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Article:	Impact of entrepreneurship on Women's Empowerment
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ABSTRACT

The major purpose of this study was to empirically analyze the impact of enterprise development and entrepreneur development on Women's Empowerment. The present study was conducted in city Khairpur Mirs. The Data were collected through a questionnaire from the owners of small business setups. This includes those respondents who have a small level of work at their home or have a small business setup. It was seen that most of the respondents had a sewing machine, embroidery work and cultural handy crafts, etc. A sample size of 150 was randomly selected from the owners of small business setups. Cross-sectional survey Data were analyzed by using techniques of descriptive statistics, reliability, and regression analysis. The empirical analysis result shows that enterprise development and entrepreneur development have positive and significant impact on Women's Empowerment. Women's productive entrepreneur activities, particularly in small cities and rural areas, can provide them with economic empowerment and enable them to contribute more to the country's overall growth. Women's real and prospective contributions to development have long been acknowledged by many researchers, this researches findings also support the previous studies and have significant contribution in the area. It is observed from the literature of various researchers as well as conclusion of this work, that if the women provided enough opportunities entrepreneurship activities, they become independent. They will take part in increasing GDP as well as developmental activities of the country. They become educated trained and a good decision maker. It will further improve the societal conditions of the region.

Key Words: Women empowerment, Enterprise development, Entrepreneur development, Economy

Introduction

Globally entrepreneurs are required, who must be energetic, modern, determined, smart, courageous, efficient, employable, and innovative. Making graduates more employable is a worldwide concern. Colleges all over the world are responding by becoming more entrepreneurial. By incorporating entrepreneurship into all aspects of graduate education, the worldwide entrepreneurial concept is applied in the form of developing universities of entrepreneurship, (National Entrepreneurship Week, SriLanka, 2008).

Globally economic growth fueling process is known as entrepreneurship. Because the development of fresh and creative business start-ups has a positive impact on development. Such new and small-scale enterprises possess a significant role in the creation of various job positions, as well as pushing policy and lawmakers to acknowledge and encourage entrepreneurship as a beneficial economic contributor. Because entrepreneurship is a critical component of economic development (McStay, 2008).

According to the definition by Gartner 1988, Entrepreneurship is all about "the creation of different businesses." Women's entrepreneurship is defined as "the act of operating a business that allows women to be economically self-sufficient." Further, social improvement and long-term economic development are also become possible through women's entrepreneurship, hence it is a critical factor. The difference between male and female entrepreneurship is described by the disparity in the numbers of males and females participating in entrepreneurial activity. Further motivations for starting or running a firm, choice of business activity, & performance and growth of the business are also differentiated by gender gap, (Sakshi Chhabra, Rajasekaran Raghunathan and N.V. Muralidhar Rao, 2020).

The new generation is greatly motivated to take initiatives for innovative business, because of the need for innovativeness in developing countries of the world, (Awogbenle & Iwuamadi, 2010), because the creation of self-business is self-employment and it is the best solution to reducing unemployment and poverty, as well as bring innovative product. In Pakistan most of the students showed their interest in having their own business, they accept entrepreneurship because of self-control and the major source of financial resources, as well self-boss system. It can be said that the students are boosting entrepreneurial activity through creativity, which is regarded as one of the most important characteristics of entrepreneurs (Ali et al., 2011). But it is observed that students from Pakistan possess enough intention to be a businessperson (Tanveer et al., 2013). It is also observed about the now a day days society's development need is to encourage, motivate and raise intentions for entrepreneurship, (Naimatullah shah, 2017).

The conditions of women in Pakistan are observed by various scholars as; Women's empowerment in Pakistan requires specific attention, despite the fact that the discrimination on the basis of males and females is considered a worldwide issue, (Bushra & Wajiha, 2015).

Pakistani society is basically based on hierarchies, it may be observational or regulating based. It is also observed on the basis of power distribution, as women are always placed behind the men, (Rahman S, Chaudhry IS,; F., Farooq, 2018). Pakistani society is known by various

scholars as a class-based society in which the male-female gap is existing with gender equality, further, the female deliverance remains so far as an objection, (Raza & Murad, 2010).

The scholar's goal in this paper is to refocus government and policymakers' thinking on developing a particular program for entrepreneurship development. Women, in particular, are suffering as a result of the rising population share and their lack of participation in economic development.

Research Objective

1. To find out the association between enterprise development and women empowerment.
2. To know the impact of entrepreneur development on women's empowerment.
3. To know the relationship between enterprise development and entrepreneur development.

