

INTRICATE RELATIONSHIP BETWEEN BUSINESS INVOLVEMENT AND SOCIO-ECONOMIC FACTORS: BEHAVIOURAL ASPECT OF WOMEN ENTREPRENEURS

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Abstract Women entrepreneurs demonstrate multifaceted and dynamic behaviour; leveraging strategic approaches, support systems, innovation and sustainability to drive significant progress across industries, fostering economic and social development. Understanding the intrinsic and acquired traits that propel women towards entrepreneurship is pivotal in grasping its essence. Their demographic and socio-economic profiles profoundly shape their entrepreneurial behaviour and level of engagement in business management. The study aims to analyse the relationship between various factors influencing women entrepreneurs' business involvement and their demographic and socio-economic profiles. These factors include motivation, business initiation, management, decision-making, time allocation, satisfaction, training, work-life balance, memberships and future plans. Data were collected via structured questionnaires from 204 women entrepreneurs registered with DICs in Punjab following the MSMED Act, 2006. Hypothesis has been set to analyse the impact of demographic and socio-economic variables on entrepreneurial behaviour by examining their association with the factors that influence entrepreneurial involvement. Pearson's Chi-squared test was employed to test hypotheses, revealing significant associations between most factors influencing entrepreneurial involvement and demographic and socio-economic variables among women entrepreneurs in Punjab's MSME sector. Specifically, young women entrepreneurs with over three years of experience, from non-business backgrounds, belonging to middle-class families and not solely dependent on their business for family financial needs exhibit high motivation and initiative in starting and managing their businesses independently. They actively participate in major decision-making processes, dedicate more than 8 hours daily to business activities, possess extensive training through professional or vocational courses, and have clear future plans. These entrepreneurs express high levels of satisfaction and pride in their entrepreneurial endeavours.

Keywords: Entrepreneurial Behaviour, Personal Traits, Motivation, Involvement, Women Entrepreneurs

INTRODUCTION

The entrepreneurial behaviour and involvement are multifaceted and dynamic. By adopting strategic approaches, leveraging support systems and focusing on innovation and sustainability, women entrepreneurs continue to make significant strides in various industries, contributing to economic and social development.

Women entrepreneurs often exhibit a calculated approach to risk-taking. While they are willing to take risks, they tend to prefer well-researched and well-planned ventures. Strong networking is a common behaviour among successful women entrepreneurs. They build extensive networks to gain

support, advice and resources. Women entrepreneurs tend to be highly adaptable, showing flexibility in changing business environments and conditions. Many women entrepreneurs exhibit a collaborative and inclusive leadership style, emphasising teamwork, communication and relationship-building. Balancing professional and personal life is often a priority, influencing how women entrepreneurs manage their time and responsibilities.

Women entrepreneurs strategically mobilise resources, including financial capital, human resources and knowledge. They often adopt innovative approaches to business, leveraging technology and creative problem-solving to gain a competitive edge. Thorough market research is

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a key approach, enabling them to understand market needs, consumer behaviour and competitive dynamics. A focus on sustainable practices is common, with many women entrepreneurs integrating environmental and social sustainability into their business models. Investing in skill development and capacity building, both for themselves and their teams, is a critical approach to ensure long-term business success.

LITERATURE REVIEW

The topic of female entrepreneurship is gaining interest among educators, entrepreneurs, government officials and the public. The number of female-owned businesses is rising globally. Cooper (1985) identifies three key factors encouraging entrepreneurship: antecedent influences (family background, personal traits), the incubator organisation (previous employer, acquired skills) and environmental factors (economic conditions, venture capital access, role models). He linked the inherent characteristics and acquired characteristics of the entrepreneurs to their enterprise performance. Buttner and Moore (1997) found that 129 US women entrepreneurs are primarily motivated by the desire for challenge and self-assurance, with “pull” factors being more significant than “push” factors. Hughes (2012) studied 3,840 Canadian entrepreneurs, noting that women are driven by independence, work-family balance, flexible hours and challenge. Higher success and income are linked to “pull” factors, especially among younger, married and educated women. Kalyani and Chandralekha (2002) analysed 300 women in Andhra Pradesh, finding high involvement in management and start up activities, influenced by marital status, children, economic status, experience, husband’s occupation and education. Laghari and Danwar (2015) studied 30 Pakistani women, identifying social (25.2%) and entrepreneurial (22.9%) factors as top motivations, with minimal age-related differences. Sunandha (2015) researched 200 businesswomen in Kerala, highlighting key motivations such as the desire to earn money, the death of a husband, unemployment, government assistance and loan availability. Selvaraj (2016) found that 225 entrepreneurs in Tamil Nadu varied in involvement based on education, age and personal factors. Solesvik et al. (2019) examined 45 female entrepreneurs in Norway, Russia and Ukraine, noting that motivations in Russia and Ukraine include autonomy and financial needs, while Norwegian women prioritise self-realisation and community service.

The review concludes that women entrepreneurs play a crucial role in all major decisions throughout the various stages of business growth and development. The essence of entrepreneurship is reflected in the extent of their involvement, which is significantly influenced by their

behaviour. This behaviour, in turn, is shaped by demographic and environmental factors, impacting their motivation and level of engagement in daily business activities.

Research Gap and Need for Study

Previous research on women in business has often focused on isolated aspects, offering limited insights into the broader entrepreneurial characteristics of women and how these influence their behaviour. Studies exploring the link between women’s entrepreneurial traits and business dynamics remain scarce, especially in regions like Punjab. To address this gap and deepen understanding of women’s entrepreneurship, this study was undertaken. Its significance lies in recognising that, while women have long been active contributors to the workforce, their contributions have only recently gained acknowledgment. Although there have been numerous studies on entrepreneurship, few have specifically examined the behavioural aspects of women entrepreneurs. This study aims to fill that gap.

OBJECTIVES AND RESEARCH METHODOLOGY

Understanding the characteristics that drive women to take risks and become entrepreneurs is crucial for grasping the essence of entrepreneurship. Entrepreneurial inclination is associated with a variety of personal traits, whether inherent or acquired. The demographic and socio-economic profiles of women entrepreneurs significantly influence their behaviour and level of engagement in managing their businesses. These profiles shape their motivations, challenges, strategies and overall entrepreneurial approach. Factors such as age, education, marital status, income level, social status and geographical location impact their risk-taking tendencies, networking skills, leadership styles and overall management strategies. This understanding is essential for designing targeted support systems and policies that empower women entrepreneurs and amplify their role in economic development.

The study’s main objective is to analyse the relationship between factors influencing women entrepreneurs’ business involvement (motivation, business initiation, management, decision-making, time allocation, satisfaction, training, work-life balance, memberships and future plans) and their demographic and socio-economic profiles (age, experience, husband’s profession, family background, education, family income and income sources).

