

A Research Study on Women Switching from Employment to Entrepreneurship

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Abstract: *Women's entrepreneurship research has exploded in popularity in recent years, earning widespread acceptance among academics and, most importantly, leading to a better knowledge of all the elements that contribute to women's difficulty in starting their own business. This document aims to make a contribution to the field of research by conducting a systematic review of the literature on the subject. Using the Scopus database, researchers looked at 2,848 peer-reviewed articles published between 1950 and 2019. It was feasible to define the current state of research on the international scene through the application of a set of bibliometric indicators. According to the findings, it is a multidisciplinary field of study that has been growing in popularity since 2006*

Keywords: Entrepreneurship, Women, Literature Review, Gender Gap, Female Entrepreneurship, Barriers, Work-Family Balance, Economic Development

I. INTRODUCTION

Over the last 20 years women in Asia are making less of a choice for salaried employment at the start of their careers and are even giving up salaried employment for business ownership. In Malaysia, the Companies Commission of Malaysia (CCM, 2011), reported that 49,554 units of women-owned businesses were registered in 2000, and the number has increased to 98,786 units in 2009. Both in South East Asia and globally it is clear that the number of women entrepreneurs continues to increase steadily worldwide. Women represent more than one-third of all people involved in global entrepreneurial activity (Global Entrepreneurship Monitor, 2010). Why are women leaving employment for business ownership? There are several reasons why women become entrepreneurs. In examining different theories and the reasons why women become entrepreneurs, there is no set and standard profile that can be predictably applied. The purpose of this study is to investigate why women leave seemingly stable and gainful employment to become entrepreneurs. In this regard it focuses on the factors that spur them into business ownership: characteristics of women entrepreneurs; and studies the challenges and problems they face. The objectives of the study are:

- (i) To identify the factors that spur employed women who opt for small and medium business ownership.
- (ii) To such women.
- (iii) To identify the key challenges and problems faced by these women entrepreneurs .

This study attempts to answer the following questions:

- (i) What are the factors that cause gainfully employed i.e. salaried women to undertake small and medium business ownership?
- (ii) What are the entrepreneurial characteristics of such women entrepreneurs?
- (iii) What are the challenges and problems faced by these women entrepreneurs

We used keyword co-occurrence analysis to uncover significant subjects within the women entrepreneurship knowledge base to get an overview of the main avenues of research (Figure 7). The topics examined most frequently by women entrepreneurship researchers cohere into six themes, with a minimum of 10 co-occurrences per keyword and a total of 40 keywords. It's vital to remember that if an article contains terms from many groups, it could be assigned to different groups based on the analysis. Table 3 displays the various groups.

According to the findings of "front research," there has been a shift in interest in foreign research during the last decade. As a result of watching the financing and capitalization of women's enterprises, there has been an increasing emphasis on more sensitive topics, necessitating the creation of a separate field of research to investigate women's entrepreneurship (De Carolis et al., 2009; Davis and Shaver, 2012). In this regard, a study conducted by Dawson and Henley (2015) discovered that the gender disparity in starting a business is linked to women's lower risk attitude. According to Dawson and Henley (2015), the low proportion of female entrepreneurs is linked to a fear of failure, a lack of confidence in their abilities, and a perception of weak social support. In addition, Mishra (2015) found that self-confidence, the availability of assistance and institutional support, as well as the ability to access loans and social networks, are all characteristics that encourage female entrepreneurs in a comprehensive study of 48 articles. Alam et al. (2011) reported similar results a few years earlier, highlighting the interplay between personality traits (self-efficacy and risk propensity) and contextual factors (social media and professional). These elements, which are essential for a long-term business, are especially important for female entrepreneurs.

II. LITERATURE REVIEW

Female entrepreneurs are the fastest-growing type of entrepreneur in the world, and they've gotten a lot of attention from academics in recent years. According to new research, women can contribute significantly to entrepreneurial activity (Noguera et al, 2017; Hechevarra et al., 2019) in terms of job creation and GDP growth (Bahmani-Oskooee et al., 2013; Ayogu and Agu, 2015), with positive effects on poverty and social exclusion (Langowitz and Minniti, 2007; Rae, 2015). However, women are less likely than men to pursue an entrepreneurial profession (Elam et al., 2019), and this disparity grows as the country's degree of development rises (Coduras and others, 2019).

The importance of economic and regulatory settings is highlighted by a theoretical framework utilized to explain this disparity (Estrin and Mickiewicz, 2011). The first pertains to the importance of property rights in supporting a productive entrepreneurial activity. Property rights, in general, facilitate access to resources, and women are particularly limited in their access to the economic resources required for entrepreneurship in many institutional contexts (Brush et al., 2009), as entrepreneurs must rely more on informal networks that are typically dominated by men (Aidis et al., 2008). Men can also be more effective in some situations due to gender-defined social positioning.

However, entrepreneurship provided only a partial solution. It has functioned as a catalyst for some women to take a positive step they had been considering for some time.

The main goal of this investigation, according to Anita Tripathy Lal (2012) [7], was to consider the notable rise of women India's entrepreneurs and how it has changed since the country's pre-autonomy years (before to 1947), during the British colonial era. The investigation also examined the factors that motivated women business owners to channel their entrepreneurial passions into fresh ventures. The development of women entrepreneurs in India has been divided into four distinct periods based on qualitative and quantitative analyses: the Pre-Independence Period (before 1947), the Post-Independence Era (after 1947), the Post-Liberalization Period (after 1991), and the Post-Global Recession Period (2008 onwards). Finally, it was determined how much the various emotional support organizations in India can do to help the body's biological system function favorably.

