

**SOCIO-ECONOMIC AND CULTURAL DETERMINANTS
OF WOMEN ENTREPRENEURSHIP -
A CASE STUDY OF ABOHAR (PUNJAB)**



A
THESIS
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Chapter - V

*Findings, Conclusions
And Suggestions For
Further Research*

CHAPTER - V

FINDINGS, CONCLUSIONS, IMPLICATIONS AND SUGGESTIONS FOR FURTHER RESEARCH

5.0 CHAPTER OVERVIEW:

The present study was carried out to investigate the “Socio-Economic and Cultural Determinants of Women Entrepreneurship: A Case Study of Punjab”. This chapter deals with the findings and conclusions of the present study on the basis of analysis and interpretations of data. It also includes implications of research and few suggestions for further research.

5.1 FINDINGS OF THE STUDY:

5.1.1 Demographic profile and characteristics of women entrepreneurs

- Most of the respondent women entrepreneurs 145 (72.5%) were of 30 or above 30 years whereas 55 (27.5%) were below 30 years.
- In level of education 137 (68.5%) respondents were undergraduates and 63 (31.5%) women entrepreneurs were graduate or above graduate.
- 42 (21%) women entrepreneurs had less than five years experience and 158 entrepreneurs were having five years or more.
- Out of 200 women entrepreneurs 165 (82.5%) were married where

as remaining (35, 17.5%) were unmarried.

5.1.2 Characteristics of women entrepreneurs:

- 62.5% respondents are engaged in the services sector. The trade sector accounts 32.5% of the respondents. The hand crafts and production take the remaining 6% and 4% respectively.
- 69% women entrepreneurs establish their enterprise in the sole ownership followed by family business (16%). Rest of respondents' reported that they established their enterprise in joint partnership and others 11.5% and 3.5% respectively.
- 33.5% women entrepreneurs establish their own business for the reason that it brings high income followed by the reason that women 21.5% want to be self employed. 16.5% women entrepreneurs established their enterprise as they believed that it requires a small investment whereas 16% reported that it was their family tradition. Only 9.5% of the respondents started their own business because they have no other alternatives for income while 3% women started their venture due to other reasons.
- 48% women entrepreneurs used personal savings as main source of start-up funding in financing their enterprises. 21% of the entrepreneurs used household saving as their main source of start-up funding. While 16% of the entrepreneurs inherited their enterprise while 11% of respondents use finance their business

borrowing from relatives/friends. 4% Women entrepreneurs got assistance from friends and relatives to start up their business and only 2% women entrepreneurs used banks as a source of financing their business.

- 65.5% women entrepreneurs started their enterprises with their own initiation. 16% of the respondents started business with their family initiation whereas 15% women entrepreneurs started their business with the initiation of friend or partner. Only 6.60% of the entrepreneurs established business with an initiation of others.
- 52.5% of the respondents acquired the necessary skill for their business from formal trainings. Moreover, 27% of the entrepreneurs acquired their skills from their family/friends. It was found that 13% entrepreneurs acquired skills from past experiences. Only 7.5% of the respondent entrepreneurs acquired the skill from sources other than those stated.

5.1.3 Findings related to Socio-Cultural Determinants of Women Entrepreneurship In Relation To Age, Educational Level, Work Experience and Marital Status:

- There is a significant difference between both the groups' i.e. women lying in below 30 years age group and women entrepreneurs lying in age group of 30 years or above on social acceptance as a factor of socio-cultural determinants. Women

entrepreneurs those lies in 30 years or more age group are more socially accepted as compare to their counter parts.

