REVIEW OF LITERATURE

2.1 INTRODUCTION

Review of literature familiarizes the researcher with concepts and conclusions already evolved by earlier studies. It also enables the present researcher to find out the scope for further study and to frame appropriate objectives for the proposed evaluation. Since the proposed study is to analyse the attributes, choice of business and success of women entrepreneurs, the previous studies made in this area are briefly reviewed in this chapter. Further the opinions expressed by various authors in leading articles, journals and books are also discussed.

2.2 REVIEW OF INDIAN STUDIES

Agarwal V.K (1975) in his study on “Initiative, Enterprise and Economic Choices in India” revealed that the entrepreneurship entitles the ability to identify the resources and perceive their economic potential and shows a willingness to utilise these resources and to invest in their development, deferring immediate rewards in favour of future investment.

Sharma R.A (1980) in his study on “Entrepreneurial Change in Indian Industry” revealed that entrepreneur as one who through new combinations of means of production introduces new goals, new methods of production, new markets and a new source of supply of manufactured goods and carries out effective organization of any industry.

Nandapurkar G.G (1982) in his study on “Small Farmers – A Study on their Entrepreneurial Behaviour”, revealed that entrepreneurship is essentially a function. It is creativity and behaviour manifestation of a person in regard to shifting resources from areas of low productivity to higher productivity. Its traits are willingness to take risk, high economic and achievement motivation, self-
confidence, problem solving disposition, adequate knowledge and skill, ability to face situations and good managerial ability.

**Uddin (1989)** conducted a study on “Factors affecting Entrepreneurial growth; Entrepreneurship Development in India” found that the developing countries women entrepreneurs face considerable repercussions within their families and social relationships because of the role transformation from that of the traditional homemaker to a business person. To cope with these psychological stresses women require great confidence and mental resolve. Researchers do believe that these psychological traits like need for achievement, power, and affiliation are those that can be developed.

**Pillai and Anna (1990)** conducted a study on “The Entrepreneurial Spirit among Women -A study of Kerala”, found that the entrepreneurs depend on financial support from the State and that familial assistance was used only as a secondary source of help. Yet, women had cited family support and encouragement as the highest facilitating factors for them to do business. The study further found that women in Kerala were “not coming forward to take industrial ventures which demand initiative and dynamism”.

**Balasubramanya (1995), Vepa (1997), Thangamuthu and Murugesan (2005)** conducted a study on “Reservation policy for small scale industry; Has it delivered the Good?”. The findings revealed that irrespective of size, raw material is the major bottleneck. The study further found that transportation difficulty and competition are the major problems for entrepreneurs.

**Rani (1996)** in her study entitled “Women Entrepreneurs” revealed that an entrepreneur is very different from a non-entrepreneur in social and psychological disposition.
Rani (1996) examined the socio-economic background of women entrepreneurs, analysing their motivational factors, major strengths and weaknesses against their environmental threats and opportunities. It also investigated the degree of work-home conflict and its effects on enterprise performance. They prefer micro-enterprises as they could be managed together with discharge of their domestic responsibilities.

Kaza (1997) investigated why banks were not able to meet their targets for women enterprises in Baroda. He also found the over-riding importance of family for women and instances such as marriage, childbirth or even a crisis in the family led to closure of enterprises of women. Financial institutions are therefore hesitant to give loans to women entrepreneurs; they might quit even a well-running business for the sake of their families.

Charumathi (1997) examined emerging challenges and prospects of women entrepreneurs in India keeping in view the increasing infrastructure, education level and awareness regarding upcoming opportunities among women. Author investigated into entrepreneurship qualities to find strength, weakness and threats by studying 50 women entrepreneurs of Tamil Nadu. It was concluded that women were still not able to handle risks in a calculated manner and enterprise held second priority, first was home. Women considered business as an opportunity to get themselves recognized as equal in society. Challenges faced by women entrepreneurs were behavioural barriers, gender role ideology, delimiting the outside movement, access to credit and technology, and outside support from Government and other agencies. Future need for upgrading, socio-economic conditions, raising educational level, unbiased social attitudes, framing industrial development programmes and implementation of less restrictive practices for systematic development of women entrepreneurship was suggested. Author concluded that Gujarat is one of the best states regarding entrepreneurial practices and development.
Gangwar, Tripathy and Mishra (1997) examined the scope of women entrepreneurs in Madhya Pradesh in the light of growing entrepreneurship institutions and EDP’s, and presence of favourable prospects in developing state’s economy. Literacy rate seemed to be on rise to almost 60 per cent for men and 30 per cent for women. Women constituted half of the total population. The apex organisation for entrepreneurs in Madhya Pradesh is NIESBUD (National Institute for Entrepreneurship and Small Business Development). NIESBUD was established in 1983 and is supreme institute in India for coordination of different training and development programmes in India.

