



A Comprehensive Analysis of Stimulants and Success Factors to Women's Entrepreneurial Orientation

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Abstract:

In this day and age, women in India have surpassed a variety of hindrances than at any time since, the independence of our country Women entrepreneurs are turning out to be conspicuous executors in the capitalist environment. In this competitive scenario, women in India have surpassed a variety of hindrances both social as well as economic those were prevalent since the independence of our country. This can be judged from the fact that women in the male dominant world, have embarked to feel more confident about their competencies, breaking new paths; they have managed to build up their own identities, enjoying credibility with their customers and suppliers as they have been able to carve out their own niche in this highly competitive era.

Consequently, gone are the days when it was considered that this is a male dominated world. They have demonstrated that they are not by any means inferior to males on parameters like hard work, IQ, leadership traits as well as strong determination. Their hard work, fire to win and belief in themselves have enabled them to remove all roadblocks on their success expressways and accomplishing the target of dismantling the "WE CAN'T DO LABEL". Thareja &Kumar, (2014)

In this paper an attempt has been made to identify stimulants and success factors from the existing research literature that motivate women entrepreneurs for undertaking entrepreneurial engagement, that have put such women entrepreneurs on a different footing than their male counterparts.

Keywords: *Entrepreneurship, Push Factors and Pull Factors, Women Entrepreneurs*

1. Introduction

In this day and age, women in India have surpassed a variety of hindrances than at any time since, the independence of our country. This is quite evident from the fact that women in the present scenario, are beginning to feel more confident about their competencies, breaking new paths; they have managed to

build up their own identities, enjoying credibility with their customers and suppliers as they have been able to carve out their own niche in this highly competitive era.

It is said that behind every man's success there is a hand of a woman and I believe that behind every woman's success there is spirit to achieve and aspiration to reach heights. Indian women have defeated all pessimistic philosophy and have proved their significance within the country as well as overseas.

Consequently, gone are the days when it was considered that this is a male dominated world. They have demonstrated that they are not by any means inferior to males on parameters like hard work, IQ, leadership traits as well as strong determination. Their hard work, fire to win and belief in themselves have enabled them to remove all roadblocks on their success expressways and accomplishing the target of dismantling the "WE CAN'T DO LABEL". Thareja &Kumar, (2014)

Women during the past few years have been taking rapid strides by getting into the various sectors of industry, commerce and services. This number is increasing as today's women are of the opinion that they have enhanced skills in improving their economic status in these sectors in contrast with the traditional agricultural sector.

Thus, the new generation women are succeeding in efficiently managing their chores over and above establishing the identity of their own.

It is not mandatory that every woman is able to accomplish its goal of attaining success in this field; the probability of failure is also present. In this context, this paper proposes to make a study of the prior research done on factors and traits of women entrepreneurs.

Although, the key role that woman are performing in society revitalization by creating job opportunities for others leading to economic growth, issues emerging from women entrepreneurship have not received sufficient attention in academic research.

2. Rational of the study

Women entrepreneurs have immense capabilities to create wealth in the world and for that reason promoting women entrepreneurship is imperative (McConnell, 2007).As they are considered as change agents between environmental forces as well as businesses. (Tan, 2008)

The last half-century has observed gigantic transformation for women as revenue earners (Smith-Hunter, 2006). Several developed and developing nations are taking measures to prop up women entrepreneurs amongst their natives.

A lot remains to be understood about the various factors that induce the women entrepreneurs to go for entrepreneurship, their personality traits as well as the core success factors, since; women entrepreneurship is still in its budding phase. Also, because businesses set up by women bestows a unique opportunity towards how women run their businesses, an area that has received not much interest.

In this paper an attempt has been made to identify stimulants and success factors from the existing research literature that motivate women entrepreneurs for undertaking entrepreneurial engagement, that have put such women entrepreneurs on a different footing than their male counterparts..

The whole objective is to put the subject of research in its proper perspective.

3. Literature Review on Women Entrepreneurship

Women Entrepreneurs are an emerging reality over the years hundreds of women owned businesses appear to have mushroomed in various cities of the country. In India the concept of Women Entrepreneurship is a recent phenomenon and gained its momentum in the late 80s.