- There is a significant difference between both the groups' i.e. undergraduate women entrepreneurs and graduate or above educated women entrepreneurs on social acceptance as a factor of socio-cultural determinants. Graduate or above educated respondents are more socially accepted as compare to their counter parts.
- There is a significant difference between less experienced (less than 5 years) and experienced (5years or more) groups on social acceptance as a factor of socio-cultural determinants. Experienced women entrepreneurs are more socially accepted as compare to their counter parts.
- There is a significant difference between groups of married and unmarried women entrepreneurs on social acceptance as a factor of socio-cultural determinants. Married women entrepreneurs are more socially accepted as compare to their counter parts.
- There is a significant difference between both the groups' i.e. women lying in below 30 years age group and women entrepreneurs lying in age group of 30 years or above on contacts with outsider (network). Further, it is found that respondents those lies in 30 years or more age group are having more contacts (networks) as compare to their counter parts.

- There is a significant difference between both the groups' i.e. undergraduate women entrepreneurs and graduate or above educated women entrepreneurs on contacts with outsider (network). Graduates or above educated respondents are more having more contacts (networks) as their counter parts.
- There is a significant difference between less experienced (less than 5 years) and experienced (5years or more) groups on contacts with outsider (network). Experienced women entrepreneurs are having more contacts (networks) as compare to their counter parts.
- There is a significant difference between both the groups of married and unmarried women entrepreneurs on their network. Married women entrepreneurs are having more contacts (networks) as compare to their counter parts.
- There is no significant difference between both the groups of women entrepreneurs of age group lying below 30 years and of 30 years or above on prejudice or class biases as a factor of socio-cultural determinants of women entrepreneurship.
- There is no significant difference between both the groups of under graduate women entrepreneurs' and graduate or above educated women entrepreneurs prejudice or class biases as a factor of socio-cultural determinants of women entrepreneurship.
- There is no significant difference between both the groups of women entrepreneurs' having work experience less than 5 years

and more than 5 years prejudice or class biases as a factor of socio-cultural determinants of women entrepreneurship.

- There is no significant difference between married and unmarried women entrepreneurs on prejudice or class biases as a factor of socio-cultural determinants of women entrepreneurship.
- There is no significant difference between both the groups' of women entrepreneurs of two groups i.e. below 30 years and 30 years or above on societies' attitude towards products and services.
- There is a significant difference between both the groups of undergraduate women entrepreneurs and graduate or above educated women entrepreneurs. Graduate or above educated respondents are having positive attitude of societies towards their products and services as compare to their counter parts.
- There is a significant difference between both the groups of women entrepreneurs' having work experience less than 5 years and more than 5 years. Experienced women entrepreneurs are having positive attitude of societies towards their products and services as compare to their counter parts.
- There is a significant difference between both the groups of married and unmarried women entrepreneurs. Married women entrepreneurs are having positive attitude of societies towards their products and services as compare to their counter parts.

- There is no significant difference between both the groups of women entrepreneurs below 30 years and 30 years or above on relationship with workforce.
- There is a significant difference between both the groups of women entrepreneurs' having under graduation level and graduation level or above educational level on relationship with workforce. Graduate or above educated respondents are having positive relationship with workforce as compare to their counterparts.
- There is no significant difference between both the groups of women entrepreneurs' having work experience less than 5 years and more than 5 years on relationship with workforce.
- There is no significant difference between both the groups of married and unmarried women entrepreneurs' on relationship with workforce.
- There is no significant difference between both the groups of women entrepreneurs of two groups i.e. below 30 years and 30 years or above on conflicting gender roles.
- There is no significant difference between both the groups of women entrepreneurs' having under graduation level and graduation level or above educational level on conflicting gender roles.
- There is a significant difference between both the groups of women entrepreneurs' having work experience less than 5 years

and more than 5 years on conflicting gender roles. Less experienced women entrepreneurs are having more conflicting gender roles as compare to their counter parts.