Kamble B (1997) investigated into socio economic background of women entrepreneurs in Belgaum Taluka region of Karnataka. Author interviewed 27 women entrepreneurs and found that in Belgaum, Brahmin community was dominant in entrepreneurship. Brahmin community was also highly educated as compared to other communities. About half of the total women entrepreneurs were middle aged (31-35 years). More than half of women entrepreneurs were found to be house wives before starting a business. Husband of entrepreneurial women were mostly white-collar workmen and highly educated. The women entrepreneurs considered their income group as lower middle income group. A high percentage of women entrepreneurs hailed form urban areas.

Gosh (1998) conducted a study on “Women and Entrepreneurship in India”, found that the last few decades, in developing countries like India, central and state governments and non-governmental organisations have recognized that women should be in the middle of the road of economic development. In particular the development of rural micro entrepreneurs, women are seen as appropriate way to assault poverty at grass-root level by generating employment and income.

Mathew (1998) in his study “Towards an Alternative Methodology for identifying Entrepreneurial potential in a Regional setting”, expressed that the
women entrepreneurs failed to get appropriate support from the banking system in Kerala.

**Punitha M, Sangeetha and S Padmavathi (1999)** in their study on “Women Entrepreneurs: Their Problems and Constraints”, revealed that rural self-employed women were facing competition from better quality products, and marketing problems. The problems of urban entrepreneurs were, apart from the competition from better quality products, the difficulty in getting loans. The least problems faced by both rural and urban self-employed women were ignorance about schemes, distance from markets, and ignorance about agencies and institutions.

**Kalyani and Chandralekha (2000)** in their study revealed that various socio-economic and demographic characteristics have significant effect on enterprise management of women entrepreneurs. The study was conducted in four districts of Andhra Pradesh and a sample of 300 women entrepreneurs was taken. The study revealed that those women were able to manage business activities effectively who received support from husband and family. Women entrepreneurs hailing from poor economic groups had not much exposure to training. Majority of women didn’t have any business experience and were motivated by family members. Women seemed satisfied with their work and believed that business brought positivity in their life. Like educated women, illiterate women also practiced different techniques for efficient management but it was educated for multidisciplinary developmental approach.

**Ganesan, Kaur and Maheshwari (2002)** studied the problems faced by women entrepreneurs and highlighted the future prospects and challenges relating them. The author further studied the role that training and development programmes can play in promotion of women entrepreneurs. Middle aged women were found to be more motivated in comparison to young women. More problems
were faced at external front and male dominated areas. Stereotyped image of
gender roles was the main cause of obstacles. Trained women entrepreneurs could
handle problem easily in comparison to un-trained women entrepreneurs thus
emphasizing the benefits of training and development programmes. Marketing,
financing and networking issues continued to remain as problems. Need for
focused training, up gradation of managements, marketing and networking skills
through use of proper developmental model was suggested.

**Nirmala Karuna D’Cruz (2003)** in her study on “Constraints on Women
Entrepreneurship Development in Kerala: An analysis of familial, social, and
psychological dimensions” revealed that they have taken up this career in the
absence of any other means of contribution to family income. Most of them started
business only after all their attempts to secure a regular, secure, salaried job failed.
Absence of any worthwhile planning and lack of any entrepreneurship training
before launching a business was the bane of the vast majority of entrepreneurs in
the sample.

**Neeta Anand (2003)** in her study on “Working Women: Issues and
Problems” revealed that working women are major part of labour market of India.
Their problem can not be ignored. They are engaged in gainful employment and
contributing to home and national economy. They should be given the due respect
and status which they deserve in the society. In the changing socio-cultural
environment of India, women are entering in a new era.

