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By Shweta Sharma & P.K. Agarwal

Motherhood University

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Shweta Sharma^α & P.K. Agarwal^σ

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Practical Implication: The study was highly practical being 'Women Entrepreneurship' had been the most sought transformation in recent times, especially in Indian context when there is an upsurge in overall entrepreneurship.

Originality/Value: The study was highly valuable because entrepreneurship is booming in India at a very high rate and the paper was original as it was based on primary data obtained from 250 (valid responses) of women entrepreneurs of Meerut City.

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I. INTRODUCTION

Entrepreneurship refers to the act of setting up of new business or reviving an existing business so as to take advantage of new opportunities. Thus, entrepreneurship shapes the economy by creating a new wealth and new jobs and by inventing new products and services. Entrepreneurial ability is an attitude to create something new, stand on it, and be persistent and overall dedication to achieving something. It is not only making money rather to add value in the entire socio-economic system for overall

well-being (Matharu, 2016). Today India is witnessing a major development and growth in the area of entrepreneurship as a need of an hour is to create more jobs since 65% of the population is under of 35 years. Women entrepreneurs are playing a significant role in this growth and development being there has been an increasing trend in women taking up new ventures due to the changing face of social economic environment in India (Ramdas & Patrick, 2020). They are highly motivated towards taking risks and dare to innovate. There are numerous motivating factors like security, independence, commitment to success, passion in business, extra income generation, etc., which influences the women entrepreneurship (Karnreungsiri & Praditsuwan, 2017). Women are considered as strong entrepreneurs in present era due to their strong determination, dedication, achievement orientation and utmost desire to create value in the economic development of a nation (Khan et al., 2021). Further, it is found that immense gap is available in all the pertaining studies, in respect to the demonstration of key and relevant factors influencing the overall motivation of women entrepreneurship in current entrepreneurial scenario in India and also the studies are just confined to limited regions or areas. Hence this paper is an attempt to answer the basic questions as:

- What are the significant factors which influence the motivation of women towards entrepreneurship?
- What is the impact of these influencing factors in overall motivation of women entrepreneurs?
- What is the relationship among these influencing factors?

To answer the above questions, an empirical assessment has been done in Meerut city of Uttar Pradesh, India by conducting the survey of female entrepreneurs. Meerut city in western UP is one of the most prominent economic, social, educational and financial hubs. It is the part of NCR (National Capital Region) and with the advent of 'Metro and Rapid Rail', the trade and industrial development is expected to take roundabout metamorphosis. Secondly, the research scholar belongs to Meerut City only and this study has been conducted as a model study for the further macro level research. Hence, selecting the Meerut city as a part of study is highly justified for this domain.

Author α: Research Scholar, Motherhood University, Roorkee (UK).
e-mail: shweta.dhanraj11@gmail.com

Author σ: Professor, Motherhood University, Roorkee (UK).
e-mail: agarwalpk001@gmail.com

II. LITERATURE REVIEW

The extensive literature and past studies were available related to women entrepreneurship, but for this particular study, specific research papers were considered to explore the key determinants or factors influencing the overall motivation of women entrepreneurship in the current entrepreneurial landscape of India. The brief overview of some of the significant studies had been presented in this section.

Banu (2020) studied the motivational factors and barriers for women entrepreneurship in Coimbatore, India. The study concluded that the women were highly motivated and interested in taking and undergoing the enterprise in the city and that interest must be fully considered for the women empowerment in the city.

Kumar & Patrick (2020) explored the motivational factors among the owners (women entrepreneurs) of the beauty parlors in Bengaluru city. It was found that there were various internal and external factors that motivated the women entrepreneurs for that business, however, it was a small enterprise (beauty parlor) but women were satisfied due to financial independence, social status, risk taking ability, learning and growth opportunities etc.

Solesvik et al. (2018) investigated the female entrepreneurs in Norway, Russia & Ukraine and through their in depth examination, they highlighted the various similarities and dissimilarities between the male and female led motivational factors for entrepreneurship required for economic development of any nation.