It is a well acknowledged fact that the entrepreneurs have a significant impact on the economic growth of any country. Various scholars including Venkatsubramaniam, (2003) indicated that in India, entrepreneurship is considered as one of the finest way of stimulating economic and social development. Vijayakumar & Jayachitra, (2013) define Women Entrepreneur as “one who incubates new ideas, starts her enterprise with these ideas and provides added value to society based on their independent initiative”. Goyal & Parkash (2011) have defined the same as “a person who accepts challenging role to meet her personal needs and become economically independent with a strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life”.

Various definitions and opinions on women entrepreneurs have emerged during the last few years. Whilst in general “**Women Entrepreneurs**” may be defined as, “the women or group of women who initiate, organize and co-operate a business enterprise”.

Women in large numbers are turning into entrepreneurs across the globe, thus transforming themselves into job creators from job seekers which is a stupendous accomplishment attained by them. Furthermore, they have demonstrated themselves to be at par with the men competitors by becoming what is known as dynamic and smart entrepreneurs.

Many women choose conventional ventures; one which doesn't disturbs them in discharging their household and family responsibilities. Though their contribution to the GDP is significant but still it is not taken account of. This practice of underestimating the standing of women has led to immense wastage of women talent.

Morrison, White, & Velsor, (2007) observe that female entrepreneurs are the fastest growing segment of the small business population, with numbers increasing dramatically since, 1980.

Women are still thought in their family roles and men their work and business roles in addition to that entrepreneurs are in people's minds, a male game Sundin, (1991). Increased interest in small business and entrepreneurship has fuelled multidisciplinary research into entrepreneurship from various social, cultural, political and psychological standpoints. Most of the studies have focused on male entrepreneurship.

Even Olsen et al. (2003) in his study has requested the researchers for additional consideration on the role played by women in entrepreneurship owing to conflicting moreover contending inferences in the literature. As the presumption seems that either entrepreneurship is gender free or is an exclusive male domain or hence, entrepreneurship among women requires some special attention. Consequently, the field of women entrepreneurship has often been looked upon with disdain and if ever has received only scant effort of the investigative efforts. As a result much of the potential of women entrepreneurs has remained constrained or unutilized Sethi, (1992).

Women entrepreneurs serve as role models for the new younger generation females on the way to commence their business, over and above they also create employment for other women thus generating new employment opportunities Welter et al., (2003).

Women entrepreneurs count for 10% of total entrepreneurs of our country. In the present scenario the pace at which women are entering into new ventures is three times than their men counterparts. Varied empirical studies have highlighted the ever increasing number of female entrepreneurs coming up and taking the senior most echelons of the organization. Even Maas & Herrington, (2006), in their study reported that the increase in total number female entrepreneurs is quite substantial than male entrepreneurs.

Society doesn't allow room for women but women have been blessed with the capability of seeing things with a different angle from the males and with a different eye. There exists a dual need for understanding and stimulating women entrepreneurs as it will help in empowering women and speeding up the process of economic development.

As Olsen et al. (2003) noted, although some researchers say that women are cause of troubles for small enterprises, but at the same time other researchers considered women as an optimistic aspect. Undoubtedly, such disagreements amount to an irony in an entrepreneurship research.

There is ample research for seeking economic independence through self-employment, as it can lead to optimal utilization of their skills coupled with desired flexibility, ultimately leading to economic gains for self as well as for the society.

They are now sentient of their concealed potential and making the finest use of it by exploiting them into the right direction. They have established themselves to be at par with their men counterparts.

The myth chasing women entrepreneurship that males perform better than females did not hold when thorough tests meant for structured factors were carried out, in a complete test of 4200 Swedish entrepreneurs DuRietz & Henrekson, (2000).

3.1 What Motivates Women To Enter Into Entrepreneurship?

Research on characteristics of successful entrepreneurs have been undertaken so as to give a perspective of entrepreneurial traits vis-à-vis general human characteristics. In this section of the study an attempt has been made to outline motivational factors observed in various studies with reference to women entrepreneurs.

Such analysis basically benefits people to plunge into entrepreneurial engagement based on personality phenomenon suitable for requirement of entrepreneurial success.