**Sumangala Naik (2003)** in her study on “The Need for developing Women
Entrepreneurs” revealed that earlier women concentrated much on traditional
activities, due to the spread of education, favourale Government. policies towards
development of women entrepreneurship, women have changed their attitudes and
diverted towards non-traditional activities too.
Madhu Mauthy K (2003) in her study on “Entrepreneurs, Evaluation of the Concept and Characteristics”, revealed that the dominant characteristics of women entrepreneurs are self-confidence, perseverance, determination, energy, diligence, resourcefulness, ability to take risks, need to achieve creativity, initiative, flexibility, positive response to challenges, independence, foresight, dynamism, leadership, versatility, knowledge of product and technology, responsiveness, profit-orientation, perception and optimism.

Beena C and Sushma B (2003) in their study on “Women Entrepreneurs Managing Petty Business: A Study from Motivational Perspective” revealed that the contribution of the self-employed women in unorganized sector is enormous to the economy. These small business women facilitate certain important activities in the common man’s life like food, laundry, disposal of junk and paper.

Chittawadgi M.B (2004) in his study on “Women Entrepreneurship in Co-operative Banking Sector”, revealed that women entrepreneurship in India has been making a significant impact on all segments of the economy. Establishment, management and growth of urban co-operative banks by women is an added dimension in the development of women entrepreneurship.

Bhagmar and Verma B.L (2006) in their study on “Spirit of entrepreneurship: The Only Way to Success”, revealed that the non-quantifiable secret of successful entrepreneurs is the ability to unleash the imagination and to conceive an over-arching vision. The opportunities are there, waiting to be discovered. But as is true of the wilderness, not too many dare to treat the unexplored ground.

Manickavasagam, Kasthuri and Jayanthi P (2007) in their study on “Women Entrepreneurs : An Analysis” revealed that good number of factors decides success of woman entrepreneur. Sphere system, resources system, support
system helps them to get success in their deeds. Apart from this entrepreneur’s education, traits, knowledge, abilities influence their performance.

**Narasimhappa K (2007)** in his study on “Status of Women – After Independence” revealed that the legal system of a country is a primary factor, which determines the status and rights of women. The barometer to judge the stage of development of a civilization is the role assigned to women. One of the best ways to understand the spirit of a civilization and to appreciate its excellence and realize its limitations is to study the history of the position and status of women in it”.

**Choudhary and Sharma (2008)** in their study entitled “Rural women entrepreneurs problems and prospects” revealed upliftment of women is an essential ingredient of human development. Entrepreneurship development among the rural women force will strengthen the village economy and promote regional development.

**Mathivannan S and Selvakumar M (2008)** in their study on “A Study on Socio Economic Background and Status of Women Entrepreneurs in Small Scale Industries”, revealed that more than two-thirds of the women entrepreneurs are below 40 years of age and married. A majority of the women belong to category of first generation entrepreneurs. In small scale industrial units run by women entrepreneurs, units under the control of women, topped the list, followed by the business run under the control of their husbands.

**Sudha S and Kasilingam R (2009)** in their study on “Personality traits and Entrepreneurial Characteristics of Women Entrepreneurs in Tamil Nadu”, revealed that Indian women entrepreneurs are very good at decision making, attitude to self-employment, problem recognition and mass media skills. Apart from these personality characteristics they also have a high level of individuality, risk taking disposition, profit orientation, time management skills and creativity. The
entrepreneurial ability of women entrepreneurs, however mainly depends on age, education, family size, the strength of the family listed as earning members, occupational background, monthly income and family income per month.

Sankaran A (2009) in his study on “Trends and Problems of Rural Women Entrepreneurs in India”, revealed that stiff competitions, lack of mobility, exploitation of middleman, are squeezing the entrepreneurial talent. Owing to poor awareness on modernization, latest technological change, and low level of education they cannot sustain in this field. Lack of knowledge about the current scenario, government policies, market trend, financial assistance in the form of incentives, loans, schemes etc are also causes of their difficulty.

Angayarkanni (2010) in her study on “Problems of Women entrepreneurs in India”, revealed that equally in education is the key to meeting other requirements for a culture of peace. Women continue to face barriers to economic empowerment and entrepreneurship. These obstacles include discrimination in education, training, hiring, access to credit, the right to own and inherit property, lower levels of pay, promotion for equal work and greater domestic responsibilities for women.