To validate the results and observations through statistical analysis and interpretation, the following hypotheses are formulated to analyse the impact of demographic and

socio-economic variables on entrepreneurial behaviour by examining their association with the factors that influence entrepreneurial involvement:

- H 1: There is no significant association between factors influencing women entrepreneurs' involvement in business and age (present and at the time of start of business).
- H 2: There is no significant association between factors influencing women entrepreneurs' involvement in business and their experience (previous and present).
- H 3: There is no significant association between factors influencing women entrepreneurs' involvement in business and their husband's profession and their family background.
- H 4: There is no significant association between factors influencing women entrepreneurs' involvement in business and their education qualification.
- H 5: There is no significant association between factors influencing women entrepreneurs' involvement in business and their family income and sources of family income.

The hypothesis has been tested using the Pearson Chi-square test, and the resulting values are presented to assess whether the Chi-square value is significant or insignificant at the 0.01 (**) or 0.05 (*) significance levels.

Data were collected via a structured questionnaire from 204 women entrepreneurs registered with DICs following the enactment of the MSMED Act, 2006, across 10 districts in Punjab: Ludhiana, Jalandhar, Amritsar, Sangrur, Patiala, Gurdaspur, S.A.S. Nagar, Kapurthala, Bathinda and Moga.

DISCUSSION AND RESULTS

Association between Factors Influencing Women Entrepreneurs' Involvement in Business and their Demographic and Socio-Economic Profile

A delicate balance and a complex relationship exist between business involvement and the personal attributes

of businesswomen. The demographic and socio-economic factors like age, experience, husband's profession, family background, education qualification, family income and sources of family income are not defining and determining factors but are influencing factors (Kalyani & Chandralekha, 2002).

Hypothesis has been set to understand the association of demographic and socio-economic variables with the factors influencing entrepreneurial involvement, with the objective of analysing their impact on entrepreneurial behaviour:

- *H 1: There is no significant association between factors influencing women entrepreneurs' involvement in business and age (present and at the time of start of business).*

The above hypothesis has been tested by applying Chi-square test and the resultant values are depicted in Table 1. It is evident from the table that the value of Chi-square is found to be significant/ insignificant at 0.01 (**) / 0.05 (*) level for the following:

- *Present Age:* Present age of women entrepreneurs is significantly associated with their level of motivation (19.7**), role in management (25.3**), role in decision-making (16**), time spent on business related activities (14.4**), satisfaction level (20.3**), training obtained (21.4**) and future plans (29.6**). No significant association exists between present age of women entrepreneurs and their business initiations (3.12), work-life conflicts (1.77) and memberships (0.20).
- *Age at the Time of Start of Business:* Age of women entrepreneurs at the time of start of business is significantly associated with their level of motivation (26.5**), role in management (26.3**), role in decision-making (28.07**), time spent on business related activities (24.9**), satisfaction level (26.8**), training obtained (15.3**), memberships (3.49*) and future plans (28.6**). No significant association exists between women entrepreneurs' age at the time of start of business and their business initiations (1.57) and work-life conflicts (2.51).

Table 1: Association between Present Age of the Women Entrepreneurs', their Age at the Time of Start of Business and Factors Influencing Entrepreneurial Involvement

Factors Influencing Involvement	Groups	Present Age			Age at Time of Start of Business		
		≤40 Years n (%)	>40 Years n (%)	Total n (%)	≤40 Years n (%)	>40 Years n (%)	χ ² value, df, p-value
Motivation	Low	45(37.2)	54(65.1)	99(48.5)	55(37.9)	44(74.6)	26.5, [2], 0.00**
	Medium	19(15.7)	14(16.9)	33(16.2)	24(16.6)	9(15.3)	
	High	57(47.1)	15(18.0)	72(35.3)	66(45.5)	6(10.1)	
	Total	121(100)	83(100)	204(100)	145(100)	59(100)	
Business Initiation	Inherited from Family	14(11.5)	17(20.5)	31(15.2)	21(14.5)	10(16.9)	1.57, [2], 0.46
	Purchased from Someone	6(5)	3(3.6)	9(4.4)	8(5.5)	1(1.7)	
	Started by Self	101(83.5)	63(75.9)	164(80.4)	116(80)	48(81.4)	
	Total	121(100)	83(100)	204(100)	145(100)	59(100)	
Management of Enterprise	With the Help of Family Members	70(57.9)	75(90.4)	145(71.1)	88(60.7)	57(96.6)	26.3, [1], 0.00**
	Independently, Without the Help of Family Members	51(42.1)	8(9.6)	59(28.9)	57(39.3)	2(3.4)	
	Total	121(100)	83(100)	204(100)	145(100)	59(100)	
	One or Less than One Decision	56(46.3)	61(73.5)	117(57.4)	69(47.6)	48(81.4)	
Decision-Making (Number of Decisions)	Two Decisions	2(1.7)	2(2.4)	4(2)	1(0.7)	3(5.1)	28.07, [4], 0.00**
	Three Decisions	5(4.0)	2(2.4)	7(3.3)	6(4.1)	1(1.7)	
	Four Decisions	3(2.5)	1(1.2)	4(2)	3(2.1)	1(1.7)	
	All Decisions	55(45.5)	17(20.5)	72(35.3)	66(45.5)	6(10.1)	
	Total	121(100)	83(100)	204(100)	145(100)	59(100)	
	2-4 Hours	50(41.3)	55(66.2)	105(51.5)	60(41.4)	45(76.3)	
Time Spent on Business Related Work	4-8 Hours	28(23.1)	16(19.3)	44(21.5)	33(22.8)	11(18.6)	24.9, [2], 0.00**
	Above 8 Hours	43(35.5)	12(14.5)	55(27)	52(35.9)	3(5.1)	
	Total	121(100)	83(100)	204(100)	145(100)	59(100)	
	Negative	23(19)	25(30.1)	48(23.5)	29(20)	19(32.2)	
Satisfaction Level	Mixed	26(21.5)	35(42.2)	61(29.9)	32(22.1)	29(49.2)	26.8, [2], 0.00**
	Positive	72(59.5)	23(27.7)	95(46.6)	84(57.9)	11(18.6)	
	Total	121(100)	83(100)	204(100)	145(100)	59(100)	
	No	76(62.8)	76(91.6)	152(74.5)	97(66.9)	55(93.2)	15.3, [1], 0.00**
Training Obtained	Yes	45(37.2)	7(8.4)	52(25.5)	48(33.1)	4(6.8)	
	Total	121(100)	83(100)	204(100)	145(100)	59(100)	

Factors Influencing Involvement	Groups	Present Age			Age at Time of Start of Business		
		≤40 Years n (%)	>40 Years n (%)	Total n (%)	≤40 Years n (%)	>40 Years n (%)	χ ² value, df, p-value
Work-Life Conflict	Never	95(78.5)	71(85.5)	166(81.4)	1.77, [2], 0.41	114(78.6)	166(81.3)
	Sometimes	23(19)	10(12)	33(16.1)		27(18.6)	33(16.2)
	Always	3(2.5)	2(2.5)	5(2.5)		4(2.8)	5(2.5)
	Total	121(100)	83(100)	204(100)		145(100)	204(100)
Memberships	No	93(76.9)	66(79.5)	159(77.9)	0.20,	108(74.5)	159(77.9)
	Yes	28(23.1)	17(20.5)	45(22.1)	[1],	37(25.5)	45(22.1)
	Total	121(100)	83(100)	204(100)	0.73	145(100)	204(100)
Future Plans	No Plans	46(38)	61(73.5)	107(52.5)	29.6, [2], 0.00**	61(42.1)	107(52.5)
	Some Plans	25(20.7)	14(16.9)	39(19.1)		28(19.3)	39(19.1)
	Definite Plans	50(41.3)	8(9.6)	58(28.4)		56(38.6)	58(28.4)
	Total	121(100)	83(100)	204(100)		145(100)	204(100)

Source: Primary data.

