

The Changing Landscape of Women Entrepreneurship: Exploring Key Success Factors

S. V. Akilandeewari¹, Vinita Shrivastava², Akram Pasha³, Varsha Agarwal⁴, Puspallata Mahapatra⁵
and Sanghamitra Behera⁶

¹Athoor Cooperative College of Arts and Science- Dindigul, India

²Indira College of Commerce and Science, Pune, India

³GITAM School of Business, Hyderabad, India

⁴Atlas SkillTech University, Mumbai, India

⁵KIIT Bhubaneswar, India

akila222@rediffmail.com, vinitabhishek@gmail.com, akramasra2709.ap@gmail.com,
varsha.agarwal@atlasskilltechuniversity.edu.in, pusalatam2004@gmail.com

Keywords: Determinants, Women Entrepreneurs, India.

Abstract: Women entrepreneurship (WE) in India is gaining increasing attention and significance as a driver of economic growth and social empowerment. This study provides a thorough examination of the multifaceted factors that shape the landscape of women entrepreneurship in the Indian context. This study delves into the multifaceted variables that influence WE with a focus on "financial capital (FC), social capital (SC), and human capital (HC)." It emphasizes the foremost importance of these variables in determining the entrepreneurial path of women and investigates the intricate relationships between them. To conduct this research, a sample of 125 women entrepreneurs operating their enterprises in Karnataka State was taken. The study treated FC, SC & HC as independent variables and WE success as the dependent variable. The findings revealed that FC had the most substantial impact, followed by HC, and finally, social capital, on the success of WE. By gaining insights from this study of these critical factors, the various stakeholders as policymakers, managers, researchers, as well as wannabe WE can gather valuable insights to cultivate a supportive ecosystem for women's entrepreneurship, ultimately fostering economic growth and development.

1. INTRODUCTION

WE has gained worldwide appreciation for its prospective as an avenue for fiscal growth, employment generation, and the empowerment towards women. This comprehensive review undertakes an in-depth exploration of the multidimensional variables that influence the accomplishments of WE, synthesizing insights from an extensive corpus of existing scholarly research. Through a meticulous examination of diverse academic studies, the principal objective of this review is to identify and elucidate the pivotal determinants the success of women engaged in entrepreneurial pursuits. It is the process of starting, handling, and developing a new business venture with the goal of achieving profitability or fulfilling specific objectives. Entrepreneurs are innovative and risk-taking individuals who combine resources like capital, labor, and ideas to create and develop

businesses. This activity encompasses identifying opportunities, conducting market research, crafting business plans, allocating resources, and making strategic decisions to ensure the success and sustainability of the enterprise (Abd Rani, S. H., & Hashim, N. 2017). Entrepreneurship represents a platform through which women can pursue their entrepreneurial objectives while effectively managing the delicate equilibrium between familial responsibilities and professional pursuits. In alignment with Schumpeter's assertion (2020), women entrepreneurs are defined as those who exhibit innovation, proactivity, and the adoption of business activities. A woman entrepreneur manifests as an individual who initiates a self-driven enterprise with the aim of seizing emerging opportunities. She embodies a visionary perspective, a pronounced business orientation, unwavering diligence, and a distinctive willingness to embrace elevated levels of risk, reflecting a spirit of adventurous enterprise. This

study is inspired by the aspiration to look at three factors of WE success in Indian context as FC, HC, and SC

2. LITERATURE REVIEW

In recent decades, WE has gathered substantial global attention due to its far-reaching significance in all the context. Earlier, women had to face a number of obstacles and inconsistencies when endeavouring to the path of entrepreneurial opportunities and resources. Nevertheless, this scenario is gradually changing, with an increasing number of women venturing into entrepreneurship. This shift is propelled by various factors, including rising levels of education, shifting societal norms, and a growing desire for economic independence. The emergence of women in the realm of employment and self-ownership is a prominent trend on the global stage. Building upon prior research, numerous factors contribute to their entrepreneurial success. These facets encapsulate a rich tapestry of subjects within the realm of WE, encompassing the intricate web of motivations, aspirations, the sway of sociocultural forces on their entrepreneurial undertakings, the pivotal significance of education and training, the accessibility of financial resources and networks, and the profound ramifications that women-owned enterprises bear on economies and societies. In the context the author draws attention towards three pivotal determinants as FC, HC, and SC.

