(SYNOPSIS)

TOPIC: - DEVELOPMENT OF INTEGRAL MODEL FOR WOMEN ENTREPRENEURSHIP IN SOUTH ASIA
(An evidence from Pakistan)

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ABSTRACT

The Pakistani culture made women only subordinates and executors of the decision made by other male members, in the basic family structure. The role of women in most patriarchal societies has largely been on bearing the children and Sustenance of the family. However, evidences increasingly show that women are no longer closely tied to these traditional roles only. Throughout the past century, women have emerged as key players in the realm of Entrepreneurship. Despite these educational attainments, most women are still working in relatively low Paying jobs with poor prospects for upward mobility.

This current paper is the part of ongoing Ph.D research. The objective of this research is to investigate the factors, which are affecting on women entrepreneurship in Pakistan. This research is driven from the theoretical findings of women that they are always been discriminated in contradiction of personal, legal, political socio-cultural, structural at work place. However, when women opt new business, they continue to face other challenges related to the business. In developing countries, women entrepreneurs face challenges both at job and in conducting business.

The given model is based on the work of (Environmental factors dissatisfaction with current job, unemployment, social status, economic independence, to make more money, for self esteem, to support the family financially, autonomy and independence, need for change, desire for flexible work schedule. (Buttner & Moore, 1997;Birley, 1989; Batory, 2004), Socio-Cultural factors Discrimination trends, Social acceptance, Attitude authorities towards women, View of society towards women, lack of models, lack of awareness of society, towards importance of entrepreneurship, lack of social capital. (Aldrich & Zimmer 1986), (F.Niazkar and N Arab Moghaddam, 2011), (Zahra Arasti, 2012). (Pateicia H.Thornton, 2011). Eco-Financial commercial factors, financial problems (long term), Lack of cooperation to allocate the expenses, Lack of support (relevant org), Problems of market, Production problems, Instability of Foreign exchange rate, Lack of cooperation in allocate of seasonal exhibitions to the entrepreneurs,

Lack of cooperation in creating market place (F.Niazkar and N Arab Moghaddam, 2011), (Jacques Ascher, 2012). Structural factors, Legal problems, Land & assets, Education, lack of coordination of information, Entrepreneurial trainings in govt policies, Assistance of banks to give loan, Paying attention to required technology, Paying attention to women partnership (F.Niazkar and N Arab Moghaddam, 2011), (Aldrich, 1986). Environmental factors

Political instability, Corruption, Access of infrastructure, Bureaucracy & inconsistency of govt policies, Lack of saving & social networks & limited choice of industry, Gender related discrimination, Glass ceiling, Local competition, behavior of people with women entrepreneurs, Marketing problems, Behavior of org & eco institutes, new trends (Olm & Eddy, 1985), (UNDP, 2005), (Zahra Arasti, 2012).

The Literature review further suggests that the women face teething problems in developing countries not only at work place and but also entrepreneurial activities like Pakistan is the 8th largest populated country in the world and 50% population consists of women. World's major portion of economy is female economy and in Pakistan 80% household purchase females make decisions.

Moreover, entrepreneurial sector is male oriented. If female starts any entrepreneurial activity, they face number of socio-economic problems, which hinder their future participation. Female entrepreneurship ratio is just 17% to male ratio 83%(GEM, 2012).

The entrepreneurial environment of Pakistan is not conducive for female to involve in entrepreneurship. A galaxy of researchers ere conducted studies for success of entrepreneurship with respect to male but no single study was conducted to know about factors that prohibited the female participation in entrepreneur. (Birley & Westhead 1994; Cooper & Dunkelberg 1981; Denison & Alexander 1986; Dubini 1988; Hisrich & Brush, 1985; Scheinberg & Macmillan 1988; Shane, et al, 1991;Shapero1975). This investigated gap invites academician to conduct research to flourish entrepreneurship from women perspective.

