2016), is sampling design. The current study used a mixed methodological approach, combining the analysis of secondary data from qualitative research techniques, such as a critical literature review, with survey questions from quantitative research techniques. Convenience sampling was employed in this study. According to Speak et al. (2018), researchers employ convenience-based sampling to collect market data from the available participant pool. The term "ecosystem" refers to a group of people who work in the construction industry.

Sample Size

According to Dobson et al. (2017), the standard sample size should be between 50 and 500 respondents or more and should be determined in line with the needs of the topic and those defined by the researcher. There will be a survey of 100 women entrepreneurs, 100 from rural regions and 100 from metropolitan areas. To address the analysis of the empirical data and to illustrate how the theories presented in earlier chapters connected to the critical evaluation of the perceived findings, the researcher employed at least 15 to 20 journal research publications.

Data Analysis

The analysis of data can be categorized into three types: prescriptive, diagnostic, and predictive.

Gender

Prescriptive data analysis involves the preparation and encouragement of a situation, diagnostic data analysis examines the fundamental causes behind a particular occurrence, and predictive data analysis operates with intuitive assumptions in a forceful manner. Nevertheless, according to Johnson et al. (2019), research investigations utilize data analysis to either critically evaluate or factually analyze collected data in a visual manner. This approach minimizes the likelihood of misunderstandings and misinterpretations during the study.

In the current study, both diagnostic and prescriptive data analysis have been used. The diagnostic analysis included the results of a survey. Because of prescriptive data analysis, the researcher has been able to link literary perspectives with the proposed empirical model as well as with the actual observations made by prior research projects and publications.

Ethical Considerations

Ethical considerations are important in any research project, and this study is no exception. In order to ensure ethical conduct, this study followed the established research standards and guidelines, including informed consent, confidentiality, and protection of participant privacy. The participants were fully informed about the study and their rights as participants, and that their privacy and confidentiality were protected throughout the research process. Any potential risks or harm to participants was identified and mitigated to the best of the researchers' ability.

Results

Results of the demographics

The results obtained from the demographic analysis can be found below:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	110	55.0	55.0	55.0
Female	90	45.0	45.0	100.0
Total	200	100.0	100.0	

From the results obtained in the table above it can be seen that male are high as compared to women.

The number of male candidates is found to be 55%, while female is found to be 45%.

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-30	28	14.0	14.0	14.0
31-40	84	42.0	42.0	56.0
41-50	48	24.0	24.0	80.0
51 and above	40	20.0	20.0	100.0
Total	200	100.0	100.0	

From the results obtained above, the age of most of the respondents lied between age group of 31-

(20%) and 18-30 (14%). Hence, most of the people in this investigation are adults.

Working Experience

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than one year	29	14.5	14.5	14.5
2-9 years	84	42.0	42.0	56.5
10-15 years	47	23.5	23.5	80.0
15+ years	40	20.0	20.0	100.0
Total	200	100.0	100.0	

40 (42%) followed by 41-50 (24%), 51 and above

From the above statistics, it can be seen that working experience of most of the individuals is between 2-9 years of experience (42%), followed

by 10-15 years (23.5%), 15+ years (20%) and less than one year (14.5%).

Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid bachelors	23	11.5	11.5	11.5

Masters	80	40.0	40.0	51.5
Post- graduation	63	31.5	31.5	83.0
any other	34	17.0	17.0	100.0
Total	200	100.0	100.0	

Results obtained from the education indicate that highest percentage is of Master's degree (40%), followed by Post-graduation (31.5), any other (17%), and bachelors (11.5%). Hence these are the statistics obtained from education.

Results to the hypotheses

The results obtained through hypothesis by running regression and correlation analysis can be found below:

H1 – public support for women entrepreneurs is a main hurdle for women entrepreneurship platform

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.610 ^a	.372	.369	.56849

a. Predictors: (Constant), PublicSupport

The above table is used for checking whether variable is perfectly or moderately fitting the model. For this purpose, the value of R-square is checked. The results obtained indicate that R-ANOVA^a

square is 37.2%, which means that variable public support is moderately fitting the model because its value is less than 50%.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37.955	1	37.955	117.443	.000 ^b
	Residual	63.989	198	.323		
	Total	101.944	199			

a. Dependent Variable: WomenEntrepreneurship

b. Predictors: (Constant), PublicSupport

Table of Anova is used for checking whether value of F and significance are supporting or rejecting the status of hypothesis. When the value of F and significance are greater than 1 and less

than 0.05 respectively than hypothesis is accepted. In above case as well, both the criteria are met and hence hypothesis is accepted.

Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

	B	Std. Error	Beta		
1 (Constant)	.903	.110		8.180	.000
PublicSupport	.619	.057	.610	10.837	.000

a. Dependent Variable: WomenEntrepreneurship

The value of coefficients in the table above indicate that both the value of t and Beta are

positive and high due to which there is a high correlation between the variables.

Correlations

		PublicSupport	WomenEntrep reneurship
PublicSupport	Pearson Correlation	1	.610**
	Sig. (2-tailed)		.000
	N	200	200
WomenEntrepreneurship	Pearson Correlation	.610**	1
	Sig. (2-tailed)	.000	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

The value of correlation is used for checking whether one variable will be influencing another variable directly or indirectly based on Pearson Correlation value. When the value is indicated with positive sign it means there is a direct relation between the variables and vice versa. In

above table, the value obtained is 0.610 which means there is a direct and high relation between public support and women entrepreneurship.

H2 – high number of challenges are negatively influencing women entrepreneurship in Pakistan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.698 ^a	.488	.485	.51358

a. Predictors: (Constant), Challenges

The above table is used for checking whether variable is perfectly or moderately fitting the model. For this purpose, the value of R-square is checked. The results obtained indicate that R-

square is 48.8%, which means that variable challenges is moderately fitting the model because its value is less than 50%.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.719	1	49.719	188.500	.000 ^b
	Residual	52.225	198	.264		

Total	101.944	199			
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a. Dependent Variable: WomenEntrepreneurship

b. Predictors: (Constant), Challenges

Table of Anova is used for checking whether value of F and significance are supporting or rejecting the status of hypothesis. When the value of F and significance are greater than 1 and less

than 0.05 respectively than hypothesis is accepted. In above case as well, both the criteria are met and hence hypothesis is accepted.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.563	.112		5.026	.000
Challenges	.742	.054	.698	13.730	.000

a. Dependent Variable: WomenEntrepreneurship

The value of coefficients in the table above indicate that both the value of t and Beta are

positive and high due to which there is a high correlation between the variables.

Correlations

		WomenEntrep reneurship	Challenges
WomenEntrepreneurship	Pearson Correlation	1	.698**
	Sig. (2-tailed)		.000
	N	200	200
Challenges	Pearson Correlation	.698**	1
	Sig. (2-tailed)	.000	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

The value of correlation is used for checking whether one variable will be influencing another variable directly or indirectly based on Pearson Correlation value. When the value is indicated with positive sign it means there is a direct relation between the variables and vice versa. In above table, the value obtained is 0.698 which means there is a direct and high relation between challenges and women entrepreneurship.

Discussion on the basis of secondary sources

Hypothesis 1- Public Support for Women Entrepreneurship is a Major Hurdle

The study hypothesized that public support for women entrepreneurship is a main hurdle. The hypothesis was accepted. The findings are consistent with previous research. Women entrepreneurs play a critical role in driving economic growth and job creation, but they continue to face significant challenges, including difficulties in accessing funding, navigating male-dominated networks, and overcoming gender biases. One significant challenge that has been identified in the literature is the difficulty in

obtaining public support for women entrepreneurs.

According to Nasir et al. (2019), one of the main reasons why obtaining public support for women entrepreneurs is challenging is because of the pervasive gender biases that exist in society. Research has shown that individuals, both men and women, tend to view women entrepreneurs as less competent than their male counterparts, leading to a lack of support from investors, policymakers, and other key stakeholders. As a result, women-owned businesses are often overlooked when it comes to funding, resources, and other forms of support, despite evidence showing that they perform just as well as, if not better than, their male counterparts.

Another study found that the challenge of obtaining public support for women entrepreneurs is due to the lack of awareness and understanding of the unique challenges faced by women-owned businesses. For example, women entrepreneurs often face additional barriers, such as balancing work and family responsibilities, navigating male-dominated industries, and overcoming unconscious bias. Without a deep understanding of these challenges, policymakers and other stakeholders may be less likely to provide the necessary support and resources needed to help women entrepreneurs succeed.

Additionally, research has shown that women entrepreneurs are often not as well-connected to networks of influential individuals as their male counterparts. This lack of access to key networks and mentors can limit their ability to access funding, business opportunities, and other resources that are essential to their success. As a result, women entrepreneurs may struggle to build and grow their businesses, further exacerbating the challenge of obtaining public support.

The lack of public support for women entrepreneurs can have significant consequences

on their ability to start and grow their businesses. Without access to funding, resources, and networks, women-owned businesses may struggle to attract customers, develop products and services, and compete with established businesses in their industry. Furthermore, the lack of support may lead to feelings of isolation and discouragement, which can ultimately result in women entrepreneurs abandoning their businesses altogether.