In a survey in North America by Kuratko, Hornsby, and Naffziger (1997) and Robichaud, McGraw, and Roger (2001) on entrepreneurs which provides an understanding of how motivation is correlated to business success. They concluded that motivation lies into four groups: (1) extrinsic rewards, (2) independence/autonomy, (3) intrinsic rewards, and (4) family security. But the aforesaid authors have not specified which motivations were the strongest amongst the entrepreneurs.

“Skill, Knowledge and adaptability in business are the main reasons for women to emerge into business owners”, Goyal & Parkash, (2011). Tan, (2008) recommends that women are furthermore multitasking

individuals containing the talent to balance the household tasks and priorities. “Being flexible and adaptable is an essential quality to possess, whether in business for oneself or for someone else, especially when responsibilities include performing multiple duties” U.S. Small Business Administration, (1999).

Exploring the life events and experiences that had influenced women to choose entrepreneurship as a career alternative, Huntley, (1985) observed that, most of women ventured into entrepreneurship because of a desire to be independent and to be in control of their lives. They defined their own measurement of success, i.e. succumbing to social expectations and definitions. They were looking for a balance of personal and professional interest and admitted to career satisfaction which transuded other aspects of their lives.

Hisrich, (1986) developed a theory on women entrepreneurs’ career, the analyzed data reveals demographic information, motivations for beginning the business venture, management skills and personality traits, business problems. The authors state that while the backgrounds of self employed women vary considerably the women entrepreneurs do share similarities in personality, motivation, education and family background. The majority of women entrepreneurs are first born children from middle or upper middle class family in which the father was self employed. Education was an important factor for the upbringing of most of the women entrepreneurs, and it continued to play a major role in helping them to cope with deficiencies in their business skills.

Heilman & Chen, (2003) plus Botha, (2006) argued that diverse push-and-pull factors are present which basically instigate and inspire women to set up their own businesses. Various Researchers have defined push- and -pull factors in their own way. Maas & Herrington, (2006), defined **push factors** “as the more negative factors, such as unemployment and retrenchment, which force people to become entrepreneurial in order to survive”. Goyal & Parkash, (2011) says that **push factors** are those that make women get engaged in business as a result of family pressure and the responsibility is thrust on them. Maas & Herrington, (2006) they regard **pull factors** to be the more positive factors, such as government support and role models, which might influence people to choose entrepreneurship as a career option. Whereas Goyal & Parkash, (2011) describes pull factors as those aspects under the influence of which women chooses a profession which posses itself to be a challenge and as an urge to do something new.

(Raphael & Muller, 1995), have defined “**Push Entrepreneurs**” as, “those whose dissatisfaction with their positions, for reasons unrelated to their entrepreneurial characteristics, pushes them to start a venture”. Whereas, they have defined “**Pull Entrepreneurs**” as, ”those who are lured by their new venture idea and initiate venture activity because of the attractiveness of the business idea and its personal implications.”

Table No. 1.

Pull Motivational Factors	
Motivational factor	Relevant literature
Need for independence	Hughes (2006:109); Smith-Hunter (2006:28); Greene, Hart, Gatewood, Bush & Carter (2005:71); McClelland, Swail, Bell & Ibbotson (2005:85); Baeva (2004:2); Bradley & Boles (2003:12, 301); Jalbert (2000:16); Orhan (1999:2); Chavan & Agrawal (1998:1); Marlow (1997:208); Hisrich & Peters (1996:98); McKay (2001:149)
Provides a challenge (need a	Hughes (2006:109); Buttner & Moore (1997:42)