Note: Figure within parentheses () show percentage of total respondents, figure within parentheses [] show degree of freedom,

**significant association at 0.01 level and * significant association at 0.05 level.

From the above analysis it is inferred that women entrepreneurs belonging to age group of less than 40 years have different levels of motivation, role in management, role in decision-making, time spent on business related activities, satisfaction level in life, training obtained and future plans than women entrepreneurs belonging to age group above 40 years. Younger women entrepreneurs (belonging to age group of 40 years and below) are highly motivated, managing their business activities independently without the help of their family members or friends, showed high involvement in business decision-making, spend more time i.e. above 8 hours a day on business related activities, are more positive, more trained and had more definite future plans than older women entrepreneurs (belonging to higher age group of more than 40 years).

Similar observations are made for association between woman entrepreneur's age at the time of start of business and variables influencing their involvement. Women who started business at early age i.e. when they were of 40 years or less are highly motivated, managed their business activities independently without the help of their family members or friends, showed high involvement in business decision-making, spend more time i.e. above 8 hours a day on business related activities, are more positive, more trained, belongs to more business associations and other professional bodies and had more definite future plans than women entrepreneurs who started their business at a later age of 40 years or above.

Kusakabe (2003) validated similar findings that younger women entrepreneurs demonstrate higher levels of involvement, independence and stronger entrepreneurial behaviour compared to those who start their businesses later in life.

Hence, the above hypothesis H 1 stating that there is no significant association between factors influencing women entrepreneurs' involvement in business and age (present and at the time of starting business) is rejected with respect to their motivation, role in management, role in decision-making, time spent on business related activities, satisfaction level, training obtained and future plans. It is accepted with respect to their business initiations and work-life conflicts. Significant association exists between age at the time of starting business and memberships. Therefore, it is rejected

but as no significant association exists between present age and memberships; it is accepted.

- *H 2: There is no significant association between factors influencing women entrepreneurs' involvement in business and their experience (previous and present).*

The above hypothesis has been tested by applying Chi-square test and the resultant values are shown in table 2. It is evident from the table that the value of Chi-square is found to be significant/ insignificant at 0.01 (**)/ 0.05 (*) level for the following:

- *Past Experience:* There is significant association between women entrepreneurs' past experience and motivation (6.30*). Their role in initiating business (0.15), management (0.17), decision-making (0.49), time spent on business related activities (2.80), their satisfaction level (2.26), training obtained (2.05), work-life conflicts (6.19), memberships (0.65) and future plans (1.40) are not significantly associated with their past experience.
- *Present Experience:* The association between present experience of women entrepreneurs and their motivation (40.9**), their role in management (33.2**), decision-making (29.7**), time spent on business related activities (23.07**), satisfaction level (8.59*), training obtained (7.91**) and future plans (32.2**) is found to be significant whereas their present experience and their role in business initiations (0.95), work-life conflicts (4.74) and memberships (0.001) is found to be insignificantly associated.

It is hereby inferred that women with past experience are more motivated than women without experience. 62.1% of the respondents with past experience have medium and high level of motivation whereas 37.4% of respondents with past experience have low level of motivation. Experienced women entrepreneurs i.e. running the present enterprise for more than last 3 years are found to have high level of motivation, independently managing the business activities without the help of their family members or friends, taking all major decisions, spending more time on business related activities, having higher levels of satisfaction, undergone training before starting business and have more definite plans than women entrepreneurs with less experience i.e. who started their business in the last 3 years only.

Table 2: Association between Women Entrepreneurs' Past Experience, Present Experience and Factors Influencing Entrepreneurial Involvement

Factors Influencing Involvement	Groups	Past Experience			χ ² Value, df, P-Value	Present Experience			χ ² Value, df, P-Value
		No n (%)	Yes n (%)	Total n (%)		≤3 Years n (%)	>3 Years n (%)	Total n (%)	
Motivation	Low	85(50.9)	14(37.8)	99(48.5)	6.30, [2], 0.04*	84(64.1)	15(20.6)	99(48.5)	40.9, [2], 0.00**
	Medium	22(13.2)	11(29.8)	33(16.2)		20(15.3)	13(17.8)	33(16.2)	
	High	60(35.9)	12(32.4)	72(35.3)		27(20.6)	45(61.6)	72(35.3)	
	Total	167(100)	37(100)	204(100)		131(100)	73(100)	204(100)	
Business Initiation	Inherited from Family	25(15)	6(16.2)	31(15.2)	0.15, [2], 0.92	22(16.8)	9(12.3)	31(15.2)	0.95, [2], 0.62
	Purchased from Someone	7(4.2)	2(5.4)	9(4.4)		5(3.8)	4(5.5)	9(4.4)	
	Started by Self	135(80.8)	29(78.4)	164(80.4)		104(79.4)	60(82.2)	164(80.4)	
	Total	167(100)	37(100)	204(100)		131(100)	73(100)	204(100)	
Management of Enterprise	With the Help of Family Members	116(69.5)	29(78.4)	145(71.1)	0.17, [1], 0.28	111(84.7)	34(46.6)	145(71.1)	33.2, [1], 0.00**
	Independently, Without the Help of Family Members	51(30.5)	8(21.6)	59(28.9)		20(15.3)	39(53.4)	59(28.9)	
	Total	167(100)	37(100)	204(100)		131(100)	73(100)	204(100)	
	One or Less than One Decision	97(58.1)	20(54.1)	117(57.4)		93(71)	24(32.9)	117(57.4)	
Decision-Making (Number of Decisions)	Two Decisions	3(1.8)	1(2.7)	4(2)	0.49, [4], 0.97	3(2.3)	1(1.4)	4(2)	29.7, [4], 0.00**
	Three Decisions	6(3.6)	1(2.7)	7(3.4)		3(2.3)	4(5.5)	7(3.3)	
	Four Decisions	3(1.8)	1(2.7)	4(2)		2(1.5)	2(2.7)	4(2)	
	All Decisions	58(34.7)	14(37.8)	72(35.2)		30(22.9)	42(57.5)	72(35.3)	
Time Spent on Business Related Work	Total	167(100)	37(100)	204(100)	2.80, [2], 0.25	131(100)	73(100)	204(100)	23.07, [2], 0.00**
	2-4 Hours	84(50.3)	21(56.8)	105(51.5)		80(61.1)	25(34.2)	105(51.5)	
	4-8 Hours	34(20.4)	10(27)	44(21.6)		30(22.9)	14(19.2)	44(21.6)	
	Above 8 Hours	49(29.3)	6(16.2)	55(27)		21(16)	34(46.6)	55(27)	
Satisfaction Level	Total	167(100)	37(100)	204(100)	2.26, [2], 0.32	131(100)	73(100)	204(100)	8.59, [2], 0.04*
	Negative	36(21.6)	12(32.4)	48(23.5)		35(26.7)	13(17.8)	48(23.5)	
	Mixed	50(29.9)	11(29.8)	61(29.9)		45(34.4)	16(21.9)	61(29.9)	
	Positive	81(48.5)	14(37.8)	95(46.6)		51(38.9)	44(60.3)	95(46.6)	
Training Obtained	Total	167(100)	37(100)	204(100)	2.05, [1], 0.15	131(100)	73(100)	204(100)	7.91, [1], 0.00**
	No	121(72.5)	31(83.8)	152(74.5)		106(80.9)	46(63)	152(74.5)	
	Yes	46(27.5)	6(16.2)	52(25.5)		25(19.1)	27(37)	52(25.5)	
	Total	167(100)	37(100)	204(100)		131(100)	73(100)	204(100)	
Work-Life Conflict	Never	133(79.6)	33(89.2)	166(81.4)	6.19, [2], 0.07	110(84)	56(76.7)	166(81.3)	4.74, [2], 0.09
	Sometimes	31(18.6)	2(5.4)	33(16.1)		20(15.3)	13(17.8)	33(16.2)	
	Always	3(1.8)	2(5.4)	5(2.5)		1(0.7)	4(5.5)	5(2.5)	
	Total	167(100)	37(100)	204(100)		131(100)	73(100)	204(100)	