In order to fill the gap, authors reviewed the past studies and models to investigate the factors those are affecting women in the process of entrepreneurship. In the light of review, authors developed theoretical framework. The research epistemology is use to achieve the desired objective of this present study. Authors used the realism method for current research and applied triangulation method of research as we are going to covered both qualitative and quantitative types of data. This research will be conducted on women having on personal / behavioral, motivational, socio-cultural, economic financial commercial, structural and environmental barriers that cannot be conducted through uni-method so multi-method approach or triangulation method is used. In this research, multiple case studies approach has selected for exploration to reduce the variations and maximize the external rationality or validity to a specific population for selection of case studies essential to be recognized.

For case study, women entrepreneurs would be selected. The number of case studies to be preferred for research due to many issues for research such as research purposes, available resources and also some constraints like time and cost, consequently the decision of number of cases should be taken by the researcher. Gummesson (2000) suggests that the researcher should stop adding cases when theoretical saturation is reached, at which point incremental learning is minimal. Some researchers suggest that maximum 12 – 15 cases (Miles and Huberman 1994) for reasonable data generation. Similarly, the lower limit for case studies research is 2-4 because less than 4 case studies remain unable to satisfy the researcher (Eisenhardt 1989). Therefore, selection of the 6 case studies for current study is within the ranges.

In these case studies main focus was on business challenges, which were faced by women at their work places. The method of survey provides a cross sectional picture and quality of data regarding current practices that recognize outcomes and describe the relationship between variables. The Survey method rather sampling would be used for questionnaires to facilitate the inclusive analysis of women entrepreneurs of Pakistan.

The data will be collected through case study and survey method and be trusted on self-administered questions. Purposive Sampling technique will be used to collect the data form Businesswomen in SME's in twin cities of Pakistan. Banerjee (2002) stated that for obtaining the reliable results tried to involve the businesswomen to fill the questionnaire to obtain the right answer.

It is Ph.D work that is in progress, therefore after case study we investigated factors via survey and then reviewed the literature. The present results of case study and future survey will be integrated to develop a complete model.

The conclusion of the case studies tells that women entrepreneurs in Pakistan face barriers and challenges in embarking upon funding a self-employed and self managed enterprise. The respondents are found agreed on highlighted barriers, which seriously limit businesswomen to access the essential funds, Lack of managerial skills Competition, Lack of implementation of legal requirement of business, partnership issues, Lack of marketing and advertising skills, single women issues, cultural barriers, political & economic instability and support framework.

The paper findings contribute in theoretical body of knowledge related to businesswomen challenges and barriers and it is an extension to qualitative empirical studies from Pakistani perspective related to women entrepreneurs. Women should be aware of and fully understand their rights and learn how to attain them. Women should know the factors those may influence their business. Potential women entrepreneurs should be exposed to different types of emerging opportunities.

Government should provide better entrepreneurship education facility and schemes to women folk and also should be a continuous monitoring, improvement of training programs, practical experience and personality development programs to improvise their overall personality standard.

Government should be establish of proper training institutes for enhancing their level of business knowledge skills and risk taking abilities.

The government should implement affirmative action and formulate a legal framework for implementing the presidential policy to register the women business. The government should also provide an enabling environment for women to excel and have policies, which will place more women in business.

Banking system is not sufficiently responsive to social banking needs and has not been able to deal with a barrier that hinders women from using a gaining access to credit. Therefore, creating a provision of micro credit system and enterprise credit system to the women entrepreneurs at local level.

The research is limited to the participant&organizations in twin cities. Further researches can be extended to rest part of the country with large sample size to investigate the similar case and also this can be quantitative. Women's entrepreneurship is a comprehensive area of study is not an end in itself rather it highlights some of its aspects consequently there is need for future research in this area. Theoretically the framework can be further improved when applied on research. The issue of collecting finance by women entrepreneur can be compared to men entrepreneur as the females are to collect finance from several resources then males.

Similarly discriminatory factors for women in policy making process at governmental level in Pakistan can be compared with men.

KEY WORDS: -women entrepreneurship, legal, political, socio-cultural, structural, environmental barriers, multiple method approach