Research question

1. Is there any relationship between enterprise development and women empowerment?
2. Is there any influence of entrepreneur development on women's empowerment?
3. Is there any relationship between enterprise development and entrepreneur development?

Literature Review

It is the process of becoming stronger and more confident, especially in controlling one's life and claiming one's rights. Empowerment as action refers both to the process of self-empowerment and to the professional support of people, which enables them to overcome their sense of powerlessness and lack of influence and to recognize and use their resources.

Empowerment is a method of improving an individual's power to influence the institutions of the state which impact upon the lives of peoples through enhancing the local decision-making process. Further, empowering the individuals also implies, decreasing the barriers relating to the social, political, and legal boundaries, which discriminate against specific groups, as well as improving the individuals' resources. By which they can participate successfully in markets, (World Bank, 2001). Further, Empowerment can be defined as the individual's autonomy as well as independence in society. Individuals become able to indicate their interests, and control, in a responsible and specific dimension, by which they become responsible for their own authority.

Women empowerment: Women's empowerment is widely known as fundamental to the growth of females in life's all dimensions, (Sharma and Varma, 2008). On the other hand, female empowerment can be explained as a method by which females confront their preexisting ethnicity & traditions in order to build their standards at their family level as well as at their society level (Upadhye & Madan, 2012). "Empowering the females is all about, attaining the power and freedom of thinking and acting, expressing their choices, and achieving their dreams" (Mayoux, 2000). further various scholars have defined women's empowerment as provoking and controlling the boundaries, which is mostly faced by women in their daily

life, as well as they can develop their surrounding environment and personal living standards, and ultimately, they become enabled to perform every action with power and full potential, (Mason & Smith, 2003; Sharma & Varma, 2008).

Females' positions in society and economic growth have been proven to have a substantial association in various nations, implying that a connection is prevailing there between the economic development and empowerment of females. In spite of the importance of females in job creation and economic activities, their position as entrepreneurs is sometimes overlooked and devalued (Muntaha Banihani, 2020).

Women's participation is too much important as because a research survey pointed out that, promoting women today to participate in the global economy may add a huge amount to the growth of GDP up to 2025 (World Economy Forum, 2018). Such description is supported by vast scholars such as; empowering the women by allowing them to become entrepreneurs would pose dual benefits, they will contribute to the country's economic development as well as they will be proved as a source of job market development. Women empowerment shows a much more important and worthwhile factor to benefit the economically standard of a country, (Galindo & Ribeiro, 2011; Henry & Johnston, 2007; Jamali, 2009).

For the sake of the development of society, the empowerment of women by the entrepreneur is a key factor and possesses a lot of potentials (Tambunan, 2009). Nevertheless, despite the significant value of female empowerment's influence over the development economy of the country as well as & employment development, the female entrepreneur role is still considered as an emphasized and devalued (Henry & Johnston, 2007; Malveaux, 2017).

Most of the females, as well as their enterprises, are subordinate to male businesses, & yet are maintained in studies and debates, whether directly or indirectly, (Ahl, 2006; Sarfaraz et al., 2014). Such ideas are existing throughout the world, but the situation and challenges are varied for each country. Such description is established on the observation and fieldwork for the women entrepreneur of the various scholars in emerging states of the world, (Carter et al., 2009; Mirchandani, 2005).

So, here the scholar is trying to dig out some of the serious challenges which are mostly coped with by females during their business startup. Because the Khairpur is not much more developed in comparison to the other cities of Pakistan. Most of the females are well aware about the traditional handmade product business, but due to some specific challenges, they cannot start a mini business at the initial level. It seems too much important to empower women's participation in economic development because they are considered as passive members of society and their contribution will be proved as economic growth.

In the light of vast explanation and research work by various scholars, a tentative hypothesis is given by the scholar, which is as.

H1. There is a significant and positive relationship between enterprise development and women's empowerment.

Entrepreneur development: It is seen that whole of the system of society regulatory authorities, customers, stockholder dealers' banking systems, various business-persons, intermediaries, services assistances and conference sites are all part of a wider (eco)system that each business-person with their businesses are collectively made existing ecosystem, (E. Stam, 2015), (Spigel, 2015). Ecosystem model Supporters claim that entrepreneurs need well-functioning entrepreneurial ecosystems to start and expand their businesses, as well development of various innovative ideas.

According to the Indian constitution "Act, 2006, the women entrepreneurship is such a business or entity which is completely managed and developed and controlled by a female,"(MSME Report,2006). The promotion of women's participation in the economic development the government took initiative in 1970, and nowadays such decisions gain more powerful. It is because of the importance of women's business participation and economic development. Such decisions become pioneers in today's societies. Females' business is paid limited and restricted attention; hence the women entrepreneur is known as an invisible entrepreneur. Further, mostly they keep away from the business and trading opportunities, and less attention is paid to research as well as in books and journals, (Baker et al., 1997, & Ogor, 2000).