Factors Influencing Involvement	Groups	Past Experience				Present Experience			
		No n (%)	Yes n (%)	Total n (%)	χ^2 Value, df, P-Value	≤ 3 Years n (%)	> 3 Years n (%)	Total n (%)	χ^2 Value, df, P-Value
Memberships	No	132(79)	27(73)	159(77.9)	0.65,	102(77.9)	57(78.1)	159(77.9)	0.001,
	Yes	35(21)	10(27)	45(22.1)	[1],	29(22.1)	16(21.9)	45(22.1)	[1],
	Total	167(100)	37(100)	204(100)	0.42	131(100)	73(100)	204(100)	0.97
Future Plans	No Plans	87(52.1)	20(54.1)	107(52.5)	1.40, [2], 0.50	84(64.1)	23(31.5)	107(52.5)	32.2, [2], 0.00**
	Some Plans	30(18)	9(24.3)	39(19.1)		27(20.6)	12(16.4)	39(19.1)	
	Definite Plans	50(29.9)	8(21.6)	58(28.4)		20(15.3)	38(52.1)	58(28.4)	
	Total	167(100)	37(100)	204(100)		131(100)	73(100)	204(100)	

Source: Primary data.

Note: Figure within parentheses () show percentage of total respondents, figure within parentheses [] show degree of freedom, **significant association at 0.01 level and * significant association at 0.05 level.

Table 3: Association between Women Entrepreneurs’ Husband’s Profession, their Family Background and Factors Influencing Entrepreneurial Involvement

Factors Influencing Involvement	Groups	Husband's Profession					Family Background			
		Businessman n (%)	Servicemen n (%)	Not Working/Other n (%)	Total n (%)	χ2 Value, Df, p-Value	Non -Business Family n (%)	Business Family n (%)	Total n (%)	χ2 Value, Df, p-Value
Motivation	Low	85(63)	7(15.2)	6(35.3)	98(49.5)	56.1, [4], 0.00**	31(38.8)	68(54.8)	99(48.5)	10.4, [2], 0.00**
	Medium	25(18.5)	3(6.5)	4(23.5)	32(16.2)		10(12.5)	23(18.6)	33(16.2)	
	High	25(18.5)	36(78.3)	7(41.2)	68(34.3)		39(48.7)	33(26.6)	72(35.3)	
	Total	135(100)	46(100)	17(100)	198(100)		80(100)	124(100)	204(100)	
Business Initiation	Inherited from Family	17(12.6)	6(13)	5(29.4)	28(14.1)	4.53, [4], 0.34	6(7.5)	25(20.2)	31(15.2)	6.40, [2], 0.04*
	Purchased from Someone	6(4.4)	3(6.5)	0(0)	9(4.5)		3(3.8)	6(4.8)	9(4.4)	
	Started by Self	112(83)	37(80.5)	12(70.6)	161(81.4)		71(88.7)	93(75)	164(80.4)	
	Total	135(100)	46(100)	17(100)	198(100)		80(100)	124(100)	204(100)	
Management of Enterprise	With the Help of Family Members	117(86.7)	14(30.4)	12(70.6)	143(72.2)	54.1, [2], 0.00**	46(57.5)	99(79.8)	145(71.1)	11.8, [1], 0.00**
	Independently, Without the Help of Family Members	18(13.3)	32(69.6)	5(29.4)	55(27.8)		34(42.5)	25(20.2)	59(28.9)	
	Total	135(100)	46(100)	17(100)	198(100)		80(100)	124(100)	204(100)	
	One or Less than One Decision	96(71.0)	11(23.9)	9(52.9)	116(58.6)		37(46.3)	80(64.5)	117(57.4)	
Decision-Making (Number of Decisions)	Two Decisions	4(3)	0(0)	0(0)	4(2)	39.6, [8], 0.00**	2(2.5)	2(1.6)	4(2)	7.88, [4], 0.09
	Three Decisions	2(1.5)	3(6.5)	1(5.9)	6(3)		3(3.7)	4(3.2)	7(3.3)	
	Four Decisions	2(1.5)	1(2.2)	1(5.9)	4(2)		3(3.7)	1(0.8)	4(2)	
	All Decisions	31(23)	31(67.4)	6(35.3)	68(34.3)		35(43.8)	37(29.9)	72(35.3)	
	Total	135(100)	46(100)	17(100)	198(100)		80(100)	124(100)	204(100)	