Roy and Manna (2017) examined the various motivational factors for women entrepreneurship in the Nadia district of West Bengal and highlighted that the females were opting for entrepreneurship to become an economically independent apart from sharing the responsibility of their husband and fulfilling the needs of the family.

Karnreungsiri and Praditsuwan (2017) conducted the survey to study the motivational factors for women entrepreneurship in Thailand in the bakery business. It was found that the main motivating factors were the passion for the bakery business and income improvement of the women entrepreneurs. They were successful due to their product differentiation, innovation and personal ability to learn new things through the venture.

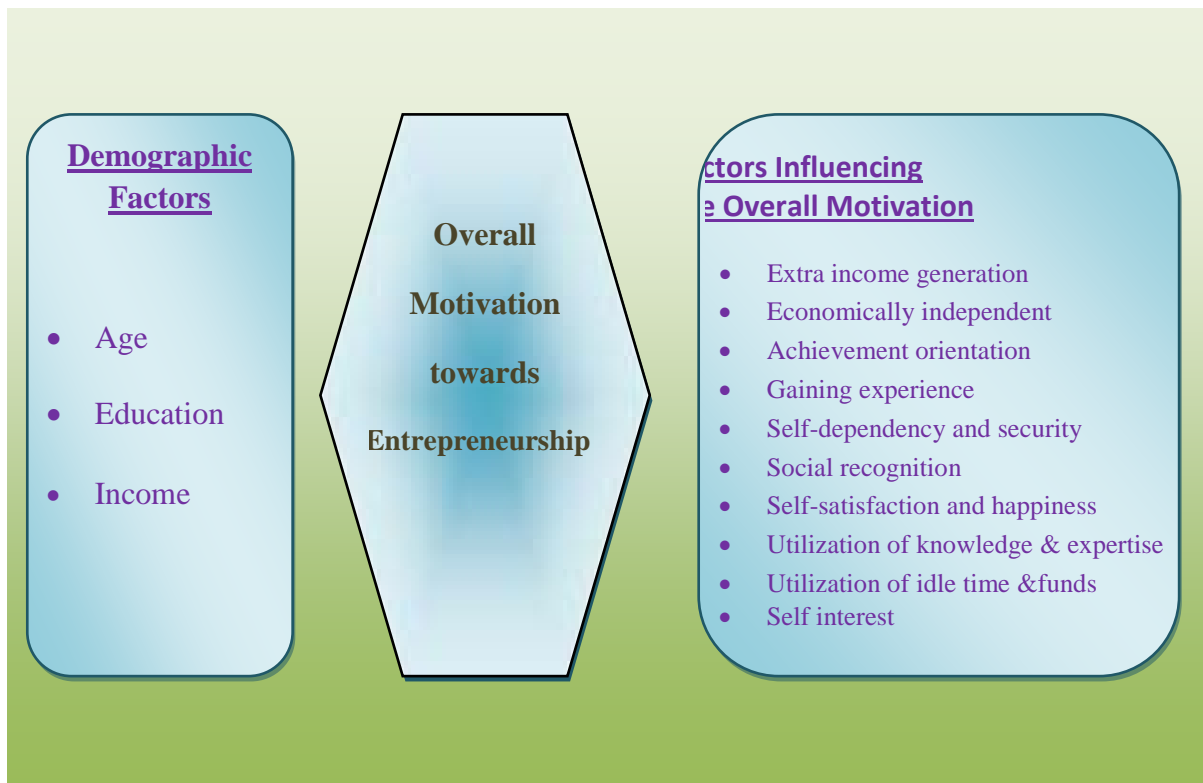
Geetha and Rajani (2017) explored the key motivating factors for the women to become an entrepreneur in Chittoor district of Andhra Pradesh, India. This study explored the key seven (out of sixteen) factors which motivated the women entrepreneurship and demonstrated that the role of women in the business enterprise was highly important in all dimensions.