challenge)	
Improved financial opportunity	Hughes (2006:109); Marlow (1997:208)
Self-fulfilment	Segal, Borgia & Schoenfeld (2005:3); Hughes (2006:109); Bruni, Gherardi & Poggio (2004a:260); Jalbert (2000:16); Buttner & Moore (1997:34)
Desire to be own boss	DeMartino & Barbato (2003:830); Hughes (2006:109); Bradley & Boles (2003:12)
Flexibility for balancing family and work	Segal et al. (2005:3); Carter, Gartner, Shaver & Gatewood, (2003:17); Hughes (2006:109); Lombard (2001:216)
Potential to develop a hobby	Bradley & Boles (2003:301); Marlow (1997:208)
Social status and lack of recognition (personal achievement, to be reckoned in the community)	Eckel & Grossman (2002:288); Mallon & Cohen (2001:225)
Role models and other people's influence (friends and family)	Anna, Chandler, Jansen & Mero (2000:392)
PUSH MOTIVATIONAL FACTORS	
Dissatisfaction with salaried jobs (job/career frustration)	Ghosh & Cheruvalath (2007:149); Segal et al. (2005:3); Bradley & Boles (2003:6); Tanguchi (2002:882); McKay (2001:152); DeMartino & Barbato (2002:818); Catley & Hamilton (1998:76); Marlow (1997:208); Lee-Gosselin & Grisé (1990:420)
Redundancy (lost your job, retrenched)	Hughes (2006:109)
Lack of available work	Hughes (2006:109)
Insufficient family income (need to supplement family income)	Segal et al. (2005:3); DeMartino & Barbato (2002:816); McKay (2001:149);
Hitting the glass ceiling	McClelland et al. (2005:85); Georgellis & Wall (2004:1); Hokkanen and Autio (1998:7)
Need for a flexible work schedule	Ghosh & Cheruvalath (2007:149); DeMartino & Barbato (2002:818); Lee-Gosselin & Grisé (1990:420)

Source: Merwe & Lebakeng, (2012). Africa Casebook - Synergies in African Business and Management Practices. South Africa.

Apart from these there are several others pull and push factors to entrepreneurship that have been identified from the research of various scholars listed in **table no. 2**.

Table No. 2.

Pull Motivational Factors	
Motivational factor	Relevant literature
Need to achieve	Schwartz, (1976, pi)
Self Determination	Moore & Buttner, (1997)
Opportunity to develop idea	Tan, (2008), Cohoon, Wadhwa & Mitchell, (2010)
Skills & Talent Utilization	Sinha, (2003), Baron et al., (2001), Alvarez & Meyer, (1998)
Desire to be own boss	Tan, (2008), Cohoon, Wadhwa & Mitchell, (2010),

	Bhardwaj et al., (n.d.)
Desire for control	Bhardwaj et al., (n.d.)
Appeal to start culture	Bhardwaj et al., (n.d.)
Social status and lack of recognition (personal achievement, to be reckoned in the community)	Sinha, (2008), Cohoon, Wadhwa & Mitchell, (2010), Bhardwaj et al., Moore & Buttner, (1997)
Career Goal	Moore & Buttner, (1997)
Self esteem	Moore & Buttner, (1997)
Role models and other people's influence (friends and family)	Sinha, (2003)
Need for independence	Sinha, (2003), World Network Report on Women in Business and in decision making, Schwartz, (1976, pi)
Economic and social independence	Goffe & Scase, (2008)
Improved financial opportunity	Cohoon, Wadhwa & Mitchell, (2010), Bhardwaj et al. (n.d.) , World Network Report on Women in Business & in decision making
Push motivational factors	
Dissatisfaction with salaried jobs (job/career frustration), present or past employers.	Schwartz, (1976, pi), Tan, (2008)
Redundancy (lost your job, retrenched)	Tan, (2008)
Insufficient family income (need to Supplement family income)	Tan, (2008), Schwartz, (1976, pi), Kaushik, (2013), Bhardwaj et al., (n.d.), Sinha, (2003)
Hitting the glass ceiling	Daily et al., (1999), Sig et al., (2002), Tan, (2003), Goyal & Parkash, (2011).
Inheritance	Tan, (2008)

Source: Thareja & Kumar, (June, 2014). What makes women to enter into entrepreneurship? *Acadmecia: An International Multidisciplinary Research Journal*, 4(6), 158-170.

Researchers have identified various other reasons also for women entering into entrepreneurship such as desire for gainful time structuring, on becoming widow or death of bread winner, failure of husband's business and Inability or unwillingness of husband to shoulder family responsibility.

The analysis of women entrepreneurs by Goffe & Scase, (2008) shows how business start up enables many women, but not all, to achieve forms of economic and social independence that they would not otherwise enjoy.