Factors Influencing Involvement	Groups	Husband's Profession				Family Background				
		Businessman n (%)	Servicemen n (%)	Not Working/ Other n (%)	Total n (%)	χ^2 Value, Df, P-Value	Non-Business Family n (%)	Business Family n (%)	Total n (%)	χ^2 Value, Df, P-Value
Time Spent on Business Related Work	2-4 Hours	89(65.9)	9(19.6)	6(35.3)	104(52.5)	37.7, [4], 0.00**	33(41.3)	72(58)	105(51.5)	6.94, [2], 0.03*
	4-8 Hours	25(18.5)	12(26.1)	6(35.3)	43(21.7)		18(22.5)	26(21)	44(21.5)	
	Above 8 Hours	21(15.6)	25(54.3)	5(29.4)	51(25.8)		29(36.2)	26(21)	55(27)	
	Total	135(100)	46(100)	17(100)	198(100)		80(100)	124(100)	204(100)	
Satisfaction Level	Negative	44(32.6)	0(0)	4(23.5)	48(24.3)	31.9, [4], 0.00**	14(17.5)	34(27.4)	48(23.5)	6.47, [2], 0.04*
	Mixed	41(30.4)	11(23.9)	9(52.9)	61(30.8)		20(25)	41(33.1)	61(29.9)	
	Positive	50(37)	35(76.1)	4(23.5)	89(44.9)		46(57.5)	49(39.5)	95(46.6)	
	Total	135(100)	46(100)	17(100)	198(100)		80(100)	124(100)	204(100)	
Training Obtained	No	117(86.7)	19(41.3)	13(76.5)	149(75.3)	37.9, [2], 0.00**	57(71.2)	95(76.6)	152(74.5)	0.74, [1], 0.39
	Yes	18(13.3)	27(58.7)	4(23.5)	49(24.7)		23(28.8)	29(23.4)	52(25.5)	
	Total	135(100)	46(100)	17(100)	198(100)		80(100)	124(100)	204(100)	
	Never	115(85.2)	30(65.2)	15(88.2)	160(80.8)		63(78.8)	103(83.1)	166(81.3)	
Work-Life Conflict	Sometimes	18(13.3)	14(30.4)	1(5.9)	33(16.7)	11.08, [4], 0.03*	14(17.5)	19(15.3)	33(16.2)	1.16, [2], 0.56
	Always	2(1.5)	2(4.4)	1(5.9)	5(2.5)		3(3.7)	2(1.6)	5(2.5)	
	Total	135(100)	46(100)	17(100)	198(100)		80(100)	124(100)	204(100)	
	No	108(80)	33(71.7)	13(76.5)	154(77.8)		64(80)	95(76.6)	159(77.9)	
Memberships	Yes	27(20)	13(28.3)	4(23.5)	44(22.2)	1.37, [2], 0.50	16(20)	29(23.4)	45(22.1)	0.32, [1], 0.57
	Total	135(100)	46(100)	17(100)	198(100)		80(100)	124(100)	204(100)	
	No Plans	87(64.4)	10(21.7)	9(52.9)	106(53.5)		36(45)	71(57.2)	107(52.5)	
Future Plans	Some Plans	30(22.2)	5(10.9)	3(17.7)	38(19.2)	50.8, [4], 0.00**	10(12.5)	29(23.4)	39(19.1)	13.6, [2], 0.00**
	Definite Plans	18(13.3)	31(67.4)	5(29.4)	54(27.3)		34(42.5)	24(19.4)	58(28.4)	
	Total	135(100)	46(100)	17(100)	198(100)		80(100)	124(100)	204(100)	

Source: Primary data.

Note: Figure within parentheses () show percentage of total respondents, figure within parentheses [] show degree of freedom, **significant association at 0.01 level and * significant association at 0.05 level.

GEM Entrepreneurship Report 2016-17 pointed a similar observation that experienced women entrepreneurs exhibit stronger entrepreneurial behaviour, including higher motivation, independence, decision-making authority, time investment, satisfaction, training and planning.

Hence, the above hypothesis H 2 stating that there is no significant association between factors influencing women entrepreneurs' involvement in business and their experience (previous and present) is rejected with respect to their motivation levels and accepted with respect to their business initiations, work-life conflicts and memberships. With regard to their role in management, decision-making, time spent on business related activities, satisfaction level, training obtained and future plans, it is rejected with respect to their present experience but accepted with respect to their previous experience.

- *H 3: There is no significant association between factors influencing women entrepreneurs' involvement in business and their husband's profession and their family background.*

The above hypothesis has been tested by applying Chi-square test and the resultant values are depicted in Table 3.

It is evident from Table 3 that the value of Chi-square is found to be significant/ insignificant at 0.01 (**)/ 0.05 (*) level for the following:

- *Husband's Profession:* The association between women entrepreneurs' husband's profession is found to be significant with their level of motivation (56.1**), role in management (54.1**), decision-making (39.6**), time spent on business related activities (37.7**), satisfaction level (31.9**), training undertaken (37.9**), work-life conflicts (11.08*) and future plans (50.8**) whereas association between their husband's profession and women entrepreneurs' business initiations (4.53) and memberships (1.37) is found to be insignificant.
- *Family Background:* The association between women entrepreneurs' family background and their motivation (10.4**), business initiations (6.40*), role in management (11.8**), time spent (6.94*), satisfaction level (6.72*) and future plans (13.6**) is found to be significant whereas the association with their family background and their role in decision-making (7.88), training obtained (0.74), work-life conflicts (1.56) and memberships (0.32) is found to be insignificant.

It is inferred that that women entrepreneurs whose husbands are not businessmen but working in other organisations are highly motivated, managing business independently on own, taking all decisions, spend more time, have high level of satisfaction, started business after getting training and have more definite future plans than women entrepreneurs whose husbands are either businessman or not working or are in

other professions like artists/ singers etc. With regard to work-life conflicts, women entrepreneurs whose husbands are not businessmen face more problems than women entrepreneurs whose husbands are businessmen or are not working or are in other professions like artists etc.

Further, women entrepreneurs belonging to non-business families have high level of motivation, took more initiations in starting their business, are independently managing all business activities, spend more time, are more satisfied and have more definite plans than women entrepreneurs belonging to business families.

Several studies have indicated that female entrepreneurs from non-business families exhibit different levels of motivation and involvement compared to those from business families, leading to distinct entrepreneurial behaviours. Research suggests that the core entrepreneurial traits are more commonly found among women from non-business backgrounds (Chandra, 1991).

Hence, the above hypothesis H 3 stating that there is no significant association between factors influencing women entrepreneurs' involvement in business and their husband's profession and their family background is rejected with respect to their motivation, role in management, time spent on business related activities, satisfaction level and future plans and it is accepted with respect to their memberships. With regard to their role in decision-making, training obtained and work-life conflicts, it is rejected with respect to husband's profession but accepted with regard to their family background. For their business initiations, it is accepted with respect to husband's profession but rejected with regard to their family background.

- *H 4: There is no significant association between factors influencing women entrepreneurs' involvement in business and their education qualification.*

The above hypothesis has been tested by applying Chi-square test and the resultant values are shown in Table 4. It is evident from the table that the association between women entrepreneurs' education qualification and their satisfaction level (10.9**), training obtained (5.18*) and future plans (6.73*) is found to be significant. This association between their education qualification and their motivation (2.20), business initiations (2.94), role in management (0.66), decision-making (8.11), time spent (1.45), work-life conflicts (2.00) and memberships (2.14) is found to be insignificant. Hence, Women entrepreneurs with graduate or higher education qualifications exhibit distinct behaviour compared to their counterparts with lower education and less training. They tend to report higher satisfaction levels, are more likely to have received formal training before launching their business, and generally develop more structured and strategic business plans. In contrast, women with lower education and limited training may approach

entrepreneurship with less preparation and experience lower satisfaction in their ventures. Research by Brush (1992) coincides with the above findings.