Ahmad et al. (2016) explored the motivational factors for women entrepreneurship based on the

psychological needs in Malaysia and it was found that the need for affiliation was the key motivating factor for them as they want them to be fully affiliated to some enterprise of their own.

Matharu (2016) in her survey, in Indore city identified the various reasons and encouragement factors for women entrepreneurship. This study had identified the ten motivational factors affecting the motivation of women taking up of new enterprises.

The availability of gap was analyzed in all the pertaining studies, with respect to the demonstration of specific and relevant factors influencing the overall motivation of women entrepreneurship in current entrepreneurial scenario in India. Also, it was found that the study of motivational factors was not covering the broader population in different regions of India especially in non-metros. Finally, the following conceptual model had been derived as a part of the study:



Source: Author's own formation on the basis of explored factors.

Figure1: Conceptual Framework of the Study

III. RESEARCH OBJECTIVES

- To explore the various factors influencing the overall motivation of women towards entrepreneurship in Meerut City.
- To demonstrate the relationship among various factors influencing the overall motivation of women towards entrepreneurship in Meerut City.
- To ascertain the most significant influencing factors contributing towards women entrepreneurship.

IV. RESEARCH HYPOTHESIS

Research hypothesis for the study has been formed and depicted as overall motivation of women (the respondents) entrepreneurship is not significantly related to them:

- H01: Extra income generation.
- H02: Becoming economically independent.
- H03: Achievement orientation.
- H04: Gaining experience.
- H05: Attaining self-dependency and security.
- H06: Obtaining social recognition.
- H07: Self-satisfaction and happiness.
- H08: Utilization of knowledge and expertise.
- H09: Utilization of idle time and funds.
- H010: Self-interest.

V. METHODS AND MATERIALS

In the first stage, the secondary data related to key motivational factors influencing the women entrepreneurship were explored with the help of research papers in esteemed journals. Around ten factors were identified which influence the overall motivation of respondents towards entrepreneurship and further they were subjected to empirical assessment. These ten factors were explored (Exploratory Factor Analysis – EFA) and identifies the available empirical studies conducted till date related to the same studies. Apart from these ten factors, demographic factors like age, education and current income of the respondents were also considered. Structured questionnaire was designed and respondents were contacted physically (to increase the response rate). The total sample size was 300 respondents out of which total 250 valid responses were taken into consideration.

The 'Convenience Sampling Technique' was applied for the study. The sample size was chosen arbitrarily and sample unit was the women entrepreneur of Meerut City (UP) who was the owners of beauty parlours, boutiques, cosmetics and jewellery shops, food business etc. The intensity of the selected factors were rated by the respondents with the assistance of 5 point Likert's scale (1- Strongly Disagree, 2- Disagree, 3- Can't Say, 4- Agree, 5- Strongly Agree).

Reliability analysis was conducted by applying the Cronbach test among the 35 responses across ten items(questions) and it was found that the reliability of the questions were high being the Cronbach Alpha value was more than 0.80 (greater than 0.70) which means that respondents were not biased for any factor. Zero case exclusion also suggested that all the respondents were able to fill the survey efficiently and effectively. No missing values were found in the response sheet. This study was conducted as a model study by the researcher for her upcoming major research project. Complete data were collected in one

month and entered in excel sheet with a proper coding. Finally, 250 valid responses were considered for the study with no missing values. Consequently, with the assistance of SPSS, tabulation (demographics), cross tabulation& descriptive statistics were performed to present the data. Correlation and multiple regression techniques were applied to hypothesis testing and reaching out to specific results.

Key research (influencing) variables with their description and measurement scale used in the study were as follows (Table 1):

Table 1: Research Variables

S. No.	Name of the variable	Description	Measurement Scale used
1	Age	Age of the Respondents	Nominal
2	Education	Education level of the Respondents	Nominal
3	Income	Income level of the Respondents	Nominal
4	Overall Motivation	Overall motivation of women towards entrepreneurship	Interval
5	A1	Extra income generation	Interval
6	A2	Economically independent	Interval
7	A3	Achievement orientation	Interval
8	A4	Gaining of experience	Interval
9	A5	Self-dependency and security	Interval
10	A6	Social recognition	Interval
11	A7	Self-satisfaction and happiness	Interval
12	A8	Utilization of knowledge and expertise	Interval
13	A9	Utilization of idle time and funds	Interval
14	A10	Self interest	Interval

Source: Author's own tabulation on the basis of Secondary data for fulfilling the research objectives.