Various scholars classify Women entrepreneurs into different dimensions such as "women who are without any aim", they become an entrepreneur because of the best alternative to unemployment, or as a way to avoid unemployment. On the other hand, "women with strongly success-oriented, such women start their businesses with a long-term strategy, such women mostly children, they consider their business as a professional fulfillment opportunity or a source to overcome hindrance in organizations, where they have worked in past. The businesses which are managed and controlled by females, due to the traditions of their families; further the Activist or radical women become an entrepreneur because of the encouraged interest of other women in society. Most of the women, because of attaining the flexibility with their families' responsibilities, start their own business, according to them acquiring the flexibility entrepreneurship is the best solution. Most of the women quit their previous jobs because of maintaining and looking after their families, they feel good to start their own businesses, (Bruni et al., 2004). Women's private life is undoubtedly depicted by such classification, and the solutions they adopted in their future planning.

Becoming an entrepreneur has been proved to be a viable option for women, particularly in developing countries. Where the unemployment rates of women are too high. In these circumstances, women must work or establish a small business to make a livelihood, decreasing unemployment as well as poverty levels, (Sarfraz et al., 2014). Though, most of the women in developing nations are facing various issues relating to the finance, opportunities, markets impact, and their families' issues, (Al-zoubi, 2014),

The majority of individual-level entrepreneurship research has concentrated on the actions of male entrepreneurs. There is no substantial difference between male and female entrepreneurs, according to previous research findings. (Carter, 2000; Carter & Cannon, 1992). Various studies were undertaken with the goal of examining the variations in

entrepreneurship between men and women. According to several research backgrounds, women entrepreneurs differ from males in terms of their qualities, backgrounds, motivation, entrepreneurial abilities, and issues they experience. Furthermore, research has shown that when it comes to managing businesses, men and women adopt distinct techniques and organizational structures, (Hisrich & Brush, 1984; Zapalska, 1997; Bird & Brush, 2002; Klyver & Grant, 2010; Hechavarria et al., 2018; Said et al., 2014).

According to the previous research work by Gartner 1988, defining entrepreneurship as “it is all about the development of new firms.” So, on the other hand, female entrepreneurship can be defined as “an action of having a firm which is controlled by a woman, to make them socially and economically independent.” It is observed from vast literature that the women entrepreneurs play an extra and valuable role in the social and sustained economic development, as well as societal and social development. Further, the gender gap slightly differentiates the male entrepreneur from the female, on the basis of some of the dimensions such as the running of a business and managing business activities, starting a new business, choosing the type of business, aim behind the starting of business, managing the performance and growth of the business.

Entrepreneurship promotion may be proved as critical for today's communities' success, which confronts the immense social and economic difficulties, (Audretsch, 2007). In recent years, entrepreneurship has gained significance in many countries, with a rising interest in it as a method of boosting the effectiveness of the economy and supporting regional integration, (Manjusmita Dash, 2012). On the basis of a vast literature review the scholar has assumed a tentative hypothesis, which is as;

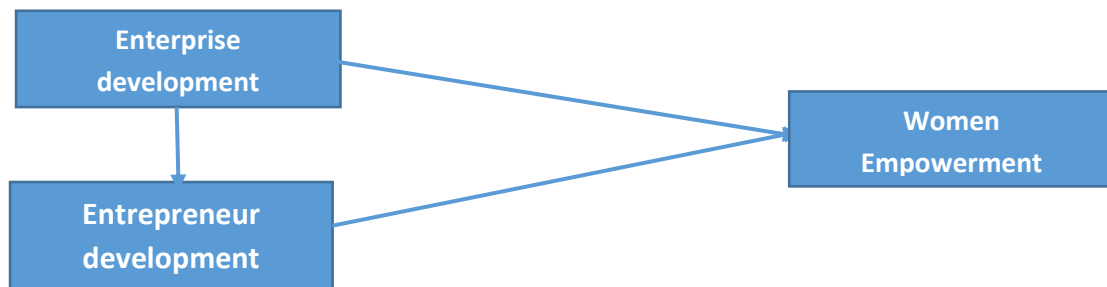
H2. There is a significant and positive impact of entrepreneur development on women's empowerment.