Hence, the above hypothesis H 4 stating that there is no significant association between factors influencing women

entrepreneurs' involvement in business and their education qualification is rejected with respect to their satisfaction level, training obtained and future plans. It is accepted with respect to their motivation, business initiations, role in management, decision-making, time spent, work-life conflicts, and memberships.

Table 4: Association between Women Entrepreneurs' Education Qualification and Factors Influencing Entrepreneurial Involvement

Factors Influencing Involvement	Groups	Education Qualification			
		Upto+2	Graduate and Above	Total	χ^2 Value, Df, P-Value
	Low	43(55.1)	56(44.4)	99(48.5)	2.20, [2], 0.33
	Medium	11(14.1)	22(17.5)	33(16.2)	
	High	24(30.8)	48(38.1)	72(35.3)	
	Total	78(100)	126(100)	204(100)	
Business Initiation	Inherited from Family	12(15.4)	19(15.1)	31(15.2)	2.94, [2], 0.23
	Purchased from Someone	1(1.3)	8(6.3)	9(4.4)	
	Started by Self	65(83.3)	99(78.6)	164(80.4)	
	Total	78(100)	126(100)	204(100)	
Management of Enterprise	With the Help of Family Members	58(74.3)	87(69)	145(71.1)	0.66, [1], 0.42
	Independently, Without the Help of Family Members	20(25.7)	39(31)	59(28.9)	
	Total	78(100)	126(100)	204(100)	
Decision-Making (Number of Decisions)	One or Less than One Decision	52(66.7)	65(51.6)	117(57.4)	8.11, [4], 0.88
	Two Decisions	1(1.3)	3(2.4)	4(2)	
	Three Decisions	2(2.6)	5(4)	7(3.3)	
	Four Decisions	3(3.8)	1(0.8)	4(2)	
	All Decisions	20(25.6)	52(41.2)	72(35.3)	
	Total	78(100)	126(100)	204(100)	
Time Spent on Business Related Work	2-4 Hours	44(56.4)	61(48.4)	105(51.5)	1.45, [2], 0.49
	4-8 Hours	14(17.9)	30(23.8)	44(21.5)	
	Above 8 Hours	20(25.7)	35(27.8)	55(27)	
	Total	78(100)	126(100)	204(100)	
Satisfaction Level	Negative	22(28.2)	26(20.6)	48(23.5)	10.9, [2], 0.00**
	Mixed	31(39.7)	30(23.8)	61(29.9)	
	Positive	25(32.1)	70(55.6)	95(46.6)	
	Total	78(100)	126(100)	204(100)	
Training Obtained	No	65(83.3)	87(69)	152(74.5)	5.18, [1], 0.02*
	Yes	13(16.7)	39(31)	52(25.5)	
	Total	78(100)	126(100)	204(100)	

Factors Influencing Involvement	Groups	Education Qualification			
		Upto+2	Graduate and Above	Total	χ^2 Value, Df, P-Value
Work-Life Conflict	Never	67(85.9)	99(78.6)	166(81.4)	2.00, [2], 0.37
	Sometimes	9(11.5)	24(19)	33(16.2)	
	Always	2(2.6)	3(2.4)	5(2.5)	
	Total	78(100)	126(100)	204(100)	
Memberships	No	65(83.3)	94(74.6)	159(77.9)	2.14, [1], 0.14
	Yes	13(16.7)	32(25.4)	45(22.1)	
	Total	78(100)	126(100)	204(100)	
Future Plans	No Plans	49(62.8)	58(46)	107(52.5)	6.73, [2], 0.04*
	Some Plans	9(11.5)	30(23.8)	39(19.1)	
	Definite Plans	20(25.7)	38(30.2)	58(28.4)	
	Total	78(100)	126(100)	204(100)	

Source: Primary Data

Note: Figure within parentheses () show percentage of total respondents, figure within parentheses [] show degree of freedom, **significant association at 0.01 level and * significant association at 0.05 level.

- *H 5: There is no significant association between factors influencing women entrepreneurs' involvement in business and their family income and sources of family income.*

The above hypothesis has been tested by applying Chi-square test and the resultant values are depicted in Table 5.

It is evident from Table 5 that the value of Chi-square is found to be significant/ insignificant at 0.01 (**)/ 0.05 (*) level for the following:

- *Family Income:* The association between family income of women entrepreneurs and their business initiation (8.85**), management (6.6**), time spent (16.9**), work-life conflicts (6.61*) and future plans (7.38*) is found to be significant whereas the association of

family income and their motivation (3.70), role in decision-making (6.49), satisfaction in life (0.79), training obtained (2.56) and memberships in business associations (2.96) is found to be insignificant.

- *Sources of Family Income:* The association between women entrepreneurs' sources of family income and their motivation (20.2**), role in management (23.8**), decision-making (39.8**), time spent (14.2**), satisfaction level (21.7**), training obtained (7.58*) and future plans (27.8**) is found to be significant whereas the association between their sources of family income and their business initiation (2.49), work-life conflict (7.46) and belongingness to business associations or memberships (1.09) is found to be insignificant.

Table 5: Association between Women Entrepreneurs' Family Income, Sources of Family Income and Factors Influencing Entrepreneurial Involvement