- There is a significant difference between both the groups of married and unmarried women entrepreneurs on conflicting gender roles. Married women entrepreneurs are having more conflicting gender roles as compare to their counter parts.
- There is no significant difference between both the groups of women entrepreneurs of two groups i.e. below 30 years and 30 years or above on gender inequalities as a factor of socio-cultural determinants of women entrepreneurship .
- There is no significant difference between both the groups of women entrepreneurs' having under graduation level and graduation or above educational level on gender inequalities as a factor of socio-cultural determinants of women entrepreneurship.
- There is no significant difference between both the groups of women entrepreneurs' having work experience less than 5 years and more than 5 years on gender inequalities as a factor of socio-cultural determinants of women entrepreneurship.
- There is no significant difference between both the groups of married and unmarried women entrepreneurs on gender inequalities as a factor of socio-cultural determinants of women entrepreneurship.

- There is no significant difference between both the groups of women entrepreneurs i.e. below 30 years and 30 years or above on cultural influences as a factor of socio-cultural determinants of women entrepreneurship.
- There is no significant difference between both the groups of women entrepreneurs' having under graduation level and graduation or above educational level on cultural influences as a factor of socio-cultural determinants of women entrepreneurship.
- There is no significant difference between both the groups of women entrepreneurs' having work experience less than 5 years and more than 5 years on cultural influences as a factor of socio-cultural determinants of women entrepreneurship.
- There is no significant difference between both the groups of married and unmarried women entrepreneurs on cultural influences as a factor of socio-cultural determinants of women entrepreneurship.
- There is a significant difference between both the groups' of women entrepreneurs of two groups i.e. below 30 years and 30 years or above on harassment in operating business. Further, it is found that respondents those lies in below 30 years group are more prone to harassment in operating business as compare to their counter parts.
- There is a significant difference between both the groups of women entrepreneurs' having under graduation level and

graduation level or above educational level on harassment in operating business. It is found that undergraduate respondents are more harassed in operating business as compare to their counter parts.

- There is no significant difference between both the groups of women entrepreneurs' having work experience less than 5 years and more than 5 years on the harassment in operating business as a factor of socio-cultural determinants.
- There is no significant difference between both the groups of married and unmarried women entrepreneurs' on the harassment in operating business as a factor of socio-cultural determinants.

5.1.4 Findings related to Economic Determinants of Women Entrepreneurship In Relation To Age, Educational Level, Work Experience and Marital Status:

- There is no significant difference between both the groups of women entrepreneurs of two groups i.e. below 30 years and 30 years or above on financial assistance.
- There is a significant difference between both the groups of under graduate women entrepreneurs' and graduate or above women entrepreneurs. Further, it is found that undergraduate respondents are having more financial assistance as compare to their counterparts.

- There is a significant difference between both the groups of women entrepreneurs' having work experience less than 5 years and more than 5 years. Further, it is found that experienced respondents are having more financial assistance as compare to their counterparts.
- There is a significant difference between both the groups of married and unmarried women entrepreneurs on financial assistance as a factor of economic determinants. Further, it is found that married respondents are having more financial assistance as compare to their counterparts.
- There is no significant difference between both the groups' of women entrepreneurs of two groups i.e. below 30 years and 30 years or above on access to market as a factor of economic determinants of women entrepreneurship.
- There is a significant difference between both the groups of under graduate women entrepreneurs' and graduate or above women entrepreneurs. Further, it is found that undergraduate respondents are having more access to market as compare to their counterparts.
- There is a significant difference between both the groups of women entrepreneurs' having work experience less than 5 years and more than 5 years. Further, it is found that experienced respondents are having more financial assistance as compare to their counterparts.

- There is no significant difference between both the groups of married and unmarried women entrepreneurs on access to market as a factor of economic determinants.
- There is a significant difference between both the groups of women entrepreneurs of two groups i.e. below 30 years and 30 years or above on their access to different business trainings. Women of below 30 years age have better access to different business trainings.
- There is a significant difference between both the groups of under graduate women entrepreneurs' and graduate or above women entrepreneurs. Further, it is found undergraduate respondents are having more access to different business trainings compare to their counterparts.
- There is no significant difference between both the groups of women entrepreneurs' having work experience less than 5 years and more than 5 years on access to different business trainings compare to their counterparts.
- There is no significant difference between both the groups of married and unmarried women entrepreneurs' on access to different business trainings as compare to their counterparts.
- There is no significant difference between both the groups' of women entrepreneurs of two groups i.e. below 30 years and 30 years or above on their premises (land) to run business.

