

Still a Long Way to Go: Literature Review of the Issues of the Phenomenal Struggle of Women's Entrepreneurs in MSMEs.

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Abstract: Women entrepreneurs can contribute to many demands of a nation-be it per-capita increase of income, uplifting the standard of living, providing opportunities for employment, social class equalization, empowerment of women etc.,. However, there are problems, issues, challenges, and inefficiencies in them, society and governmental apathy in meeting their unique requirements of facing the entrepreneurial challenges but still upholding their self-esteem. These inefficiencies render many of the endeavors of women economically unviable. Elimination of these issues will enhance the economic viability of women entrepreneurs in MSMEs. This paper is an extensive literature review of women entrepreneurial literature globally which have been evaluated for better understanding the concepts related to above issues.

Keywords: Business Development, Influence Of Capital, Competition, Constraints, Entrepreneurial Behavior, , Growth Aspirations & Process, Economic & Social factors, Skill On Performance & Human Capital, , Market Orientation, MFI's Attractiveness, Network& Innovations Sustainability & Success Standard Of Living.

I. An Overview

Entrepreneurship from times immemorial has always been a man's world. From the times of Nomads, it was man who roamed around trading wares and potteries while his women folks stayed back home to tend his house and children, waiting at the doorsteps for him to return with sales bounty to run her households. She was the proverbial 'doormat'. Women have always been considered as a weaker sex.

India's first Prime Minister and Leader of India's Independence movement, Pandit Jawaharlal Nehru said "You can tell the condition of a Nation by looking at the stats of its Women". Even though India is moving away from a male-dominated culture, it has in the core framework of the society is still primarily a steeped with patriarchal traditions. In such a vast country like India-spanning 3.29million sq.km, where traditions, culture, languages different vastly, there is considerable amount of discrimination against women in all aspect of social life. The society requires her to be the life-giver, life-saver and life-supporter of her family serving her husband, in-laws and children till her last breath.

Over the years there has been a dynamic change in this social concept wherefrom women are slowly moving from the kitchen and house to trading wares just like a man. A study conducted by Dell in 2012 showed that in India, there are high optimism for women entrepreneurs. Dell's Chairman for Global Emerging Markets, Mr Amit Midha says "We have found the ideal country for a woman starting a business in 2012 could well be India" [1].

But it has been said that entrepreneurship for men and women are not the same, they are completely different phenomenon [2]. The Government of India has defined women entrepreneurs as —an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women. Women entrepreneurs venture into entrepreneurship either through compulsion or because they find business attractive to be an opportunity to earn.

Being an entrepreneur for a woman is not a bed of roses, for the path of entrepreneurship is strewn with many kinds of economic, social, and cultural challenges. The task of being women makes them work at work and work at home stretching herself initially beyond her own capability. The central and state government has come forward with many initiatives to facilitate women entrepreneurs and thereby empowering them.

This paper endeavors to study the concept of women entrepreneur in general and then focus on their issues and challenges. The purpose of this article is to put forward a research design known as a review of the literature and also to provide information and assistance to those who have not yet published a literature review.

II. Objective of The Study

The aim of this review was to identify the main issues, challenges, risk factors of family and business life of the women entrepreneurs in terms of the likelihood of their occurrence and the consequences and its impact on the performance of their firms. Specifically, the review question was:

- To understand the areas of research carried out in connections with women entrepreneurs
- To find out the best available evidences on the issues, challenges, and the risks associated with performances of women entrepreneurs impacting their sustainability leading to self- empowerment?

This paper uses a mixed-method research utilizing both qualitative and quantitative researches to examine the above objectives. A methodological review combines outcomes, reviews, and identifies ways in which the methods inform the outcomes of the studies so researched [3].

III. Methodology of The Study

The purpose of this paper is to assess how well the existing literature supports or brings out the problem of women entrepreneurs, in light of the ongoing and emerging issues in the women entrepreneurial lives. Our contributions are twofold: the development of a classification scheme that is focused on the practical considerations, and an identification of the research objectives for future investigation.