Subbulakshmi G (2010) in her study on “Women entrepreneurs in Chennai Environ”, revealed that women entrepreneurs ambitious approach helped them to know more about business and this spirit gives moral support during failures and also have confidently approved that self interest is the important motivating factor for their business. They are ready to shoulder responsibilities and undertake risk where necessary.

Dr. Rana Zehra Masood (2011) in his study on “Emergence of women-owned businesses in India-an insight” revealed that, India is a male dominated society and women are assumed to be economically as well as socially dependent on male members. The absolute dependence seems to be diluted among the high
hand middle class women as they are becoming more aware of personal needs and demanding greater equality.

2.3 REVIEW OF FOREIGN STUDIES

Vroom (1964) proposed that a person’s behaviour is motivated by the expectation that her behaviour will lead to certain outcomes, together with the values she places on those outcomes. He situated his theory on the notion that behaviour is a function of interaction of personality and the environment. Vroom’s theory built on the concepts of valence, instrumentality and expectancy. Applying this to women entrepreneurs, it is expected that the level at which women will engage in entrepreneurial innovative behaviour is dependent on how well they desire growth (valence), their perceived probability that their efforts will lead to achievement of their goal (their enterprise growth) and that their innovativeness will have a positive effect on their enterprise.

Hennig M and Jardim A (1975) in his study on “The Managerial Woman” revealed that barriers to women’s advancement in corporate America includes: stereotyping and misperceptions about women’s abilities and long term commitment to business careers; exclusion from informal networks and channels of communication; lack of access to mentors; managers’ lack of willingness to “risk” putting women in key developmental assignments, especially line positions; salary inequities; and sexual harassment.

Cliff (1998) showed that women value personal considerations as more important than economic considerations for business expansion decisions. It can therefore be argued that the different approaches to venture creation and involvement among women entrepreneurs may lead to their enterprise expectancies.
Lefcourt (1981) an individual with strong internal locus of control may tend to believe that she can influence and alter situation through the exercise of her skills and knowledge. Strong internal control tends to bring in self-confident. Hence, women entrepreneur with strong internal control is likely to seek opportunities to improve her enterprise by trying new techniques and technologies that will enhance its growth. The opposite is likely for the strong externally controlled individuals. Research has however demonstrated strong linkages between locus of control and behaviour in areas as diverse as physical and mental health, intellectual achievement, and entrepreneurship.

Druker P.F (1985) in his study on “Innovation and Entrepreneurship Practices and Principles” revealed that the entrepreneur always searches for a change, responds to it and exploits it as a opportunity.

Histrich (1986) in his study on “The Women Entrepreneur” revealed that the regional differences in the matter cannot be overlooked. In developed countries motivation of women entrepreneurs often has roots in job frustration and interest in the area of business.

Monica Belcourt (1987) in her study entitled “Nothing to Lose: Entrepreneurial Behaviour of Female Entrepreneurs” revealed that Copyright 1987 ASAC Entrepreneurs are frequently labelled as risk takers and innovators and organization builders. This study will examine these behaviours among a group of successful female entrepreneurs. This study of thirty-six of Canada’s most successful female entrepreneurs demonstrated that, in fact, female entrepreneurs did not take many financial or socio-psychological risks during venture formation. Not only was risk taking minimal, but so was the level of innovation. In nearly every case, their businesses were replicas or minor variations of businesses found elsewhere in their cities.
Mansfied et al (1987) in his study on “The identification and Assessment of Competencies and other Personal Characteristics of Entrepreneurs in Developing Countries”, revealed that the characteristics and competencies of entrepreneurs are classified under psychological, economic, sociological and general categories.

Vinze (1987) conducted a study on “Women Entrepreneurs in India - A socio-economic study of Delhi”, found that the cultural aspects are harder for women to take ‘calculated risks’ that are essential to entrepreneurship, as they are the custodians of society in the maintenance of cherished values, habits, and accepted norms of conduct.

Berger and Byvinie (1989) in their study on “Women’s ventures”, found that female entrepreneurs are higher in informal sector than male entrepreneurs in Nigeria.


Kaza (1996) in his study on “Women Entrepreneurs and Bank Credit - Problems and Perspectives” revealed that the psychological side, willingness to take risks, ambition, a strong desire for individual achievement, and persistence are considered some of the main traits.