This shows that obtaining public support for women entrepreneurs is a significant challenge, driven by a range of factors, including pervasive gender biases, a lack of awareness and understanding of the unique challenges faced by women-owned businesses, and a lack of access to networks and resources. The lack of support can have significant consequences for women entrepreneurs and their ability to succeed, highlighting the need for policymakers and other stakeholders to take action to support women entrepreneurs and promote gender equity in entrepreneurship.

Hypothesis 2- High Number Of Challenges Are Negatively Influencing Women Entrepreneurship In Pakistan

The study hypothesized that high number of challenges are negatively influencing women entrepreneurship in Pakistan. The hypothesis was also accepted. Pakistan is a country with a large population and an economy that has the potential to grow, but women entrepreneurs continue to face a number of challenges that negatively impact their ability to start and grow successful businesses. In this literature review, we will explore some of the challenges that women entrepreneurs face in Pakistan and the impact these challenges have on their success.

One of the main challenges faced by women entrepreneurs in Pakistan is a lack of access to financing. Research has shown that women entrepreneurs in Pakistan are less likely to have access to formal credit and are more likely to rely

on personal savings or loans from family members. This lack of access to financing can limit their ability to invest in their businesses, expand operations, and compete with established businesses in their industry (Yaqoob, 2020).

Another challenge faced by women entrepreneurs in Pakistan is the gender bias and cultural norms that limit their participation in the workforce. A study conducted by Zeb (2018) found that cultural norms that limit women's mobility, restrict their access to education, and emphasize their role as caretakers can limit their ability to participate in the workforce and start businesses. These norms can also make it difficult for women entrepreneurs to gain the respect and support of their peers and customers.

A lack of access to education and training is another challenge faced by women entrepreneurs in Pakistan. Research has shown that women entrepreneurs in Pakistan are less likely to have access to education and training programs that could help them develop the skills and knowledge needed to start and grow successful businesses (Noor et al., 2021). Without access to these programs, women entrepreneurs may struggle to navigate the complex business environment in Pakistan and compete with established businesses.

Another challenge faced by women entrepreneurs in Pakistan is the lack of support and resources from the government and other stakeholders. Despite the potential economic benefits of promoting women entrepreneurship, research has shown that the government and other stakeholders in Pakistan often do not provide the necessary support and resources to help women entrepreneurs succeed (Roomi & Parrott, 2018). This lack of support can limit their ability to access funding, gain exposure, and build the networks needed to succeed.

Finally, cultural stereotypes and biases also play a significant role in limiting women

entrepreneurs' success in Pakistan. A study conducted by Javaid and Malik (2020) found that cultural stereotypes regarding women's roles as homemakers and caretakers limit their ability to gain respect from customers, peers, and investors. This can lead to a lack of support and resources and limit their ability to grow and scale their businesses.

Conclusion

The goal of this study was to find out what makes Pakistani women want to start businesses and help small and medium-sized businesses grow (SMEs). The goal was reached with the help of processes and results from the computer. So, the results showed that training and mentoring, help with money and space, policy coordination and a good legal environment, business support, and a network all help women in Pakistan start their own small and medium-sized businesses. Several other studies on the same subject also came to the same conclusion. [Cite] Pakistani women who want to start their own businesses need money in order to do well. The results of the research show that the owners of these companies know about the social, economic, and technical problems. The results, which are similar to those of the current study, have made women who own businesses more likely to get training for growth. Several studies show that giving women more economic freedom is good for the economy of the country as a whole. The poll's results show that it can be hard for female business owners who are also entrepreneurs to get access to money. This could be because companies are using a lot of practises that limit the opportunities they have. So, research in this direction needs to start. This research can help policymakers support women who start their own businesses and women who run their own businesses.

Recommendations

To get more people to join the organisation, the report suggests making it easier for them to get things like money. The government of Pakistan

set up the Women Business Development Center (WBDC) to help women who run their own businesses. More programmes like this one are needed, though. To help women entrepreneurs succeed, they need to deal with personal issues like getting help from family, managing their time well, and doing more than one thing at once. Women who own businesses need strong laws to help them do business. Pakistan needs to change its way of thinking if it wants to give more money to women who want to start their own businesses.

Future studies

Based on what this study found, it is suggested that researchers in the future should be checking more variables as compared to this one. So, a future study could involve talking to Pakistani women who run their own businesses to learn more about the problems they face. The way men treat them can also be looked into through these interviews. By learning more about these things, researchers can come up with more accurate results.

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