Sujatha Mukherjee (2013) [8] studied how low-income women turn to entrepreneurship as a means of survival in her paper titled "Women Entrepreneurship Changing Status." According to the investigation, women entrepreneurs were impacted by straying into entrepreneurship. The findings indicate that as the respondents' business grew, they raised their self-assurance and independence in making decisions, which reduced their dependence on their life partners and family members. The responders were financially secure thanks to their corporate salaries, but their position as leaders had been cemented. situations in which decisions were made collaboratively to establish that the individuals were capable of displaying authority skills in their daily activities and fostering trust. The women experienced a shift in their methods of living as well as a modification in their social position as they managed the demands of their families, including home bills, debt repayment, and the education of their children. They were satisfied with the company activity due to positive adjustments in capacity building and a decline in debt status.

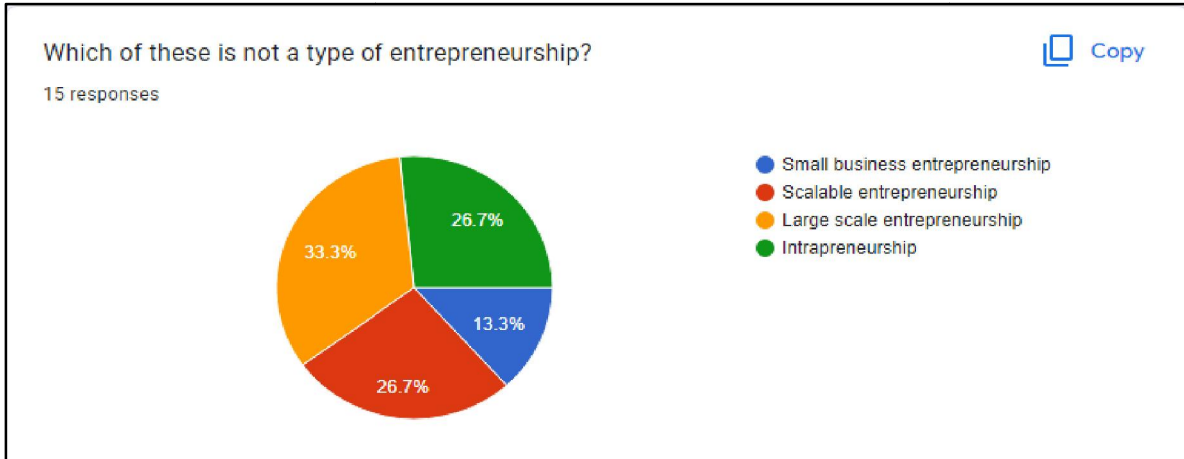
III. DATA COLLECTION

DATA ANALYSIS

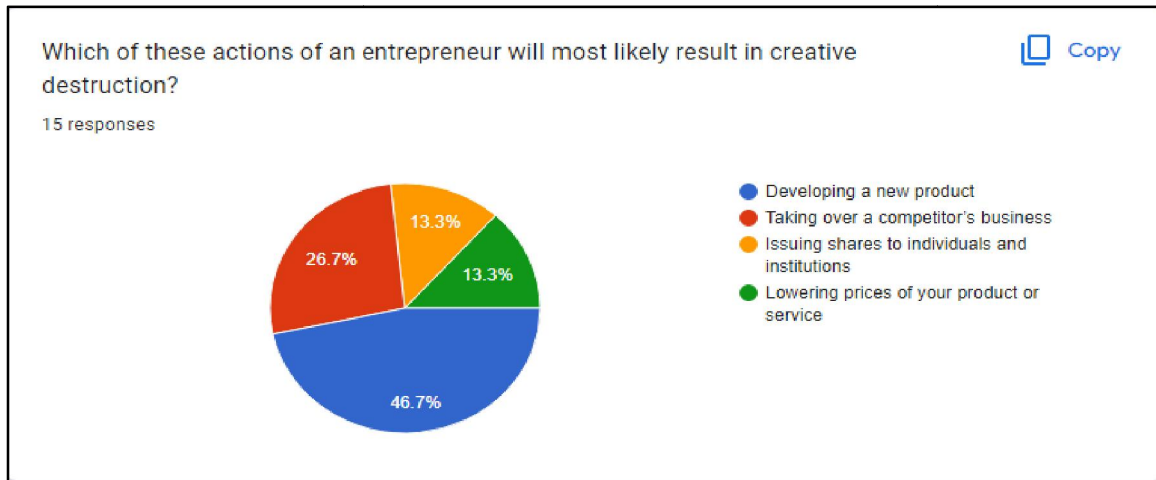
The source of data in this research paper are both primary and secondary

IV. RESEARCH METHODOLOGY

This consists of the data pie charts that show us about the Research done.



INTERPRETATION: The above pie graph shows that 33.3% of them think that large scale entrepreneurship is not a type of entrepreneurship.



INTERPRETATION: The above pie shows that 46.7% of developing a new product is the creative destruction

V. CONCLUSION

The goal of this systematic review was to look at the scientific literature on the topic of women and entrepreneurship. To do so, we looked at a total of 2,848 articles from the Scopus database (Scimago Research Group). Some inferences can be taken based on the findings.

As the data reveals, it is a relatively new field of study (the first article was published in 1950) that has piqued the interest of academics over the years, with an increase in the number of publications published in the last 20 years.

Furthermore, it is an interdisciplinary research subject that has an impact on business and management, as well as social and gender studies, economics, political science, technology, and innovation.

Furthermore, "front research" has demonstrated a shift in interest in the scientific community over the last decade, shifting away from the study of economic and political issues and toward the investigation of relevant variables that allow to bridge the male-female divide.

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