Research by(Raphael & Muller, 1995) has concluded that “**pull**” entrepreneurs are indeed more successful than “**push**” entrepreneurs, whereas research by, Baron et al., (2001) concluded that, if women perceive that they have the skills and knowledge to take on entrepreneurship, also if they have belief that their abilities would facilitate them achieve success, they are more likely to start their own businesses.

3.2 Family Support Critical to Success

Certain studies like Singh & Sengupta, (1986) on women entrepreneurs have been on entrepreneurs attending entrepreneurship development programs. The conclusion drawn by Singh & Sengupta, (1986) revealed that the profile of a women entrepreneur was not dominated by either education or lack of it. Educated women perceived entrepreneurship as a challenge, ambition fulfillment and for doing something fruitful, whereas less educated entrepreneurs had clarity about their projects but needed moral support from males and other family members for setting up their enterprises.

Gannon (1994) in his research suggests the Chinese consider that family is a basic fabric of society and the assistance is extended beyond family frontier. Such support coordination undoubtedly has resulted in enhanced likelihood for achievement, as verified by conclusion from study of (Tan, 2008).

Prior researches have conjectured “family support” to be of exceptionally significant for women entrepreneurs, either in the form of as an obstacle or else as a resource (Caputo and Dolinsky, 1998; Cox et al., 1984; Dumas, 1992; Holmquist and Sundin, 1990; Marshack, 1994; Nelson, 1987). Spence et al., (2003) revealed that family support provides the very much needed extended social capital, a vital aspect for small business life. (Tan, 2008), in her study noted that the women entrepreneurs could take audacious steps as well as could assume added risks as they were married to very encouraging spouse; with husband having connectivity with massive social networks indicating that they would be readily providing support to the family even if their wife’s business proves to be a failure. Further she also observed in her study that parents not only takes care of their children and extend family support but they also provide the most required psychological support, making them contented by supporting their choice of becoming women entrepreneurs besides providing them the reassurance that they are “doing the right thing”. These findings were also supported by Siu and Chu (1994) in their research on women entrepreneurs of Hong Kong.

4. Specific Study on Women Entrepreneurship Abroad

Mass & Herrington, (2006) indicated that as per the International Trade Centre, (2004), Canada has 200% experienced a 200% growth in the women entrepreneurs over the last 20 years. Merwe & Lebakeng, (2012) in their study reported that in Chile, a developing country women entrepreneur’s count for 33% of the total entrepreneurs which has increased from 20% three years back.

4.1 Stimulants for Entrepreneurship

Study by Merwe & Lebakeng, (2012) on women entrepreneurs in Lesotho, are motivated to start their own businesses by both push and pull factors. The most important motivators for starting a business are the need for independence, the need for flexible work schedules, the need for a challenge, dissatisfaction with salaried jobs, the need for social status, the influence of role models and insufficient family income.

In Kenya and Ghana, Chu, Benzing, and McGee (2007) found that the strongest two stimulants for the entrepreneurs were to enhance income as well as to make available they with employment.

Bewayo, (1995), studied Ugandan entrepreneurs, in Africa and pointed that “making a living” or else “making money” is largely the key motive in support of business ownership.

Hertz (1986), observed that women seem to own alike stimulus as men in favor of need for money, requirement for independence, moreover taking hold of an opportunity.

In a comprehensive international research of entrepreneurs as of 27 countries, which concluded that men are more prone in contrast to women to practice prospective entrepreneurship, whereas women are more expected to follow indispensable entrepreneurship (Reynold et al., 2002)

In West Africa a study by, Roy and Wheeler (2006) discovered that microenterprise owners were stimulated by a need to meet with central physiological needs—food and shelter.

Results generated by Benzing, Chu and Kara, (2009) in their survey on Turkish entrepreneurs were confirmed by Ozsoy, Oksoy, and Kozan's (2001) study that too supports this survey's results signifying that the wish for flexibility plus work freedom are powerful forces behind the intention to go into business.

In his study by Cetindamar (2005), on Turkish entrepreneurs attaining work freedom is the most significant stimulus employed in technology producing firms.

In a study of Vietnamese small business owners by Swierczek and Ha, (2003) indicated that challenge along with achievement were further major motivators than necessity as well as security.