IV. Review Methodology

In this review, we focus on the literature that addresses the global women entrepreneurs' problem. An alternate term in the research literature is "female entrepreneurs" used by some authors to signify that male entrepreneurs are often different and female entrepreneurs are more complex than that is normally perceived as "entrepreneurs". We have used these words "women entrepreneurs", "female entrepreneurs," "women in business", "women in small business" and limited our selection to the articles that describes these words and discuss issues, variables, parameters and constraints.

Keeping this scope in perspective, we have conducted searches in electronic academic databases and the internet for journals academic articles. These full length articles which are both empirical articles as well as conceptual articles provided new conclusions to the literature. Numerous sources of information were retrieved and the synthesized findings are presented here into one article. To enable the reader understand the topic clearly, a vast amount of information is retrieved and presented here. Over the period of ten-years(2006-2016),all published material related to the topic which was peer reviewed and non-peer reviewed were considered and each paper was reviewed in a systematic and consistent manner.

As the studies were not homogenous in nature, a narrative summary of the evidences in each reviewed articles was considered appropriate, key findings were indentified; accordingly, this literature review is organized according to the schema outlined below:

- General areas of research carried out in connections with women entrepreneurs.
- Detailing of selected key concepts study on women entrepreneurs.

4.1 Quantitative and Qualitative Research:

Quantitative and qualitative methods combined together are the mixed method research studies. The researcher integrates both the quantitative data along with qualitative data for his research conclusion. Qualitative data are usually the open ended questions captured from the responded and content is analyzed. This method has gained popularity from 1980s[4].Previous researchers mix quantitative and qualitative methods based on the notion that the combination of both approaches provides a better understanding of the research problem than either approach could alone.

4.2. Main Concepts

The paper discusses the concepts as mentioned in TABLE.1 for this review of literature.

TABLE.1-The key concepts of women entrepreneurs discussed

Sl. No.	Concept of Articles	Authors	Summary of specific research objectives in this review
1	Business development	Allan Gibb	Focused upon effectiveness in business development services to micro, small and medium enterprise (MSME) development at the local/regional level.
2	Competition	JoAnna B Shore, Dale A Henderson, Stephen Children	Brought out the importance of broadband internet connectivity among rural business.
3	Constraints of Wes.	Satwinder singh, Chima Mordi, Chinonye Okafor and Ruth Simpson	Answered- is there the stereotypical image of female entrepreneurs and challenges they case in the development of their ventures. It also investigated the degree and intensity of personal family and market based factor's impact on challenges faced by the female entrepreneurs
4	Entrepreneurial	Abderrezzak Benhabib,	Clarified how the student's Entrepreneurship and Entrepreneurial