2.1 Financial Capital:

The accessibility of financial resources assumes a central role in shaping the prospects of WE. If a WE faces difficulty in accessing to financial services then it creates an obstacle, impeding women's economic empowerment and their ability to initiate and expand entrepreneurial ventures as per the report of (World Bank Group, 2020). In resonance with these findings, S. H. Abbas et al. (2023) assert that financial capital occupies a critical position in influencing women entrepreneurs. The capability to secure capital assumes paramount importance both for commencing and sustaining a business. However, women often encounter formidable barriers when seeking financial resources, emanating from gender-related biases, constrained credit accessibility, and a dearth of collateral. Effectively addressing these barriers necessitates the implementation of targeted financial programs, microfinance initiatives, and robust

support mechanisms for women-led enterprises. By augmenting women's access to financial capital, we can achieve notable progress in advancing their economic empowerment, catalysing business expansion, and fostering comprehensive development. An investigation conducted by Marlow and McAdam (2012) delves into the gender disparities prevailing in entrepreneurship and challenges prevailing misconceptions associated with WE. This research underscores the pivotal significance of FC in underpinning the success of women entrepreneurs and highlights the pressing need to enhance their access to funding opportunities.

2.2 Social Capital:

SC stands out as a pivotal catalyst in the trajectories of WE. The intricate tapestry of networks, relationships, and support systems embedded within the social milieu presents invaluable resources, knowledge, and opportunities for women engaged in entrepreneurial pursuits. Nevertheless, the pervasive impact of gender related social norms to come barriers, hindering women's access to the reservoirs of SC. Additionally, (Nagpal.P 2022) conducted an exhaustive literature review, delving into the role of SC in the developmental trajectory of WE. This comprehensive review provides a panoramic overview of extant research, systematically identifying key themes and findings related to the profound influence of social capital on WE. In a separate study, Brixiová et al. (2020) directs attention to the nexus between SC and WE. This research rigorously investigates how various dimensions of social capital, encompassing networks and trust, exert influence on the entrepreneurial activities of women within a specific region. In their study, Martinez (2017) delves deeply into the complex interplay between SC and WE. This scholarly exploration illuminates the distinctive challenges encountered by them and underscores the instrumental role of gender-specific social capital in enabling and empowering their entrepreneurial endeavours. The research underscores the significance of cultivating an inclusive ecosystem that champions networking, mentorship, and collaborative synergy among women entrepreneurs, ultimately nurturing social capital and fortifying their prospects for success.

2.3 Human Capital:

HC represents the collective repository of "skills, knowledge, and expertise" that WE possess. It

encompasses their “formal educational background, training, work experience, and personal competencies”. (Honjo., 2020) This study embarks on a comprehensive investigation into the combined influence of HC and SC on the success of WE operating within the Chinese context. It delves into the multifaceted dimensions of HC, including educational attainment and professional experience, alongside SC aspects such as networks and interpersonal relationships. The goal is to dissect their intricate impacts on the outcomes of women entrepreneurs, a subject illuminated by the work. (P. Nagpal., 2022) underscores that human capital empowerment, primarily achieved through education and skill development opportunities, holds transformative potential for women. These initiatives unleash their entrepreneurial capacity and contribute substantively to driving economic growth. Furthermore, (F. A. Syed et al. 2022) asserts the cultivation of HC assumes paramount significance for WE, as it equips them to surmount gender-specific challenges, bolster their self-assurance, and elevate their entrepreneurial acumen. The augmentation of women's HC can be accomplished through various strategic measures, including educational programs, mentorship programs, and skill development workshops.

3. OBJECTIVES

Exploring the Impact of FC, HC, and SC on WE Success.

3.1 RESEARCH METHODOLOGY

This research undertook a literature review and discovered a notable research gap concerning these three factors within the Indian context. The study comprised a sample size of 145 women entrepreneurs operating in Karnataka State, aged 25 and above but below 55, and engaged in diverse businesses such as tailoring units, beauty parlors, and food establishments, among others. Primary data was collected through a survey methodology, employing a convenient sampling technique. The gathered data was subsequently analyzed employing the SPSS software, utilizing a simple linear regression technique.

3.2 DATA ANALYSIS AND RESULTS

The data collection process involved administering a questionnaire that incorporated pre-validated items designed to assess participants' perceptions of psychological, subjective, physical well-being, and experiences related to remote work.

Table 1: Cronbach Alpha

Variable	Items	α
FC	05	.856
SC	05	.707
HC	06	.824
WE	08	.728

Table 1 demonstrates that all values surpass the 0.70 threshold, indicating a high level of internal consistency. This suggests that the scale items are strongly interrelated, effectively measuring a unified construct. These results affirm the suitability of the dataset for subsequent analyses.