Study by Benzing, Chu, and Szabo, (2005) in Romania found that income moreover job security requirements were considerably stronger motivators in contrast to self-satisfaction plus personal needs.

4.2. Success Factors

Ibrahim and Goodwin (1986), in Canada and the United States used factor analysis in order to discover the variables underlying flourishing small businesses found- entrepreneurial values, managerial skills, interpersonal skills, and environmental characteristics.

In two Surveys carried out by Benzing, Chu, and Callanan (2005), and Benzing, Chu, and Bove (2005), entrepreneurs in Vietnam and Romania too ranked integrity, friendliness, along with good client service at the same time as the three most imperative success factors.

Research by Benzing, Chu, and Bove (2005), on Romanian entrepreneurs identified that these entrepreneurs rated friendliness towards customers, a standing for honesty, with good customer service as the topmost three success factors.

In a study in 2003 by Benzing, Chu, and Callanan (2005), on Vietnamese entrepreneurs observed that these entrepreneurs chose "friendliness toward customers" as the leading success factor, together with "a good product at a good price as the next favored factor.

In Pakistan, a study by Coy et al. (2007) revealed that entrepreneurs ranked three factors as predominantly vital to their success: hard work, good customer service, and good product quality.

In a study on Kenyan entrepreneurs Neshamba (2000), uncovered that the owner-manager's previous experience, understanding the needs of customers, access to capital, along with hard work were analyzed as chief success variables.

Another study on Kenyan entrepreneurs found the availability of capital, possession of business skills, earlier experience, in addition to support of family members as indispensable for business success by Pratt (2001).

According to a study by Chu, Benzing, and McGee (2007), on Ghanaian and Kenyan entrepreneurs, discovered that these entrepreneurs believed that hard work as the key success factor, with customer service as another most vital variable.

Benzing, Chu, and Callanan (2005), and Benzing, Chu, and Bove (2005), performed in their surveys on women entrepreneurs in Vietnam and Romania too ranked integrity, friendliness, moreover good client service as three most chief success factors.

Kozan, Oksoy, and Ozsoy (2006), in their study of Turkish entrepreneurs came across that business management training moreover financing are extensively connected to an SME owner's extension plans.

Yusuf (1995), in his study on South Pacific islanders analyzed that these entrepreneurs think about think about good management skills, access to financing, personal qualities, and satisfactory government assistance as imperative success factors.

Researchers like (Rauch and Frese 1998; Dess, Lumpkin, and Covin 1997; Covin and Covin 1990; Covin and Slevin 1989) have the same opinion that psychological traits have a say to business success, however they are over and over again moderated by experience moreover training, explicit managerial skills, over and above the business environment.

Studies by researchers such as (Frese, Brantjes, and Hoorn 2002; Koop, Reu, and Frese 2000; Dess, Lumpkin, and Covin 1997; Covin and Slevin 1989) discovered that psychological traits such as a compelling force for independence, inventive orientation, attitude to risk, moreover a competitive nature have also been discovered to speak about success.

(Raphael & Muller, 1995), on his conclusion to success factors says that the big question "what to look for" remains unanswered owing to nonexistence of any normative or analytical hypothesis that classifies exceptional set of personality traits that would perhaps direct to booming entrepreneurship.

5. Study on Women Entrepreneurship in India

5.1. Stimulants for Entrepreneurship

Shah, (1987) study was based on three categories of sample (i) Women entrepreneurs of middle and high middle income groups including working women and housewives. (ii) Women entrepreneurs having science and technology background and coming from middle and lower middle income groups and (iii) Women entrepreneurs of low income group coming from the lower strata of society. The data analyzed revealed that the distinctive features of women entrepreneurs in all the three categories were needed for achievement self-sufficiency in terms of internal and external resource awareness, initiative taking, problem solving and risk taking. Among the motives to become an entrepreneur were economic needs which was an important motive in the low income, utilization of experience and education was reported by women with science and technology education, husband's family support and interest, availability of full time and finance, desire to be independent and personal ego satisfaction of doing something on one's own were expressed by women in all groups.

In a study by (Singh and Sengupta, 1988), Sengupta reported women who educated looked taking up entrepreneurship as a challenge, moreover doing somewhat productive whereas women with average qualification considered it as a simply a means of earning.

