

## **CONCLUSION AND SUGGESTION**

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This chapter defined the conclusion and suggestions of what have previously been discussed and some suggestions regarding this study. This study investigated the motivation of Jammu's women choosing entrepreneurship in the E-Commerce field, the benefits and challenges in the E-Commerce field, and the current operation situation in E-Commerce field of Jammu's women entrepreneurs. This research will summarise of the aims, scope and findings of the dissertation and identify the possible limitation of the study. Finally, it will provide recommendations for further research.