

## **EXECUTIVE SUMMARY**

The women entrepreneurship is essentially a socially embedded phenomenon. The contextual embeddedness of the phenomenon and the socially constructed phenomenon makes it rather more complex than it appears to be. The women entrepreneurship has traditionally been interpreted with aid of the institutional and social contexts that revolve around the gender roles vis a vis the society and economic systems. The current research thesis takes into consideration the various contributing antecedents and the determinants (as identified from the review of literature) and the associated theoretical frameworks that seem to shape the impetus for the women entrepreneurship in North Indian perspective. The concurrent literature on the subject identifies the human capital (women's own preparedness, expertise and experience) and the social capital (network resources, ability to mobilise social and institutional resources) as the prime determinants of women entrepreneurial behavior development and sustenance.

The research classifies “internal competencies” and “external institutional support mechanisms” as two broad areas of determining influences on women entrepreneurship. The women entrepreneur's internal capabilities is observed as crucial for resource mobilisation. The aspect of women internal capital has been observed to be impacted by her pre conceived or harnessed perceptions with regard to these aspects like “Family Support”, “Occupational Expertise”, “Innovation Orientation”, “Market knowledge acquisition and Learning”, “Internal entrepreneurial efficacies”, “Proactive adaptation”. The women entrepreneur's external capabilities for resource mobilisation are widely believed to be shaped by the extent of support the individual is able to garner from across these dimensions of social existence: “Support from social relatedness”, “ Support from financial institutions”, “Support from government policy and institutions”, “Incubator support”, “Support from service intermediaries”.

The current research leverages the advantages of the qualitative and quantitative research methodologies in analysing the factors responsible for encouraging the women to become entrepreneurs. This research work was carried out in the districts of select states of Northern India with sizable and identifiable potential for women run enterprises. The study regards the women across formally registered business units

especially across the micro to medium scale enterprises as the unit of analysis. The primary data for achievement of research objectives was collected with the help of a structured questionnaire. For this the three states of northern India were selected i.e. Punjab, Haryana, Himachal Pradesh. The statistical methods of exploratory factor analysis and confirmatory factor analysis were leveraged along with structural equation modeling and ANOVA for the research objectives.

Using SEM and Path analysis the proposed model has been validated and respective hypothesis has been analysed. The model shows the impact of internal competencies related factors and external institutional support mechanism on the dependent variable called as outcome variables. “Family support” and “social relatedness” came out as the leading factors in shaping the women entrepreneurial behavior. Socio-economic profile of women entrepreneurs has also been discussed with respect to different profiling variables.