Enterprise development: In today's global economy, the development of female entrepreneurship is one of the features, to have to change the life pattern and standards of women. Empowering the women, especially in economic decision making and political affiliation, which further enhance their communication to vast financial resources, and a bunch of opportunities will welcome them in the form of their decision making in communities' education, training, and their independence as well as their self-choices. Businesses controlled by females are defined as dual-factor as, the females' status in the communities as well as an entrepreneur in that community. It will also help to raise the women's status in the communities, because the women face a number of barriers, such as, financial issues, alignments of various cultures, restrictions of family members, entrée into the market, & provision of specific direction. These factors impose various limits as well as chances to enter the business world, particularly in underdeveloped and conservative developing countries. In emerging countries of the world, Women's engagement in business and other parts of life is increasing day by day. However, they are converting them into a force that governments cannot afford to ignore. Nowadays it is observed that males, as well as females, participate in developing the economy at a great extent, (Talat Afza, Muhammad Amir Rashid, 2009).

Understanding "how opportunities to bring into existence 'future' goods and services are discovered, created, and exploited, by whom and with what consequence" is central to the field of entrepreneurship. However, most entrepreneurship research has thus far concentrated on a small part of this vast field, (Lounsbury & Glynn, 2001).

It was noted in research by Hassen, that Small-scale female entrepreneurs play an important role in Pakistan's economic growth, although they confront more challenges than their male counterparts. Women's productive activities, particularly in industry, provide them with economic empowerment and enable them to contribute more to the country's overall growth. Women's real and prospective contributions to development have long been acknowledged, but they may also make a significant contribution to corporate growth. It is further said that women entrepreneurs who reach their full potential help the economy, as well as the social and political development. However, women in Pakistan do not have the same possibilities as males. While progress has been made in terms of access to education and health care, political and economic options for women remain limited. This is due to thoroughly ingrained discriminatory socio-cultural attitudes and customs, which are concentrated in a few traditional areas and marked by low-technology and low-production levels. These are usually fields that demand abilities that are extensions of domestic skills, and they highlight the necessity for women's educational and work experience, (Hassen, 2004).

Research Model



Hypothesis:

H1. There is a significant and positive relationship between enterprise development and women's empowerment.

H2. There is a significant and positive relationship between entrepreneur development and women empowerment.

H3. There is a significant and positive relationship between enterprise development and entrepreneur development.

Research Methodology

Philosophy: The scholar used the positivism philosophy. (In positivism philosophy the scholar assumes results as positive, but becomes confirmed after the acceptance of results, through various techniques in data analysis).

Scholar used a deductive approach for this study. By which research work moves from general to a specific issue.

Data collection and analysis. This study is quantitative in nature. The data was collected through a survey questionnaire; the instrument was adapted one, which is used in previous studies by other researchers, and the scholar use the tool after minor changes in it.

Scholar work was **cross-sectional**, it was a one-time study by which the data was collected one time, and after the analysis, there are no chances to collect the data again to check its variability.

Scale: the scholar used the scale that is adapted one, it is used after a few modifications, after that the scale is also tested by pilot test, as well as checked by field specialists.

Respondent profile. All of the respondents who become part of the data collection for this work belong to the city Khairpur and are surrounded by areas. The scholar only includes those respondents who have a small level of work at their home or have a small business setup. It was seen that most of the respondents had a sewing machine, embroidery work and cultural handy crafts, etc.

Table 1. Age

		Frequency	Percent	Valid Percent
Valid	25 & Below	28	17.5	18.7
	26-35 years	103	64.4	68.7
	36-45 years	19	11.9	12.7
	Total	150	100.0	100.0
Missing	System	0	0	
Total		150	100.0	

Table 1 indicates the age of the respondents, who took an active part in this work. The majority of the respondent's ages were fall from 26 to 35 years. At this stage, most of the respondents become fresh graduates, with 2 or more years of experience. Further at this age group peoples are energetic and enthusiastic as well as having keen to learn something new. So most of the respondents learn a lot at this age.

Table 02. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	150	100.0	100.0	100.0
Missing	System	0	0.0		
Total		150	100.0		

Table 02 indicates the gender of the respondents, as this work is only conducted on women empowerment; hence the data was collected only from the women. Who were belongs to different age groups.

Table 03. Highest Degree

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor	111	69.4	74.0	74.0
	Diploma	20	12.5	13.3	87.3
	Master	19	11.9	12.7	100.0
	Total	150	100.0	100.0	
Missing	System	0	0.0		
Total		150	100.0		

Table 03 shows the education of the respondents. As education is the main component of entrepreneurship, the respondents of this study also possess the various level of education. It means they learn a lot theoretical at their institutional level and at this time they are applying their education.