- There is no significant difference between both the groups of undergraduate women entrepreneurs' and graduate or above women entrepreneurs on their premises (land) to run business.
- There is no significant difference between both the groups of women entrepreneurs' having work experience less than 5 years and more than 5 years on their premises (land) to run business as compare to their counterparts.
- There is a significant difference between both the groups of married and unmarried women entrepreneurs on their premises (land) to run business. Married women entrepreneurs have their own premises to run their business as compare to their counterparts.
- There is no significant difference between both the groups of women entrepreneurs of two groups i.e. below 30 years and 30 years or above on their access to information to exploit business opportunities.
- There is a significant difference between both the groups of under graduate women entrepreneurs' and graduate or above women entrepreneurs on their access to information to exploit business opportunities. Graduate or above educated women entrepreneurs have more access to information to exploit business opportunities.
- There is a significant difference between both the groups of women entrepreneurs' having work experience less than 5 years

and more than 5 years on to exploit business opportunities. More experienced women entrepreneurs have better access to information to exploit business opportunities as compare to their counterparts.

- There is no significant difference between both the groups of married and unmarried women entrepreneurs on their access to information to exploit business opportunities.
- Both groups of women entrepreneurs of two groups i.e. below 30 years and 30 years or above don't differ significantly on their managerial skills in relation to their age.
- The two groups of under graduate women entrepreneurs and graduate or having above degree differ significantly. High educated women entrepreneurs possess good managerial skills.
- The two groups of less experienced and more experienced women entrepreneurs differ significantly. More experienced women entrepreneurs possess good managerial skills.
- No significant difference exists between the two groups of married and unmarried women entrepreneurs on their managerial skills.
- There is a significant difference between both the groups of women entrepreneurs of two groups i.e. below 30 years and 30 years or above on their access to necessary technologies.

Women of below 30 years age are having better access to necessary technologies as compare to their counterparts.

- There is a significant difference between both the groups of under graduate women entrepreneurs' and graduate or above women entrepreneurs on their access to necessary technologies. Further, it is found that undergraduate respondents are having better access to necessary technologies as compare to their counterparts.
- It is found that less experienced and more experienced women entrepreneurs do not differ significantly on their access to necessary technologies.
- The two groups of married and unmarried women entrepreneurs do not differ significantly on their access to necessary technologies.
- There is no significant difference between both the groups of women entrepreneurs of two groups i.e. below 30 years and 30 years or above on stiff competition in market as a factor of economic determinants.
- There is no significant difference between both the groups of under graduate women entrepreneurs and graduate or having above degree on stiff competition in market as a factor of economic determinants.
- There is no significant difference between both the groups of women entrepreneurs' having under work experience less than 5

years and more than 5 years on stiff competition in market as a factor of economic determinants.

- There is no significant difference between both the groups of married and unmarried women entrepreneurs on stiff competition in market as a factor of economic determinants.
- There is no significant difference between both the groups of women entrepreneurs of two groups i.e. below 30 years and 30 years or above on access to necessary input (raw material) as a factor of economic determinants.
- There is no significant difference between both the groups of under graduate women entrepreneurs and graduate or having above degree on access to necessary input (raw material) as a factor of economic determinants.
- There is no significant difference between both the groups of women entrepreneurs having less than 5 years' experience and having experience of 5 years or more on access to necessary input (raw material) as a factor of economic determinants.
- There is no significant difference between both the groups of married and unmarried women entrepreneurs on access to necessary input (raw material) as a factor of economic determinants.