Bandura (1997) Personal variable that is being assumed to influence women entrepreneurial innovative behaviour is self-efficacy. Self-efficacy has to
do with how competent one feels in what one is doing. It is a person’s belief on one’s ability to successfully reach an expected goal as a result of one’s actions.

**Finansdepartemenet et (1997)** in his study on “Egenforetagande Och Manna Fran Himlen” revealed that running a small business generates uncertain income, in comparison to employment, irrespective of the entrepreneur’s level of education and working experience.

**Inman, K (1997)** in his study on “Women’s resources in business start-up: a study of black and white women entrepreneurs” revealed that, interest in women entrepreneurs increased as the numbers of women-owned businesses in the US surged. Statistics shows that women-owned businesses are the fast growing segment of new business start-ups; black women’s businesses are a larger share of black-owned businesses than white women’s businesses are of white firms.

**Jacob (1998)** neither the encouragement from the government policies nor the EDP-training they had received had been the motivation for setting up enterprises.

**Caputo R K and Dolinsky Arthur (1998)** in their study on “Women’s Choice to Pursue Self-Employment: The Role of Financial and Human Capital of Household Members”, examined that business knowledge and cooperation of husbands in family matters contribute a lot in pursuing business. The findings further suggested that the government should provide necessary skills to women to ensure rapid growth of entrepreneurship.

**Cromie and O’Sullivan (1999)** examined the similarities and differences in the career experiences of women who manage family owned business and women who are not managers of family owned business. The analysis of results showed that family women were employed for longer period in family business, gain more experiences from family business but there were many interpersonal
conflicts and work life balance problems. If women were unhappy in their previous jobs they tend not to work in family business. Non-family women managers acquired managerial knowledge and skills. They made more progress in their career but faced experience problems.

Dhaliwal (2000) examined the experiences of Asian female entrepreneurs in their own business and those managing family enterprises. The independent women were more educated but faced financial hardships. Boredom and less time demanded by children was main reason for them to enter into business. The hidden women were main holders of the business but financial power remained in the hands of their husband. Businesses were more labour intensive. The hidden women were more active in business, had to work for long hours and bear financial responsibilities. They also feel that they have to neglect children for sake of business.

Bliss R T and Garratt N L (2001) in their study on “Supporting Women Entrepreneurs in Transitioning Economics”, revealed that basic purpose of those organizations for women inbound were to provide inputs to self-employed women in the field of professional ethics, to ensure protection of their rights and companies, to allow exchange of experiences, and other activities.

Watson J (2003) in his study on “Failure Rates for Female-Controlled Business: Are They Any Different?”, revealed that the failure rates among female controlled business is relatively higher than male-controlled business. However, the difference is not significant after controlling the efforts of the industry.

Sandberg (2003) conducted an exploratory study of women in micro-enterprises to gain insight on gender related differences. 32 micro enterprises from Sweden were analyzed using t-test and to understand owners’ attitude towards local government policies. The study concluded that men and women almost equally faced financial problems during start up and running business. Both made
use of networks. Female entrepreneurs seemed comfortable with their image and considered gender differences a far minor issue as compared to financial and networking issues. Women were successful in networking and gaining assistance in small rural regions. Micro business owners feel neglected by government and expect government to be more sensitive to their needs, problems and perceptions.

**McElwee and Al-Riyami (2003)** investigated economic and socio-political barriers faced by women entrepreneurs in Oman. A sample of 25 women entrepreneurs was taken. All these women entrepreneurs were involved in traditional and modern businesses but majority were involved in service industry. Role models were the main source of motivation for women to work. Women entrepreneurs have to take the services of husband, elder members, father, brother to complete various formalities to complete various business process, ministry procedures and registration etc. Majority of women entrepreneurs feel that there is lack of network of business women.

**Mary C Mattis (2004)** in his study on “Women entrepreneurs : out from under the glass ceiling” revealed that the pull of an entrepreneurial idea is the more prevalent motivation for starting a business among women and men who were interviewed for this study: 44 per cent of women business owners and 36 per cent of men started businesses because they believed they had a winning idea, or because they came to realize that they would gain more from doing for themselves what they had been doing for an employer.