It was clear from the above Table1 that the first three variables (age, education and income) were demographic factors and others were the key study factors. However, the variable named as 'Overall motivation' was a dependent factor and all other (A1 to A10) were the independent ones. As stated above, questions were asked in a statement form like I am motivated for entrepreneurship, I generate extra income through entrepreneurship, and Entrepreneurship makes me economically independent etc. Overall motivation

was ranked as 1-Very Low, 2-Low, 3-Normal, 4-High, 5-Very High.

VI. DATA ANALYSIS & INTERPRETATION

This data analysis and interpretation part has been divided into two parts as 'Tabulation of age, income, education, overall motivation & Descriptive Statistics of all variables' and 'Cross Tabulations'.

a) Tabulation of Age, Income, Education and Overall motivation for Entrepreneurship:

i. Age of the Respondents

Table 2: Age of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-25 Years	38	15.0	15.0	15.0
	26-35 Years	137	55.0	55.0	70.0
	36-45 Years	50	20.0	20.0	90.0

	46-55 Years	25	10.0	10.0	100.0
	Total	250	100.0	100.0	

Source: SPSS output on the basis of primary data.

ii. Education Level of the Respondents

Table 3: Education Level of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Intermediate or less	42	17.0	17.0	17.0
	Graduation	35	14.0	14.0	31.0
	Post-Graduation	143	57.0	57.0	88.0
	Above Post Graduation	30	12.0	12.0	100.0
	Total	250	100.0	100.0	

Source: SPSS output on the basis of primary data.

iii. Income Level of the Respondents

Table 4: Education Level of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 30000/- pm	27	11.0	11.0	11.0
	30001 to 40000/- pm	88	35.0	35.0	46.0
	40001 to 50000/- pm	110	44.0	44.0	90.0
	50001 and above	25	10.0	10.0	100.0
	Total	250	100.0	100.0	

Source: SPSS output on the basis of primary data.

iv. Overall motivation for entrepreneurship

Table 5: Overall Motivation for Entrepreneurship

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	5	2.0	2.0	2.0
	Low	20	8.0	8.0	10.0
	Normal	42	17.0	17.0	27.0
	High	123	49.0	49.0	76.0
	very High	60	24.0	24.0	100.0
	Total	250	100.0	100.0	

Source: SPSS output on the basis of primary data.

v. Descriptive Statistics pertaining to all variables

Table 6: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Age	250	1.00	4.00	2.2500	.83333	.694
Income	250	1.00	4.00	2.5300	.82211	.676
Education	250	1.00	4.00	2.6400	.90476	.819
Overall Motivation	250	1.00	5.00	3.8500	.94682	.896
A1	250	1.00	5.00	4.0200	.76515	.585
A2	250	3.00	5.00	4.2500	.67420	.455
A3	250	1.00	5.00	3.7000	1.02000	1.040
A4	250	2.00	5.00	4.2500	.70353	.495
A5	250	2.00	5.00	4.3400	.62312	.388

A6	250	2.00	5.00	4.0600	.73608	.542
A7	250	1.00	5.00	3.6200	1.17017	1.369
A8	250	2.00	5.00	4.1300	.63014	.397
A9	250	2.00	5.00	4.3500	.64157	.412
A10	250	1.00	5.00	4.1400	.72502	.526
Valid N (list wise)	250					

Source: SPSS output on the basis of primary data.