5.1.5 Findings related to problems and obstacles faced by women entrepreneurs:

- 79.6% women entrepreneurs opined that domestic problems and disputes were the main problems faced by them followed by attitude of people towards woman owned business. Relationship with suppliers, customers and others was reported by 17.5% women entrepreneurs and least problem faced by them was public acceptance.
- 81.5% women entrepreneurs revealed that stiff competition in the market were the main problem faced by them followed by inadequate marketing (78.5%). 49% of the respondents reported that shortage of working capital was their main problem. Problem of labour was reported by 27% women entrepreneurs.
- 52.5% women entrepreneurs revealed that shortage of power were the main problem faced by them followed by site (location) of business (45%). 20% of the respondents reported that shortage of raw materials and others was their main problem. Lack of technological problem was reported by 17.5% women entrepreneurs.

5.2 CONCLUSIONS OF THE STUDY:

- Most of the respondent women entrepreneurs 145 (72.5%) were of 30 or above 30 years whereas 55 (27.5%) were below 30 years. In level of education 137 (68.5%) respondents were undergraduates and 63 (31.5%) women entrepreneurs were graduates or above graduate. 42 (21%) women entrepreneurs had less than five years experience and 158 entrepreneurs were having five years or more. Out of 200 women entrepreneurs 165 (82.5%) were married where as remaining (35, 17.5%) were unmarried.
- 62.5% respondents are engaged in the services sector. The trade sector accounts 32.5% of the respondents. 69% women entrepreneurs establish their enterprise in the sole ownership followed by family business (16%). 33.5% women entrepreneurs establish their own business for the reason that it brings high income followed by the reason that women 21.5% want to be self employed. 48% women entrepreneurs used personal savings as main source of start-up funding in financing their enterprises. 65.5% women entrepreneurs started their enterprises with their own initiation. 52.5% of the respondents acquired the necessary skill for their business from formal trainings.

- From the findings it can be concluded that there exists significant difference in the mean scores of social acceptance as a factor of socio-cultural determinants of women entrepreneurship in relation to age, educational level, work experience and marital status. Women entrepreneurs of age 30 years or above, having graduation or above degrees, with work experience of 5 years or more and married women entrepreneurs are more socially accepted as compare to their counter parts.
- From the findings it can be concluded that there exists significant difference in the mean scores of network as a factor of socio-cultural determinants of women entrepreneurship in relation to age, educational level, work experience and marital status. Women entrepreneurs of age 30 years or above, having graduation or above degrees, with work experience of 5 years or more and married women entrepreneurs are having more contacts with outsider as compare to their counter parts.
- From the findings it can be concluded that there exists no significant difference in the mean scores of prejudice or class biases as a factor of socio-cultural determinants of women entrepreneurship in relation to age, educational level, work experience and marital status.
- From the findings it can be concluded that there exists no significant difference in the mean scores of societies' attitude towards products and services as a factor of socio-cultural

determinants of women entrepreneurship in relation to age. But there exists significant difference in the mean scores of societies' attitude towards products and services as a factor of socio-cultural determinants of women entrepreneurs in relation to educational level, work experience and marital status. Women entrepreneurs having graduation or above degrees, with work experience of 5 years or more and married women entrepreneurs are having positive attitude of societies towards products and services as compare to their counter parts.

- From the findings it can be concluded that there exists no significant difference in the mean scores of relationship with workforce as a factor of socio-cultural determinants of women entrepreneurship in relation to age, work experience and marital status. But there exists significant difference in relation to educational level. Women entrepreneurs having graduation or above degrees are having positive relationship with workforce as compare to their counter parts.
- From the findings it can be concluded that there exists no significant difference in the mean scores of conflicting gender roles as a factor of socio-cultural determinants of women entrepreneurship in relation to age and educational level. But there exists significant difference in the mean scores of conflicting gender roles as a factor of socio-cultural determinants of women entrepreneurs in relation to work

experience and marital status. Less experienced and married women entrepreneurs are having more conflicting gender roles as compare to their counter parts.