Reliability Statistics

Cronbach's Alpha	N of Items
.783	21

The reliability of the scale was checked by Cronbach's Alpha, the scale consists of 21 items, which is further divided into three variables, Women empowerment, as a dependent variable, which consist of 8 items, and Enterprise development, as an independent variable, which consist of 07 items. On the other hand, the Entrepreneur development, as an independent variable, which is consist of 06 items.

As the result of Cronbach's Alpha, near to 1, it will be considered as excellent, current scale Cronbach's Alpha sum is also near to 1, it reliable and acceptable level of the scale.

Correlation

Table 04. Correlations

		Wo. Em	Etrpriz.Dev	Entprnr.Dev
Wo.Em	Pearson Correlation	1	.584**	.642**
	Sig. (2-tailed)		.000	.000
	N	150	150	150
Etrpriz.De	Pearson Correlation	.584**	1	.634**
	Sig. (2-tailed)	.000		.000
	N	150	150	150
Entprnr.De	Pearson Correlation	.642**	.634**	1
	Sig. (2-tailed)	.000	.000	
	N	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

According to table 04 of correlation, on the basis of the result of Pearson correlation, all of the given variables (Women empowerment dependent variable, Enterprise Development, and Entrepreneur development independent variables) are significant and positively related to each other. Further, as the scholar assumes in the hypothesis about the relationship between variables, these results support the hypothesis in accepting the form.

Table 05. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.681 ^a	.464	.458	2.2371

a. Predictors: (Constant), EP.D, E.D

According to table 5 of the Model summary, on the basis of the result of (multiple correlation coefficient) values of R, which is 0.681. it indicates that there is a good and strong relationship between the dependent and independent variables (Women empowerment and enterprise development, entrepreneur development). Further, the value of the adjusted R square indicates that the current model is fit up to 45.8% with given variables. It also depicts the remaining gap as a gap for future research, which can be filled by other more current and innovative variables.

Table 06. ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	681.662	2	340.831	68.072	.000 ^b
	Residual	786.082	157	5.007		
	Total	1467.744	159			

a. Dependent Variable: W.E

b. Predictors: (Constant), EP.D, E.D

According to table 6 of the ANOVA, on the basis of significance level which is a threshold at 0.000, and the given value is also equal to the threshold value, it indicates the acceptance of hypothesis relating to different variables.

Table 07. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.780	1.887		5.713	.000
	Entprise.Dev	.313	.080	.296	3.924	.000
	EntPnur.Dev	.517	.086	.454	6.013	.000

a. Dependent Variable: W.E

According to table 7 of the coefficient, as it is clear from the value of adjusted R square about the variable variance, which shows that the independent variables (enterprise development, entrepreneur development) have a 45.8% variance towards dependent variable (women empowerment). Further on the basis of standard coefficient results the independent variables (enterprise development contributes 29.6% towards dependent variables. whereas the entrepreneur development contributes 45.4% towards dependent variable, Women empowerment). Both of these independent variables contribute toward the dependent variable at a significance and threshold value of 0.000. Hence the hypothesis relating to these independent variables are also accepted at the given values.

Conclusion

This study is conducted in the city of Khairpur and is surrounded by an area. The city of Khairpur is 80 to 90% rural populated area, and most of the peoples are poor. Further, the city is remained much more time under the custodian of Talpurs, hence there is still a system of feudalism that has existed. Further, the Khairpur is also a vegetarian city, most of vegetables and fruits is exported from the Khairpur, mostly the dates of Khairpur are famous, and source of city popularity in the world. In the presence of such an environment there are more chances of entrepreneur for males, but at the same time females of this city remains under the feudal concept. This study depicts only those women who are hardly start a small business startup. It is mostly because of some social media awareness about the business startup, family constraint, financial issues, no any support person at home, or it can be said that these women are helpless and so become a an entrepreneur and support their family.

This research indicates that there is a much more need of the awareness of women entrepreneurship, and a supportive system is greatly needed to them. If such women are provided needed finance, training, marketing skills and other related education, than these women become successful entrepreneur, as well as a source of interest for other women also. When the training and education is provided to them it will help in entrepreneur development, and these entrepreneurs will enhance their business and further new enterprises will be automatically developed. Further when women which are commonly known as passive member in a society, they become active and took an active part in country economy development.

Practical Implication:

It is observed from the literature of various researchers as well as conclusion of this work, that if the women provided enough opportunities entrepreneurship activities, they become independent. They will take part in increasing GDP as well as developmental activities of the country. They become educated trained and a good decision maker. It will further improve the societal conditions of the region.

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