Table 2: H1 FC & WE

Beta efficient	Co-R ²	Adjusted R ²	p-value
0.887		0.426	0.000

In Table 2, the interpretation is as follows: The adjusted R2 value of 0.426 indicates that the model effectively accounts for 42.6% of the variance in women's success, primarily attributable to FC, and this relationship is statistically significant.

Table 3: H2 SC & WE

Beta efficient	Co-R ²	Adjusted R ²	p-value
0.496		0.124	0.000

The above interpretation is, the adjusted R2 value of 0.124 signifies that the model accounts for 12.4% of the variance in women's success, primarily attributable to SC, and this relationship is statistically significant. The above interpretation states that adjusted R2 value of 0.258 signifies that the model accounts for 25.8% of the variance in women's success, with a notable contribution from HC, and this relationship is statistically significant. Therefore, based on the results of the regression analysis, it is evident that all three types of capital have a positive impact on WE success. The primary driver of success is FC, followed by HC, and finally, SC, as indicated by the aforementioned analysis.

Table 4: H1 HC & WE

Beta Co-efficient	Adjusted R 2	p-value
0.685	0.258	0.000

4. CONCLUSIONS

The three factors emerge as pivotal contributors to the success of WE. The intricate interplay among these factors significantly shapes the ability of women to initiate, cultivate, and expand their entrepreneurial ventures. The study underscores that the most critical factor for WE success is FC, serving as the cornerstone that provides essential resources for launching, sustaining, and scaling women-owned businesses. FC encompasses various funding avenues such as loans, grants, and investment capital, which play a pivotal role in enabling the growth and development of women-led enterprises. HC, the second influential factor, is indispensable for WE success. This facet encompasses education, skills, and prior experience, all of which make substantial contributions to the entrepreneurial journey of women. In summary, education serves as a foundational pillar for WE, equipping them with a formidable arsenal of knowledge, critical thinking capabilities, and essential business acumen vital for navigating the multifaceted entrepreneurial landscape. The third pivotal determinant of WE success resides in the realm of SC, encompassing networks, relationships, and the presence of robust social support systems.

REFERENCES

- Abd Rani, S. H., & Hashim, N. (2017). Factors that influence women entrepreneurial success in Malaysia: A conceptual framework. *International Journal of Research in Business Studies and Management*, 1(4), 16–23.
- Aliyu, R. M., Ahmad, T. S. B. T., Nordin, N. B., & Abdullahi, I. M. (2019). Innovation as a Mediator on the Assessment of Market Orientation, Training, Social Network, Access to Finance and Women Business Performance in North-Western Nigeria: A Proposed framework. *International Journal of Academic Research in Business and Social Sciences*, 9(1): 367–378
- Afza, T., & Amir Rashid, M. (2009). Marginalized women social well-being through enterprise development: A glimpse of remote women status in Pakistan. *Journal of Chinese Entrepreneurship*, 1(3), 248–267.
- Elenurm, T. & Vaino, E. (2011). Interpretations of entrepreneurial success factors by female entrepreneurs and executives in a catchup economy. *ICSB World Conference Proceedings, International Council for Small Business (ICSB)*, Washington, DC, pp. 1–20
- Pandian, K., & Jesurajan, V. (2011). An empirical investigation on the factors determining the success and problems faced by women entrepreneurs in Tiruchirapalli district – Tamilnadu. *Interdisciplinary Journal of Contemporary Research in Business*, 3(3), 914–922
- Mazidah M., Rashidah., Nor Hafizah S., Salmi Md. I., Intan O. & Saridan A.B. (2016). A Study of Women Entrepreneurs in Malaysia: Livelihood Strategies and Challenges, 3rd KANITA Postgraduate International Conference on Gender Studies, Centre for Research on Women and Gender, Graduate School of Business, University Sains Malaysia, 16 – 17 November 2016, 380 – 388.
- Decal, F. (2010), Challenges Faced By Women Entrepreneurs, *Journal of International Business*, 5(1): 15-16.
- World Bank Group. (2020). Women, Business and the Law 2020. Retrieved from <https://openknowledge.worldbank.org/handle/10986/32617>
- Marlow, S., & McAdam, M. (2012). Gender and entrepreneurship: Advancing debate and challenging myths; exploring the mystery of the under-performing female entrepreneur. *International Journal of Entrepreneurial Behavior & Research*, 18(6), 653-670.
- S. H. Abbas, S. Sanyal, P. Nagpal, J. Panduro-Ramirez, R. Singh and S. Pundir. (2023). "An Investigation on a Blockchain Technology in Smart Certification Model for Higher Education," 10th International Conference on Computing for Sustainable Global Development (INDIACom), New Delhi, India from 15-17 March 2023, pp. 1277-1281.
- Aldrich, H., & Martinez, M. A. (2017). Social capital and women's entrepreneurship: A differentiating solution. *Journal of Business Venturing Insights*, 8, 1-5.
- R. Bhattacharya, Kafila, S. H. Krishna, B. Haralayya, P. Nagpal and Chitsimran, "Modified Grey Wolf Optimizer with Sparse Autoencoder for Financial Crisis Prediction in Small Marginal Firms," 2023 Second International Conference on Electronics and Renewable Systems (ICEARS), Tuticorin, India, from 2-4 March 2023, pp. 907-913, doi: 10.1109/ICEARS56392.2023.10085618.
- Brixiová, Z., Kangoye, T., & Yogo, U. (2020). Social capital and female entrepreneurship in Sub-Saharan Africa. *Journal of African Economies*, 29(3), 255-283.
- Anurag Shrivastava, S. J. Suji Prasad, Ajay Reddy Yeruva, P. Mani, Pooja Nagpal & Abhay Chaturvedi (2023): IoT Based RFID Attendance Monitoring System of Students using Arduino ESP8266 & Adafruit.io on