- From the findings it can be concluded that there exists no significant difference in the mean scores of gender inequalities as a factor of socio-cultural determinants of women entrepreneurship in relation to age, educational level, work experience and marital status.
- From the findings it can be concluded that there exists significant difference in the mean scores of harassment in operating business as a factor of socio-cultural determinants of women entrepreneurship in relation to age and educational level. But there exists no significant difference in the mean scores of harassment in operating business as a factor of socio-cultural determinants of women entrepreneurs in relation to work experience and marital status. Women entrepreneurs of below 30 years and under graduate women entrepreneurs are prone to harassment in operating business as compare to their counter parts.
- From the findings it can be concluded that there exists significant difference in the mean scores of financial assistance as a factor of economic determinants of women entrepreneurship in relation to educational level, work experience and marital status. But there exists no significant difference in the mean

scores of financial assistance as a factor of economic determinants of women entrepreneurs in relation to age. Graduate, high experienced and married women entrepreneurs easily get financial assistance as compare to their counter parts.

- From the findings it can be concluded that there exists significant difference in the mean scores of financial assistance as a factor of economic determinants of women entrepreneurship in relation to educational level and work experience. But there exists no significant difference in the mean scores of financial assistance as a factor of economic determinants of women entrepreneurs in relation to age and marital status. Graduate or above and high experienced women entrepreneurs are having better access to market as compare to their counter parts.
- From the findings it can be concluded that there exists significant difference in the mean scores of access to different business trainings as a factor of economic determinants of women entrepreneurship in relation to age and educational level. But there exists no significant difference in the mean scores of financial assistance as a factor of economic determinants of women entrepreneurs in relation to work experience and marital status. Women entrepreneurs below of 30 years and graduate or above educated women entrepreneurs have better access to different business trainings as compare to their counter parts

- From the findings it can be concluded that there exists significant difference in the mean scores of access to different business trainings as a factor of economic determinants of women entrepreneurship in relation to age, educational level and work experience. But there exists no significant difference in the mean scores of financial assistance as a factor of economic determinants of women entrepreneurs in relation to marital status. Married women entrepreneurs have better access to different business trainings as compare to their counter parts.
- From the findings it can be concluded that there exists no significant difference in the mean scores of access to information to exploit business opportunities as a factor of economic determinants of women entrepreneurship in relation to age and marital status. But there exists significant difference in the mean scores of access to information to exploit business opportunities as a factor of economic determinants of women entrepreneurship in relation to educational level and work experience. Graduate or above educated and more experienced women entrepreneurs have better access to information to exploit business opportunities as compare to their counter parts.
- From the findings it can be concluded that there exists no significant difference in the mean scores of managerial skills as a factor of economic determinants of women entrepreneurship in relation to age and marital status. But there exists significant

difference in the mean scores of managerial skills as a factor of economic determinants of women entrepreneurship in relation to educational level and work experience. Graduate or above educated and more experienced women entrepreneurs have better managerial skills as compare to their counter parts

- From the findings it can be concluded that there exists no significant difference in the mean scores of their access to necessary technologies as a factor of economic determinants of women entrepreneurship in relation to work experience and marital status. But there exists significant difference in the mean scores of access to necessary technologies as a factor of economic determinants of women entrepreneurship in relation to age and educational level. Women entrepreneurs of below 30 years and graduate or above educated women entrepreneurs have better access to necessary technologies as compare to their counter parts.
- From the findings it can be concluded that there exists no significant difference in the mean scores of stiff competition in market as a factor of economic determinants of women entrepreneurship in relation to age, educational level, work experience and marital status.
- From the findings it can be concluded that there exists no significant difference in the mean scores of access to necessary input as a factor of economic determinants of women

entrepreneurship in relation to age, educational level, work experience and marital status.