	behavior development	Amina Merabet, Mohamed Benachenhou, Yamina Grari, Fouzi Boudia, Hadjira Merabet	Intention are influenced by the individual and environment factors
5	Family support	Dianne h. B. Welsh and Esra Memili, Eugene Kaciak and Saddiga Ahmed	Found out the major challenges the north Sudanese female entrepreneurs faced in venture start up, running their business and what are the main support sources enabling them to venture into a start-up and how they successfully managed their venture. It further investigated if the family involvement impacted the firms performance and how so.
	--do--	Dianne Hb Welsh, Gyu Kim, Esra Memili and Eugene Kaciak	Investigated the determinants of Korean women entrepreneur's firm performance. And also studied the impact of personal problems and family support and their interaction effects on firms performance
6	Gender comparisons	Sengaloun Inmyzai and Yoshi Takahashi	Investigated if there were difference in gender based performance in Lao, and investigated if there were differences among the determinant factors between male headed firms and female headed firms
	--do--	In Hycock Lee and Matthew R. Marvel	Investigated the effects of three firm characteristics-resources, industry and regional location on firm's performance. Also focused to find out how the female entrepreneurs can more effectively participate in economic development and generate higher performance. It is further investigates the relationship of degree of firm assets, the location and the gender factor. Also checked out if the entrepreneur gender mediates through the firm's assets, high-technology manufacturing industries and firms regional location , the firms performance
7	Growth aspirations	Tatiana S Manolova, Nancy M Carter, Ivan M Manew and Bojidar S Gyshev	Combined the expectancy theory along with social psychology to argue that entrepreneurs choose to grow their ventures if they believed that their efforts would result in high new venture growth. The authors argued that human capital and social networks (a critical element of a founder's social capital) were the initial endowments that shaped entrepreneurial growth expectancies. And looked at socio-psychological dimension at the differential rate of success of entrepreneurs as a reason of different approaches to venture creation and different expectancies.
	--do--	Mohd Rosli bin Mohamad, & Syamsuriana bt Sidek	Provided empirical evidence of significant roles of microfinance and entrepreneurial competencies on small business growth. It also tested the possibility of entrepreneurial competencies as a mediator
	--do--	Ruth N Kiraka, Margaret Kobia and Allan M Katwaloa	Proved that success of MSMEs operated by women entrepreneurs depended upon their application of finance appropriately supporting initiatives that are innovative in nature. This innovativeness, the authors argued gave them a edge over competition in the market enhancing their growth. It investigated the growth and innovation of women owned MSME that benefited from the Women Enterprises Fund. It identified the complementary services available to the women entrepreneurs and examined the challenges the fund encountered and also how the fund performed so that a few policy recommendation could be suggested.
	--do--	Rowena Ortiz-Walters, Monica C. Gavino and Denise Williams	Developed richer insights into the growth aspirations of women entrepreneurs and the underlying causes of these aspirations. Answered the question "do women entrepreneurs make the growth decision themselves, or this decision is automatically made for them by the environmental conditions and the kind of ventures they run?"
8	Growth process	Muhammad Azam Roomi, Pegram Harrison and John Beaumont-Kerridge	Tried to understand the kind of activities of growth-oriented women-owned businesses in the england by bringing out the problems faced by women entrepreneurs during the growth process . By conducting a thorough analysis of the various determinants affecting growth in established women-owned enterprises. It also endeavoured to map out factors contributing to the women's success and survival in business.
9	Influence of Capital	Elvy Maria Manurung, Elizabeth Tiur M, Arthur Purboyo, Inge Barlian	Explored the behaviour of several entrepreneurs in managing their finances is SMEs.
10	Influence of Economic factor	Nazleen Nur Ain Zulkurnain, Fatin Izzati Khairushalimi, Nurul Hafizah Azizhan and Sabri Ahmad	Examined whether there were significant difference in economic, social legal/administrative factors and the performance of business among three kinds of business sectors mainly (1: Trade, 2: Production, 3: services). It also examined whether economic factor significantly influenced the business performance of women entrepreneurs in small and medium enterprises (SMEs).
11	Influence of Human capital	Jose Enrique Luna Correa, Mario Jesus Aguilar Camacho, and Rafeal Espinosa Mosqueda	Proposes an innovative tool for directors and partners of SMEs for innovation, opportunities and a system management and internal spaces that allow them to generate greater growth. Also focused on the application of the human capital to develop competitiveness proposed by the model developed by the authors.