Factors Influencing Involvement	Groups	Family Income			χ ² Value, Df, P-Value	Sources of Family Income				
		≤Rs.50,000 n (%)	>Rs.50,000 n (%)	Total n (%)		Husband Business/ Salary n (%)	Other Sources n (%)	This Business Only n (%)	Total n (%)	χ ² Value, Df, P-Value
Motivation	Low	23(40.4)	76(51.7)	99(48.5)	3.70, [2] 0.15	46(41.1)	8(34.8)	45(65.2)	99(48.5)	20.2, [4] 0.00**
	Medium	8(14)	25(17)	33(16.2)		15(13.4)	4(17.4)	14(20.3)	33(16.2)	
	High	26(45.6)	46(31.3)	72(35.3)		51(45.5)	11(47.8)	10(14.5)	72(35.3)	
	Total	57(100)	147(100)	204(100)		112(100)	23(100)	69(100)	204(100)	
Business Initiation	Inherited from Family	3(5.2)	28(19)	31(15.2)	8.85, [2] 0.01**	15(13.4)	5(21.7)	11(15.9)	31(15.2)	2.49, [4] 0.65
	Purchased from Someone	5(8.8)	4(2.7)	9(4.4)		4(3.6)	2(8.7)	3(4.3)	9(4.4)	
	Started by Self	49(86)	115(78.3)	164(80.4)		93(83)	16(69.6)	55(79.8)	164(80.4)	
	Total	57(100)	147(100)	204(100)		112(100)	23(100)	69(100)	204(100)	
Management of Enterprise	With the Help of Family Members	33(57.9)	112(76.2)	145(71.1)	6.6, [1] 0.01**	67(59.8)	14(60.9)	64(92.8)	145(71.1)	23.8, [2] 0.00**
	Independently, Without the Help of Family Members	24(42.1)	35(23.8)	59(28.9)		45(40.2)	9(39.1)	5(7.2)	59(28.9)	
	Total	57(100)	147(100)	204(100)		112(100)	23(100)	69(100)	204(100)	
	One or Less than One Decision	28(49.1)	89(60.5)	117(57.4)		56(50)	8(34.8)	53(76.8)	117(57.4)	
Decision-Making (Number of Decisions)	Two Decisions	0(0)	4(2.7)	4(2)	6.49, [4] 0.17	0(0)	1(4.3)	3(4.3)	4(2)	39.8, [8] 0.00**
	Three Decisions	1(1.8)	6(4.1)	7(3.3)		4(3.6)	2(8.7)	1(1.4)	7(3.3)	
	Four Decisions	2(3.5)	2(1.4)	4(2)		0(0)	0(0)	4(5.8)	4(2)	
	All Decisions	26(45.6)	46(31.3)	72(35.3)		52(46.4)	12(52.2)	8(11.7)	72(35.3)	
Time Spent on Business Related Work	Total	57(100)	147(100)	204(100)	16.9, [2] 0.00**	112(100)	23(100)	69(100)	204(100)	14.2, [4] 0.00**
	2-4 Hours	18(31.6)	87(59.2)	105(51.5)		50(44.6)	8(34.8)	47(68.2)	105(51.5)	
	4-8 Hours	22(38.6)	22(15)	44(21.5)		25(22.3)	6(26.1)	13(18.8)	44(21.5)	
	Above 8 Hours	17(29.8)	38(25.8)	55(27)		37(33)	9(39.1)	9(13)	55(27)	
Satisfaction Level	Total	57(100)	147(100)	204(100)	0.79, [2] 0.67	112(100)	23(100)	69(100)	204(100)	21.7, [4] 0.00**
	Negative	11(19.3)	37(25.2)	48(23.5)		18(16.1)	4(17.4)	26(37.7)	48(23.5)	
	Mixed	18(31.6)	43(29.2)	61(29.9)		36(32.1)	2(8.7)	23(33.3)	61(29.9)	
	Positive	28(49.1)	67(45.6)	95(46.6)		58(51.8)	17(73.9)	20(29)	95(46.6)	
	Total	57(100)	147(100)	204(100)		112(100)	23(100)	69(100)	204(100)	

Factors Influencing Involvement	Groups	Family Income				Sources of Family Income				χ^2 Value, Df, P-Value
		$\leq$ Rs.50,000 n (%)	>Rs.50,000 n (%)	Total n (%)	χ^2 Value, Df, P-Value	Husband Business/ Salary n (%)	Other Sources n (%)	This Business Only n (%)	Total n (%)	
Training Obtained	No	38(66.7)	114(77.6)	152(74.5)	2.56, [2]	79(70.5)	14(60.9)	59(85.5)	152(74.5)	7.58, [2]
	Yes	19(33.3)	33(22.4)	52(25.5)	0.11	33(29.5)	9(39.1)	10(14.5)	52(25.5)	0.02*
	Total	57(100)	147(100)	204(100)		112(100)	23(100)	69(100)	204(100)	
Work-Life Conflict	Never	40(70.2)	126(85.7)	166(81.4)	6.61, [2]	89(79.4)	16(69.6)	61(88.4)	166(81.3)	7.46, [4]
	Sometimes	15(26.3)	18(12.3)	33(16.1)	0.04*	21(18.8)	5(21.7)	7(10.2)	33(16.2)	0.11
	Always	2(3.5)	3(2)	5(2.5)		2(1.8)	2(8.7)	1(1.4)	5(2.5)	
	Total	57(100)	147(100)	204(100)		112(100)	23(100)	69(100)	204(100)	
Memberships	No	49(86)	110(74.8)	159(77.9)	2.96, [1]	89(79.5)	16(69.6)	54(78.3)	159(77.9)	1.09, [2]
	Yes	8(14)	37(25.2)	45(22.1)	0.08	23(20.5)	7(30.4)	15(21.7)	45(22.1)	0.58
	Total	57(100)	147(100)	204(100)		112(100)	23(100)	69(100)	204(100)	
Future Plans	No Plans	25(43.9)	82(55.8)	107(52.5)	7.38, [2]	47(42)	8(34.8)	52(75.4)	107(52.5)	27.8, [4]
	Some Plans	8(14)	31(21.1)	39(19.1)	0.03*	21(18.8)	6(26.1)	12(17.4)	39(19.1)	0.00**
	Definite Plans	24(42.1)	34(23.1)	58(28.4)		44(39.2)	9(39.1)	5(7.2)	58(28.4)	
	Total	57(100)	147(100)	204(100)		112(100)	23(100)	69(100)	204(100)	

Source: Primary Data

Note: Figure within parentheses () show percentage of total respondents, figure within parentheses [] show degree of freedom, **significant association at 0.01 level and * significant association at 0.05 level.

It is hereby inferred that women having lesser family income (monthly family income less than 50,000/- rupees) have initiated the business on their own, are independently managing it, spend more time and have more definite plans than women having more family income (monthly family income more than 50,000/- rupees). But, they face more work-life conflicts as family dependence and pressure of fulfilling family commitments is more on them. Further, women entrepreneurs whose business is the only source of generating income for fulfilling family commitments were less motivated as compared to women entrepreneurs who had other sources of income like husband's salary, income from husband's business in case of married women and father's salary, income from father's business, pensions etc. in case of unmarried women. Women having other sources of income apart for their own business, are highly motivated, independently managing business activities, involved in every decision-making, spend more time, have higher satisfaction level in life, are better trained and have more definite future plans than women whose business is the only source of generating family income.

Green and Cohen (1995) validated the results with their observation that women entrepreneurs with lower family income levels tend to be more actively involved in managing the operations of their enterprise and exhibit different behaviour than those with higher family income.

Hence, the above hypothesis H 5 stating that there is no significant association between factors influencing women entrepreneurs' involvement in business and their family income and sources of family income is rejected with respect to their role in management, time spent on business related activities and their future plans but is accepted with respect to their memberships. With regard to their family income, it is rejected with respect to their business initiations and work-life conflict but accepted with respect to their role in decision-making, satisfaction level and training obtained. With regard to sources of family income, it is rejected with respect to their motivation levels, role in decision-making, satisfaction level and training obtained but accepted with regard to their business initiations and work-life conflict.