- 79.6% women entrepreneurs opined that domestic problems and disputes were the main problems faced by them followed by attitude of people towards woman owned business. 81.5% women entrepreneurs revealed that stiff competition in the market were the main problem faced by them followed by inadequate marketing (78.5%). 52.5% women entrepreneurs revealed that shortage of power were the main problem faced by them followed by site (location) of business (45%).

5.3 EDUCATIONAL IMPLICATIONS OF THE STUDY:

The most outstanding characteristic of any research is that it contributes something to the development of the area concerned.

- Commonly it is analyzed that the women are not adequately educated. Even in urban areas a woman does not get any opportunity easily to acquire the advanced, knowledge of science and technology. As a result of which she has no idea, in what area of business activity she should become a manufacturer.
- Generally women do not have complete independence in taking a decision to start a business enterprise. They are influenced by the male members of their family.

- A woman in the family is not allowed to take any risks. On the contrary she is discouraged by the family members for starting a business enterprise. Therefore the risk- bearing factor which is essential for entrepreneurship is absent in her case.
- Most of the women get married at a very early age and then their bookish knowledge of schools and colleges becomes stale.
- There is no positive and supportive environment in the family itself, as a result of which a woman does not have the courage to come out of her own moorings.
- Normally in a backward or developing country, the society is male dominated, and therefore if a woman is seen to be successful as an enterprise, men become jealous of her and try to create many impediments in business. Even subordinates and customers normally have a negative reaction towards her.
- On account of her inability to get outside exposure, a woman hardly get sufficient information regarding the schemes or plans open for self- employment.
- A woman is very often unaware of procedures and formalities to be followed for getting guidance including information regarding finance. The bankers also have doubt about their enterprising ability while giving loans to them.

- Women entrepreneurs all the world over have experienced discrimination while doing business. The discouragement is tremendous when a woman starts a new enterprise.
- Unmarried woman finds it more difficult to think of starting a business, since she is not sure, whether after her marriage her husband and other members of her family, would allow her to continue the business.
- Even though entrepreneurship is not free of risks, existing and potential entrepreneurs should not see it as a last resort. This is because starting own business creates sense of independence, flexibility and freedom; make own boss, give time and financial freedoms. Besides this, in the time of globalization, it would be unthinkable to get jobs easily because of the serious competition throughout the world.
- Moreover, to tackle the different economic, social/cultural and economic and administrative bottlenecks they face, women entrepreneurs should make lobbies together to the concerned government officials by forming entrepreneurs associations.
- Besides this, women entrepreneurs should search for other alternative supporting agents in improving their performance and solving problems. For example, they should also approach known individual entrepreneurs, NGOs, banks and other supporting organizations.

- Lastly, Women entrepreneurs in town should share experiences with other entrepreneurs in other towns and regions so that they can learn a lot from best practices of those entrepreneurs.

5.4 SUGGESTIONS FOR FURTHER RESEARCH:

The solution of one problem tends to indicate many unresolved problems which need scientific probing. No single research can find solutions for all these problems. There is wide scope for further research in this field. It is very difficult for a researcher to cover all aspects of a research problem in hand, so a few suggestions are needed for further research in the direction. Here are a few suggestions for further research work based on the experience of investigator in the field of study.

- ❖ The present study was confined to a sample of 200 students; the similar studies may be repeated with a large sample and at different regions to generalize results.
- ❖ Similar studies can be conducted to find out the effect of other independent variables on the women entrepreneurship.
- ❖ Some studies covering pattern of women entrepreneurship could be undertaken.
- ❖ Some comparative, follow-up, longitudinal and/or experimental studies could be undertaken to evaluate the women entrepreneurship

- ❖ The triangulation approach should be adopted by applying more than one investigator, more than one method, large sample with more than one method for a single problem.
- ❖ In terms of validity, social desirability is considered a significant bias and a significant threat to the construct validity of all self reporting tools/instruments. So similar studies can be conducted with another measures/ tools of the variables under study.