- Defined Area, Cybernetics and Systems, DOI: 10.1080/01969722.2023.2166243
- F. A. Syed, N. Bargavi, A. Sharma, A. Mishra, P. Nagpal and A. Srivastava, "Recent Management Trends Involved With the Internet of Things in Indian Automotive Components Manufacturing Industries," 2022 5th International Conference on Contemporary Computing and Informatics (IC3I), Uttar Pradesh, India, 14-16 December 2022, pp. 1035-1041, doi: 10.1109/IC3I56241.2022.10072565.
- Honjo, Y. (2020). Human capital, social capital, and women's entrepreneurial success in China. *Small Business Economics*, 55(2), 437-459.
- Pooja Nagpal., (2022). Organizational Commitment as an Outcome of Employee Engagement: A Social Exchange Perceptive using a SEM Model. *International Journal of Biology Pharmacy and Allied Science*. January, Special Issue, 2022, 11(1): 72-86. <https://doi.org/10.31032/IJBPAS/2022/11.1.1008>.
- Ardichvili, A., Cardozo, R., & Ray, S. (2021). Social capital and women entrepreneurs in emerging economies: A systematic review of the literature. *International Journal of Management Reviews*, 23(1), 3-29.
- Pooja Nagpal., Kiran Kumar., A.C. & Ravindra., H. V. (2020). Does Training and Development Impacts – Employee Engagement? *Test Engineering and Management*, the Mattingley Publishing Co., Inc., 83. 19407 – 19411. ISSN: 0193-4120.
- Namita Rajput, Gourab Das, Kumar Shivam, Chinmaya Kumar, Pooja Nagpal. An inclusive systematic investigation of human resource management practice in harnessing human capital, *Materials Today: Proceedings*, Volume 80, Part 3, 2023, 3686-3690, ISSN 2214-7853, <https://doi.org/10.1016/j.matpr.2021.07.362>.
- G. Gokulkumari, M. Ravichand, P. Nagpal and R. Vij, "Analyze the political preference of a common man by using data mining and machine learning," 2023 International Conference on Computer Communication and Informatics (ICCCI), Coimbatore, India, 23-25 January 2023, pp. 1-5, doi: 10.1109/ICCCI56745.2023.10128472. (Scopus Indexed)
- P. William, A. Shrivastava, H. Chauhan, P. Nagpal. "Framework for Intelligent Smart City Deployment via Artificial Intelligence Software Networking," 2022 3rd International Conference on Intelligent Engineering and Management (ICIEM), 27- 29 August 2022, pp. 455-460, doi: 10.1109/ICIEM54221.2022.9853119.
- Schumpeter, J. A. (2020) in *Comments on a plan for the study of Entrepreneurship*. ed. J. A. Schumpeter (Princeton, NJ: Princeton University Press), 406–428.
- BK Kumari, VM Sundari, C Praseeda, P Nagpal, J EP, S Awasthi (2023), Analytics-Based Performance Influential Factors Prediction for Sustainable Growth of Organization, Employee Psychological Engagement, Work Satisfaction, Training and Development. *Journal for ReAttach Therapy and Developmental Diversities* 6 (8s), 76-82.