Pillai & Anna (1990) examined the thought-provoking aspects which headed women in the direction of industry. It was concluded by them that to have “independent economic status” was the leading aspiration that attracted them towards industry. Whereas Rani (1991) concluded that quite a lot of women had dissimilar mind-set towards entrepreneurship. Some well educated women found entrepreneurship as a challenge, some were ambitious, career oriented and leisure pursuit found it novel; some moderately educated or not very well-off women entrepreneurs thought about it as a source for added income. Some women regarded entrepreneurship as a hobby and a “ventilator” for their emotional independence.

Study by Benzing and Chu, (2005) in Andhra Pradesh, India found entrepreneurs were most firmly motivated by the aspiration for interdependence/autonomy specifically, to be their own boss. The next preferred driver was to raise their income.

According to Mohiuddin, (2006) women (in his study) became entrepreneurs due to the following reasons. (a) Economic needs. (b) As a challenge to satisfy some of their personality needs (power, achievement novel experience, etc. (c) Educated women like to utilize their knowledge gained. (d) Family occupation and (e) as leisure time activity women face the same difficulties as those by men.

Case studies of four self-employed persons, with scheduled tribe background were carried out by Gupta & Sharma, (2007). Out of the four cases two opted, for self-employment due to family tradition of living on one’s own without going for job. The other two entrepreneurs preferred to be entrepreneurs after having been dissatisfied due to exploitation by employers.

5.2. Success Factors

The study by Deivasenpathy, (1986) on 45 entrepreneurs from sick units and 53 entrepreneurs from successful units found that family support and previous job experience influence success, whereas educational level and family background do not have an influence on the entrepreneurial venture.

Singh, Sengal, Tinani, & Sengupta, (1986) carried out an exploratory study of successful women entrepreneurs examined their identity, expectations, and motivations, types of problems encountered by them to reach the level of success and to identify the operational problems they were confronting. The sample comprised of 60 successful women entrepreneurs from in and around Delhi. The analysis indicates that there is quite a large variation in age, educational qualifications, marital status, and type of family, age of children and occupation of family members of these successful women entrepreneurs. The five dominant motivating factors rank wise were to keep busy, to fulfill ambition, to pursue own interest, by accident or circumstances beyond control and to earn money. The main factors responsible for the choice of product were high demand, processing skills, ready market future prospects and requiring creativity. Majority of the entrepreneurs felt no role conflict between family role and entrepreneurial role.

5.3 Family Support Critical to Success

Sinha(2003) concluded that most of the women received guidance from their families, husbands or parents for establishing the business which indicated that they were heavily dependent upon their families/ husband for the purpose of decision making. The conventional micro business set up by them failed to find adequate market which was another impediment for them.

6. Conclusion

In the preceding pages several study on women entrepreneurs in India and abroad are presented enveloping several aspects of motivations, success factors to women entrepreneurship.

The researches on women entrepreneurship unveils that in India, the prominence for the encouragement of women entrepreneurship initiated merely later than the 1970s with the initiation of the women's decade.

Abundance of information is obtainable on entrepreneurial distinctiveness as well as impetus of men however; modest piece of information are accessible on the subject of women entrepreneurs.

Despite the fact that no less than half the intellect on the planet owes to women, however, women in the 21st century remains possibly the world's untapped resource. In the face of all the societal barriers, India is spilling over with the victory legend of women.

Regardless of all the socio economic snags facing the Indian women they have to achieve great milestones of success and attain equal rights and position as of Indian men moreover they must continue to establish identity of their own.

Consequently, it would not be wrong to be said that in coming future the influence of women entrepreneurs will progress even faster to that of male counterparts" (Birley, 1989)

Thus, the growth of women entrepreneurs till date has been sporadic and intermittent. In the current liberalization of the India Economy, a 'hit or miss' approach will not be viable. A cadre of highly motivated, professionally developed and competitive women entrepreneurs is needed.

There exists an imperative need to build upon the fragmentary information available on the basis of empirical research. This will promote understanding and stimulate right thinking for the development of women entrepreneurship which, in turn will serve the twin purposes of raising the status of Indian woman and speeding the economic development.

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