**Smith and Jackson (2004)** analyzed the wealth creation by women through rural enterprises. The reach was confined to Shropshire (UK), a rural country. Women participated in farm businesses to supplement their income. The study highlighted that mixed farms provided full-time business than livestock farms. Poor employment opportunities contributed to increment in rural businesses and employment. Micro-business generated income in addition to farm income.
The main problems faced were, problem of isolation, lack of basic business services, planning, environmental knowledge, limited access to finance, lack of confidence, and poor timing.

Welter (2004) studied environment for female entrepreneurship in Germany and concluded that women entrepreneurship can be best supported by increasing their competitiveness and social inclusion. Women entrepreneurs mostly get support at the time of start-ups and that too mostly from programmes specially made for women.

Jane H Stanford et al (2004) in their study on “leadership styles of women entrepreneurs in the 1990s: a Heuristic Analysis” revealed that “team-based,” "involved," "participation," and "encourage" were the most frequently recurring. Thus, the primary theme women throughout the interview protocols were one of participation or employee involvement.

Sarri and Trihopoulou (2005) examined personal characteristics and motivations of women entrepreneurs in Greece. The study revealed that education level of the respondents was high; mostly women were married and had children. There was also tendency to enter into business in old age. The women in Greece were mostly motivated by pull factor like self-fulfillment, need for creativity and independence.

Low Angelline (2007) in her study on “Economic Outcomes of Female Immigrant Entrepreneurship”, showed that these entrepreneurs in Australia had contributed significantly to the creation of new business and jobs, in addition to other non-quantifiable economic benefits.

Sood S.K et al (2007) in their book on “Entrepreneurship Development” revealed that Indian women are not relieved of family responsibilities due to male
dominated society. Primary motive for Indian women to start a business is mainly to raise the present level of family income through sole-proprietorship.

**Wendy Ming-Yen, Teoh, Dr. Siong-Choy and Chong (2007)** in their study on “Theorizing a framework of factors influencing performance of Women entrepreneurs in Malaysia”, revealed that the women entrepreneurs should realise that by gaining access to the technical networks and business training that women need to succeed is of great importance. Thus, the women entrepreneurs should utilise this opportunity to the fullest extent by becoming members of these associations.

**Tillmar (2007)** examined the need and supply of training for women business owners in Sweden. It was found that even the support organizations were biased as they discriminated between men and women clients. Support organizations need high levels of gender awareness, highly knowledgeable coaches, leaders to conduct seminars and diversified client base as women entrepreneurs too is a heterogeneous group.

**Wharton and Brunetto (2007)** analyzed opportunity recognition pattern and role of government sponsored business network. A random sample of 500 women entrepreneurs from one state of Australia was taken. The author concluded that business networks were sought for searching new business opportunities and women prioritize predisposition of trust as major essential to reap benefits from networking. Women entrepreneurs realize the importance of government formed network but still women don’t find them sufficient enough, weakness of the part of government for lack of resources. Women had mixed experiences while interaction with government.

**Wendy, Ming-Yen, Teoh, Siong-Choy and Chong (2008)** in their study on “Improving Women Entrepreneurs in Small and Medium Enterprises in Malaysia: Policy Recommendations” revealed that capital, networks affiliation,
education, training and counseling, and usage of ICT are important factors influencing the growth of women entrepreneurs in Malaysia.

**Boohene et al (2008)** investigated into gender, personal values, strategies and small business performance of 600 owner managers of small retail shops in the Ghana. The study observed that in areas of strategic planning, financial strategy and HRM strategy Ghanian female owners were less proactive but more proactive in marketing strategies. Performance was not affected by the gender of owner-managers directly but if investigated little deeper, men seem to had more competitive advantage over women because of the difference in strategies.

**Dzisi (2008)** conducted the study on entrepreneurial activities of indigenous African Ghanaian women. On the basis of data collected from 241 indigenous women entrepreneurs, the author concluded that entrepreneurial activities of women on one side contribute to the social environment and on other side bear positive social consequences on women themselves and was a means for their own economic and social survival.

**Jamali (2008)** examined constraints and opportunities faced by women entrepreneurs in developing countries. A sample of ten Lebanon women entrepreneurs involved in different businesses was taken. The study concluded that there was close interplay of micro and macro level factors. As opportunities are mostly identified at micro-level, constraints faced are both at micro and macro level. Under macro level, lack of government support, economic stagnation, recession and legal constraints topped the list.