12	Influence of skill on performance	Arawati Agus and Za'faran Hassan	Discussed the major individual characteristics that influenced the entrepreneurial process and suggested some skills that were less commonly studied in this area. Mainly studied the above by an analysis of the importance of human capital on the impact it had on SME's performance, by proposing and tested a conceptual model influencing the entrepreneurial leadership skill & communication skills, the determination and the motivation reasons and its impact both on non-economic and economic performance, namely, on sales and customer satisfaction. It empirically determined whether entrepreneurial characteristics had significant association or influence on performance. And assessed the importance of each entrepreneurial characteristic.
13	Influence of network	Lee O. Upton, III, Emma J. Broming and Dr. Rebecca L. Upton	Investigated the entrepreneurial network difference between men and women entrepreneurs. Answered the question- to what extent this difference affect the disparities in the effective development and success of female entrepreneurs. It concentrated on social network at nascent stage of entrepreneurial development and studied the characteristics of strong and effective network.
14	Influence of Social Factors	Afiya Sultana	Focused on role of SME promoting women entrepreneurs-covering socio-demographic profile of women entrepreneur, types of women owned entrepreneur, the kind of regulatory procedures used, training and capacity building options undertaken by them and human resources development through women's empowerment and explored the societal view of women entrepreneurs as well as the impact of these entrepreneurs on the economic development of Bangladesh.
15	Innovations	Edgar Izquierdo and Marc Buelens	Proposed and analysed two models in order to compare their ability predict the entrepreneurial intentions.
	--do--	Ang Swat Lin Lindawati	Sought to make clear the understanding of the concept of collective entrepreneurship which was considered very important, especially in developing innovation and freshness of the theoretical framework of the entrepreneurship concept that mostly always had connotation on the concept of individual entrepreneurship. It developed a model of collective entrepreneurship that involved three interrelated pillars of the mechanism such as the structure of institutions or organizations, entrepreneurial skills, and the dynamics of the formation of cooperatives
	--do--	Nurlina i	Filled the research gap by offering innovation role to improve business performance. Examined and explained the effect of management capabilities and entrepreneurship orientation to innovation and implication on business performance
16	Intentions & Behavior	Zhouqiaoqin, Xie Ying Ying, Zhang Lu and Suresh Kumah	Discussed the facts that influenced the success of women entrepreneurs in china
	--do--	Abdul Jumaat Bin Mahajar, Jasmani Binti Mohd Yunus	Explored the involvement of women in SMEs and found out if the life impulse, interest and having necessary skill and environment influenced any relationship with women involvement as business.
	--do--	Anil Boz and Azize Ergeneli	Found out the parent profile of women entrepreneurs in Turkey. And sought answer to question-Are women entrepreneurs' parents engaged in entrepreneurial activities much more relative the comparison with women's, who are working in public sector, parents?"
	--do--	Wan-Chen Lu and Wan-Hua Chen	Analysed the entrepreneurial attitude, subject norms, and significant beliefs of perceived behavioural control of female and observed the entrepreneurial behaviour model of female students. Also analysed the influences of entrepreneurial attitudes, subject norms, intentions behaviour and other variables.
	--do--	Grisna Anggadwita and Wawan Dhewanto	Analysed the influences of the competitive environment and government support on the perceived behavioural control on the formation of entrepreneurial intentions amongst women entrepreneurs in MSME of Indonesia.
17	Market orientation	Trevor A. Smith	Sought to determine market demand for training by the Jamaican MSMEs and to ascertain difference, between firm size and training demanded.
18	MFIs attractiveness	Sharmina Afrin, Nazrul Islam and Shahid Uddin	Identified and explained the factors related to entrepreneurship development through micro credit programs and to suggest a policy for the credit providers to develop rural women entrepreneurship in Bangladesh
	--do--	Michelle L Washington, & Zanetta Chapman	Investigated the effects of microfinance on the entrepreneurial activity in the beginning and later stage of the business cycle and examined the relationship between them. They also looked at the same relationship gender wise.

19	Orientation	Rosli Mahmood and Norshfizah Hanifi	Investigated the relationships between entrepreneurial orientation of entrepreneurs, competitive advantage the firm possessed and business performance of women owned SMEs of Malaysia. It also tried to determine the significant relationship that existed between entrepreneurial orientation of the women and their SME performances. Further it tried to determine the mediating effect of competitive advantage that the firm possessed on the relationship between woman's entrepreneurial orientation and her SME performance.
	--do--	Mediha Sahin, Alina Todiras, Peter Nijkamp, Bart Neuts and Christiaan Behrens	Assessed the impact of several fundamentals factors on the economic performance of second generation migrant entrepreneurs and sought to find out if there was a significant relationship between business performance and motivational factor, business environment, socio-economic, contextual, policy factors(main determinants of GALAXY model) proposed by the authors.
	--do--	Annastazia Majenga and Robert Galan Mashenene	Examined the relationship between SCFs(socio-cultural factors) and FP(financial performance)among women SMEs in Tanzania.
	--do--	Isidore Ekpe and Norsiah Mat	Examined the moderating effect of social environment on the relationship between entrepreneurial orientation and entrepreneurial intentions of undergraduate female student of Nigerian Universities.
20	Standard of Living	Aliata I Mumuni and Baba Insah	Explored the factors that affected business growth and the determinants of the size of business. It further explored the factors that affected the business growth and the factors that determine the size of business.
21	Sustainability & Success	Nurul Indarti and Marja Langenberg	Addressed the question: What factors affected business success among SMEs
	--do--	Anne Marie M F, Hiemstra, Koen G.Van Der Kooy and Micheal Frese	Looked at psychological predictors of success in the small business sector in Vietnam and investigated the business activities of Vietnamese micro, small business owners of the street food sector. It attempted to know how they work and become successful.
	--do--	Dilani Jayawarna, Julia Rouse, and Allan Macpherson	Tried to model- how entrepreneurship emerged from the interaction of various factors across the life course and how this process became subject to to stability and change by using longitudinal studies.
	--do--	Edwige Kamitewoko	Explored the phenomenon of immigrant entrepreneurship in developing countries and the success factors of Chinese immigrant entrepreneurs. The socio-economic characteristics of the entrepreneurs were studied to understand the determinants of successfulness and the factors that drive them towards success.
	--do--	Quan V Le, Peter V Raven	Observed the impact of variables on the perceptions of women entrepreneurs' success and motivational factors with a focus on rural business owned by women as the authors believed that there were differences in motivation, success factors and perceived problems between urban and rural Vietnam.