Interpretation: It is clear from Tables 2-6, that most of the respondents are in the age bracket of 25-35 years, post graduates and with the income level of around 40000/- pm. Mean values for all the key study variables are 3.8

to 4.1 which strongly indicates that all the respondents were overall motivated with the entrepreneurship and the business they are undergoing.

b) Cross Tabulations

i. Cross Tabulations – Overall motivation to ‘Entrepreneurship’ with Age of the Respondents

Table 7: Overall Motivation with ‘Age’ of the respondents

		Count				
		Age				Total
		0-25 Years	26-35 Years	36-45 Years	46-55 Years	
Overall Motivation	Very Low	0	3	0	3	6
	Low	0	12	6	2	20
	Normal	5	29	5	3	42
	High	22	60	24	16	122
	very High	10	34	15	1	60
Total		37	138	50	25	250

Source: SPSS output on the basis of primary data

ii. Cross Tabulations – Overall motivation to ‘Entrepreneurship’ with Income Level of the Respondents:

Table 8: Overall Motivation with ‘Income’ of the respondents

		Count				
		Income				Total
		Below 30000/- pm	30001 to 40000/- pm	40001 to 50000/- pm	50001 and above	
Overall Motivation	Very Low	0	4	2	0	6
	Low	0	6	11	4	21
	Normal	1	20	16	8	45
	High	17	38	53	10	118
	very High	9	19	29	3	60
Total		27	87	111	25	250

Source: SPSS output on the basis of primary data

iii. Cross Tabulations – Overall motivation to ‘Entrepreneurship’ with Education Level of the Respondents

Table 9: Overall Motivation with ‘Education’ of the respondents

		Count				
		Education				Total
		Intermediate or less	Graduation	Post-Graduation	Above Post Graduation	
Overall Motivation	Very Low	0	1	4	0	5
	Low	2	3	12	2	19
	Normal	7	7	20	5	39

	High	22	18	72	8	120
	very High	18	18	29	2	67
Total		49	47	137	17	250

Source: SPSS output on the basis of primary data

Results & Discussions: It is obvious from Tables 7 to 9 that maximum respondents who are motivated for entrepreneurship lie in the age group of 26-35 years, post graduates and income level is around Rs. 40000/- pm.

VII. KEY RESULTS (HYPOTHESIS TESTING)

a) Correlation Analysis

The correlation coefficient is calculated to view the significant relationship between 'Overall motivation for entrepreneurship' and all others factors. The data are presented in Table 10:

Table 10: Correlation Analysis

		Overall Motivation	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10
Overall Motivation	Pearson Correlation	1	.701**	.245*	-.246*	.478**	.430**	.564**	.340**	.439**	.387**	.472**
	Sig. (2-tailed)		.000	.014	.014	.000	.000	.000	.001	.000	.000	.000
	N	250	250	250	250	250	250	250	250	250	250	250
		N	250	250	250	250	250	250	250	250	250	250
**. Correlation is significant at the 0.01 level (2-tailed).												
*. Correlation is significant at the 0.05 level (2-tailed).												

Source: SPSS output on the basis of primary data.

b) Regression Analysis

Though the 'Correlation Analysis' has demonstrated the vital results, but as a progression, 'Regression Analysis' through SPSS is conducted and

composed of following four self-explanatory tables as Table 6.5.1 – 6.5.4.

i. Variables Entered/Removed

Table 11: Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	A10, A3, A9, A8, A2, A7, A6, A5, A1, A4 ^b		Enter
a. Dependent Variable: Overall Motivation			
b. All requested variables entered.			

Source: SPSS output on the basis of primary data.

ii. Model Summary

Table 12: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.861 ^a	.741	.711	.50857
a. Predictors: (Constant), A10, A3, A9, A8, A2, A7, A6, A5, A1, A4				

Source: SPSS output on the basis of primary data.

iii. ANOVA Results

Table 13: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.731	10	6.573	25.413	.000 ^b
	Residual	23.019	239	.259		
	Total	88.750	249			
a. Dependent Variable: Overall Motivation						
b. Predictors: (Constant), A10, A3, A9, A8, A2, A7, A6, A5, A1, A4						

Source: SPSS output on the basis of primary data.