**Lujan et al (2009)** investigated values and attitudes towards women in Argentina, Brazil, Columbia and Mexico. The study revealed that in countries with high GNI (Gross National Income), per capita, more emphasis is laid on values such as independence, self respect, ambition, sense of responsibility, helpful, loving, obedient, self-controlled and competition as compared to low GNI per
capita countries like Brazil and Columbia in which security, world peace, wisdom, broad mindedness, accomplishment, freedom and independence were graded higher. Family security and health gained equal favors from the respondents of four countries.

Rajput and Ali (2009) studied the issues faced by women entrepreneurs in Potohar region of Pakistan. For the investigation a sample comprising 340 women entrepreneurs was taken. Majority of women were sole traders and operated in garment business. Women were not permitted to work individually. Majority of women possessed higher level of education. There were not so many opportunities for women to acquire specialized degrees in business administration. Most of the women entrepreneurs were eldest children in their families signifying their responsibility status. The barriers faced by them were lack of capital, less experience, lack of knowledge of marketing skills etc.

Roomi et al (2009) conducted the study of women-owned small and medium enterprises in England and the factors influencing their growth process. Author analyzed the data collected from 135 women entrepreneurs through questionnaire using SPSS package and concluded that women consider capital accessibility as the biggest hindrance in growth of their business. Other factors were lack of effective networking abilities, lack of business training opportunities, child care responsibilities and their family commitments. External factors included lack of business support services, local government’s attitude and shortage of skilled labour. Factors to growth of businesses were high quality of products and services, effective networking, appropriate marketing, and appropriate business training.

Saeid Abbasian and Carina Bildt (2009) in their study on “Empowerment Through Entrepreneurship: A Tool for Integration Among Immigrant Women?”, investigates whether entrepreneurship among immigrant women in Sweden may
be a way to achieve integration in working life and thereby increase their empowerment. They started their business for a number of reasons: unemployment, lack of suitable jobs and career possibilities, discrimination and forced privatization, desire for personal development, independence and freedom, or work within one’s field of interest. It was concluded that entrepreneurship can be a tool for increasing empowerment among educated immigrant women.

**Tony Bledsoe and Caitlin Dillon M (2009)** in their study on “Raleigh-Cary: Best Metro for Women Entrepreneurs?” revealed that 13 business owners (59%) were native to the Raleigh-Cary area. Interviewees were counted as “native” to the area if they had lived here from childhood through high school. The remaining nine business owners (41%) interviewed moved to the area from various locations. Of those who relocated, four moved because their of husbands jobs. Interestingly, of the nine that moved, more than half said they had researched the area before relocating. Additionally, recent movers said that they were aware of the accolades the area received.

**Sunday Samson Babalola (2009)** in his study entitled “Women entrepreneurial Innovative Behaviour: The Role of Psychological Capital”, investigated the influence of psychological capital on women entrepreneurs’ innovative behaviour with 405female entrepreneurs from Ibadan, Nigeria. The result indicates that women with high self-efficacy and internal locus of control scored higher on entrepreneurial innovative behaviour than women with low self-efficacy and external locus of control. There was also a significant relationship between highly educated women and less educated women. Women are encouraged to believe in themselves while their acquisition of higher education will provide impetus for growth and achievement in entrepreneurial innovative activities.
Gabriel Simon Thattil and Reshmi R Prasad (2010) in their study on “Women and Work: An Analysis” revealed that women managers have a dual role to play, as managers of their home and managers of their organizations. A home-job family balancing exercising is crucial in the managerial function of every woman. The impact of external factors on the performance of women managers are, support from husband, has the highest influence on performance support from other family members and family culture, religion and caste have a high degree of influence on performance improvement. Mainstreams support is still not gender biased but the use and beneficiality of these support measures depend on individuals own level of information and awareness.

2.4 CONCLUSION

The studies reviewed in this chapter have probed into the critical aspects of women entrepreneurs such as choice of business, motivation factors, success factors, satisfaction and barriers in business. The findings of this study will help the women entrepreneurs, the government, banks, supporting agencies and educational institutions to identify and concentrate on key development aspects of women entrepreneurship.
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