CONCLUSION

There exists a fine balance and an intricate relationship between the business involvement and the personal attributes of the business woman. Pearson's Chi-squared test has been applied to find the association of demographic and socio-economic variables with the factors influencing entrepreneurial involvement (motivation, business initiation, role in management, role in decision-making, time spent on business related activities, satisfaction level, training obtained, work-life conflicts, memberships in professional

bodies or business associations, and future plans). Significant associations have been found between majority of the factors influencing entrepreneurial involvement and demographic and socio-economic variables of women entrepreneurs in Punjab's MSME sector. With reference to these variables' young women entrepreneurs with experience of more than 3 years, belonging to non-business families, belonging to middle class families and not dependent on their business for meeting family commitments are highly motivated and have perceived the business idea. They took the initiative of starting this business. They are independently managing all the business activities without the help of their family members or friends and are involved in all the major decision-makings. They spend more than 8 hours in a day on the business-related activities, are more trained and took professional training or have undergone vocational courses before starting their business. These women have more definite future plans, are more satisfied, and take pride in being an entrepreneur.

The degree of autonomy and involvement in decision-making can vary, with women from more privileged backgrounds having greater freedom and support to make independent decisions. Often more tech-savvy and innovative, younger women are more willing to take risks and explore new markets. They also face challenges related to experience and credibility. With more experience and possibly more established networks, older women adopt more traditional and cautious approaches to business. Women with higher education and socio-economic status are more likely to engage deeply in strategic planning and long-term vision development for their enterprises. Women with higher levels of education tend to have better business knowledge, management skills and access to networks. This can lead to more strategic decision-making and higher involvement in enterprise management. Those with less formal education rely more on practical experience and may face additional challenges in accessing resources and networks. Married women have to balance family responsibilities with business, which influence their time management and decision-making processes, hence lesser involvement. Single Women have more flexibility and time to dedicate to their business, though they also face societal pressures and biases. Women with middle income may have better access to capital, resources and networks, facilitating a smoother entrepreneurial journey. On the contrast, low-income women might face significant challenges in securing funding and resources but may be highly motivated to succeed due to financial necessity.

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ANNEXURE

Questionnaire

A. Entrepreneur's Profile

1. Age:

Age	Below 20	20-30	31-40	41-50	51-60	Above 60
Present						
When Business was started						

2. Marital Status:

Marital Status	Single	Married	Divorced	Widowed
Present				
When Business was started				

3. Experience: Yes ☐ No ☐

Experience		Past Experience		Present Experience
		As an Entrepreneur	As an Employee	Present Business
Experience	Yes / No			-
Number of Years	1,2,3,4, above 5			
Type of Business	Same / Different			-
Level	Top/ senior / middle / junior			-
Scale of Business	Micro / Small/ Medium			
Type of Operation	Manufacturing /Trading / Service			

7. Education Qualification:

Up to 10 ☐ 10+2 ☐ Graduate ☐ Postgraduate ☐ Doctorate ☐ Diploma Holder ☐

8. Vocational Training in:

Management ☐ Computer Application ☐ Others ☐ None ☐

9. Family Background:

a. (i) Was anybody in your family or close friend of yours running an independent business before you? Yes ☐ No ☐ If Yes please specify: Yes

● Relation:

Father ☐ Mother ☐ Brother ☐ Sister ☐ Aunt ☐ Uncle ☐ Grandparents ☐
Friends ☐ Husband ☐ Children ☐

● Scale of Business: Micro ☐ Small ☐ Medium ☐

● Type of Business: Manufacturing ☐ Trading ☐ Services ☐

(ii) Are they still running the business?

Yes ☐ No ☐ If No ☐

Why? _____

b. (i) Did you take help from your family members or friends for setting up the business?

Yes ☐ No ☐ If Yes, Specify the relation

(ii) Are you managing the enterprise on your own?

Yes ☐ No ☐ If No ☐

• Who among the following are helping you?

Father ☐ Mother ☐ Brother ☐ Sister ☐ Aunt ☐ Uncle ☐ Grandparents ☐

Friends ☐ Husband ☐ Children ☐

c. Type of Family: Joint Family ☐ Nuclear Family ☐

d. Details of Family Members

Member	Qualification	Profession (Business / Non-Business/Others)	Involved in Your Business (Yes/No)
Father			
Mother			
Brother			
Sister			
Husband			
Son			
Daughter			

10. a. How many hours do you work in your business in a day?

2-4 hours ☐ 4-8 hours ☐ 8 and above ☐

b. Are you working: Full time ☐ Part time ☐

c. Family Income: Less than 15,000 ☐ 15,000- 30,000 ☐ 31,000-50,000 ☐ above 50,000 ☐

d. Apart from this business what are your other sources of income _____

11. Start Up Motives

Please rate the following reasons which motivated you to start your own business. Would you indicate how important the following reasons were to you when you were starting the business and the degree to which each of the following factors are still important to you on the scale to 1-5 with 1 least important & 5 to most important?

Factor/Ranks					
	1	2	3	4	5
Couldn't find a good suitable job					
To utilise my skills & talent					
Wanted to capitalise on a business idea that I had					
Always wanted to have my own company					
Working for someone else didn't appeal to me					
Influenced by success story of my family member/ friend					
To get recognition / better status in society					
Dissatisfaction from the previous job					
To be part and contribute towards family business entity					
To be independent					
Wanted to be role model for others					
For generating additional income for bright future of my children					
Encouraged by government incentives & policies					
To help father / husband clear their old debts					
No other family member was capable of earning					
To overcome boredom as there was no other work					
Encouragement from my family					
Favourable market conditions					

12. Effect of being an Entrepreneur on your:

	Highly positive	Positive	Mixed	Negative	Highly Negative	Not Effected
Family Life						
Social Life						
Economic Life						
Individual Life						

13. Are you a member of any of the following?

i. Social Club ☐ ii. Business / Trade Association ☐14. Future Plans: Definite Plans ☐ Some Plans ☐ No Plans ☐**B. Business Profile**

1. Year of Registration:

2. Area of Operation: Urban ☐ Rural ☐

3. Type of Industry:

4. Type of Enterprise: Micro ☐ Small ☐ Medium ☐5. Nature of Activity: Manufacturing ☐ Trading ☐ Services ☐6. Number of Products: One ☐ Two ☐ Three ☐ Four ☐7. Nature of Operation: Perennial ☐ Seasonal ☐ Causal ☐8. Was the business: Started by you ☐ Inherited by you ☐ Purchased from someone ☐9. Form of Organisation: Proprietorship ☐ Partnership ☐ Private Company ☐ Public Ltd Co. ☐

10. If Partnership / Company:

a. How many total Partners (excluding you) are there? _____

b. Are they your family members? Yes ☐ No ☐ if Yes,

Please specify relationship:

Father ☐ Mother ☐ Brother ☐ Sister ☐ Aunt ☐ Uncle ☐ Grandparents ☐Friends ☐ Husband ☐ Children ☐

11. Are you involved in taking following decisions?

Decisions	Yes	No	If No Then Who is Responsible
Hiring Employees			
Management of income acquired from business			
Purchasing raw material			
Price fixation			
Promotion/Advertisement			