Interpretations: It is indicated from Table 6.5.2 and Table 6.5.3, that 74% of the variations in the dependent factor has been explained by all predictors. It is quite significant as the p value is .000.

iv. Regression Coefficients

Table 13: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.894	.599		1.493	.139
	A1	1.572	.189	1.270	8.313	.000
	A2	-.661	.111	-.471	-5.934	.000
	A3	-.110	.068	-.119	-1.636	.105
	A4	.536	.280	.398	1.916	.059
	A5	-.194	.204	-.127	-.948	.346
	A6	.085	.175	.066	.484	.629
	A7	-.028	.070	-.034	-.396	.693
	A8	.287	.108	.191	2.650	.010
	A9	.374	.177	.253	2.115	.037
	A10	-1.124	.261	-.861	-4.308	.000
a. Dependent Variable: Overall Motivation						

Source: SPSS output on the basis of primary data.

Results and Discussions: It is evident from Table 6.5.4 that the significant and positive, motivating influencing factor is 'A1 – Generating extra income' for women entrepreneurship, however the significant, but negatively impacting factors are 'A2 – Economically independent' and 'A10 - Self-interest'.

c) Hypothesis Testing

The correlation coefficients from above Table 10 indicate the positive correlation between all the variables to 'Overall Motivation'. Except A2 and A3, all other factors are significantly related to overall motivation hence:

- H01: Rejected ($p < 0.005$)
- H02: Accepted ($p > 0.005$)
- H03: Accepted ($p > 0.005$)
- H04: Rejected ($p < 0.005$)
- H05: Rejected ($p < 0.005$)

- H06: Rejected ($p < 0.005$)
- H07: Rejected ($p < 0.005$)
- H08: Rejected ($p < 0.005$)
- H09: Rejected ($p < 0.005$)
- H10: Rejected ($p < 0.005$)

It demonstrates that women entrepreneurship is not highly motivated with achievement orientation and being their economically independent (already their spouse are earning). However, they are highly motivated for extra income generation and receiving the social recognition (highly positive correlation as Pearson Correlation Coefficient value > 0.5)

VIII. CONCLUSION

The current study states that the overall motivation of women taking up of enterprise and undergoing business activities in the concerned area of

study is quite high and an optimistic paradigm. Demographically, most of the women who are involved in enterprising efforts are middle aged (26-35 years), completed their post-graduation and earning around forty thousand to fifty thousand per month. Women entrepreneurs are mostly motivated by the internal factors supported by the other studies as well, however these internal factors implicitly transformed into the external factors being every business activity undertaken leads to the value addition to the economic growth and development of a nation.

Furthermore, the results of correlation and regression analysis highlighted the positive relationship of overall motivation of women entrepreneurship to all the factors considered, however the most positive relationship are with the generating extra income and attaining the social recognition of women through taking up of the enterprise. There have been a significant influence of generating extra income, gaining of experience in business, being self-dependent, attaining social recognition, self-satisfaction and happiness, utilization of knowledge and expertise, utilization of idle funds & time and self-interest on the overall motivation of women taking up of entrepreneurship. Hence it has been quite evident from this study that women are highly motivated for taking up of entrepreneurial activities for being self-reliant and obtaining more and more social recognition by adding an extra income for themselves and their family.

IX. LIMITATIONS AND SCOPE FOR FUTURE RESEARCH

The study has undergone certain limitations as availability of highly comprehensive and extensive pool of literature related to 'Motivating factors for entrepreneurship' which was highly impossible to cover in such a short span of research time. Furthermore, the convenience sampling method with relatively small sample to be covered a restricted time frame and reluctant & hesitant attitude of respondents while providing responses had provided an obstacle for this study. Hence, it could be stated here that there is an immense scope for future research in this domain being 'Women entrepreneurship' was predicted as the most prominent transformation. This research study could be conducted with increasing the sample size and in other cities of India as well, however it adds value to the current literature of empirical evidences in the respective domain.

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