This survey reviews the literature for the above concepts listed out confining to women entrepreneurs globally. It should be noted that the above articles are both empirical and mixed method literatures reviewed at best with a hope to indentify robust findings.

4.2.1. Business development (Mixed Method Research)

In the year 2006, Allan Gibb [5] studied MSMEs in the country of China through a qualitative research method. The findings of the study showed that the weakness of, and ambiguities in, the formal regulatory environment in China allowed a greater scope for MSME entrepreneurial values to take priority over other factors. He argued that the much focus is given to learning by doing, copying, experimenting and problem solving. Another interesting finding was that Chinese MSMEs depended on Guanxi and hence the management practices and process were flexible to change and were of dynamic nature when compared to Western MSMEs where management was a formal rigid process. MSMEs here were more people focused and gave more importance to personal networks and social capital which they create over the years. This becomes a key factor more important than the organizations.

4.2.2. Competition (Mixed Method Research)

JoAnna B Shore, Dale A Henderson, Stephen Children in the year 2011[6] studied rural SMEs in USA through a Mixed-Method research method with a sample size of 50 firms by using a focus groups discussions and survey method. Independent variables were the perceived ease of use, and perceived usefulness of the technology. The dependent variable was the intention to use. Three control variables were utilized -type of business, age of the given firm, annual revenues. Questionnaires were distributed with Pearson's Correlation, OLS regression, mediation testing method used for analysis.

The findings of the study showed that policy selling and careful attention to selling the benefits of the technology to small business owners was equally and even more important than access and infrastructure. The

authors stated that small business must be convinced that technology was easy to use and useful to create the best opportunity for actual usage. It was suggested that significant spending on optical fiber outlays may not garner the anticipated returns unless and until small business owners and operators see the ease and value associated with technology.

4.2.3. Constraints of Women Entrepreneurs (Empirical Research)

Satwinder Singh, Chima Mordi, Chinonye Okafor and Ruth Simpson [7] in the year 2010 studied women entrepreneurs in Nigeria with a sample size of 300 by using a non-probability method. The variables considered were age group, education, marital status, religion, family experience, location, mode of business, labor input. A questionnaire was distributed among the women entrepreneurs. Rank correlations & ordinal regressions method was used for data analysis.

The findings of the study showed that entrepreneurs who were struggling to find balance between family and business were frustrated that there was no training or skill training available for them to upgrade their skills. Lack of finance, access to finance makes entrepreneurs struggle to find market acceptance and customers respect. Networking challenges make them struggle to find the right contacts. The amount of time and energy spent by the entrepreneurs are challenging and the female entrepreneurs do not get adequate support from their spouse or from the system. It was also found that female entrepreneurs who have work experience before venturing into entrepreneurs bring out the value of work in running their entrepreneurs than female entrepreneurs, without work experience.

It was also found that access to capital was not a major challenge and other factors override this. Another interesting finding reported was that female entrepreneurs with limited educational qualification found that labor turnover was a major challenge but not all female entrepreneurs. At the same time, interestingly only younger female entrepreneurs had feared sexual harassment from the opposite sex as a challenge and not all female entrepreneurs. Family life was not a major hurdle for female entrepreneurs who had basic qualification and started their enterprise from the scratch unlike other female entrepreneurs who considers family life as a major hurdle for discharging their entrepreneurial duties. Age, marital status, training nor the no's of dependents of the female entrepreneurs had no association with their decision to start their own ventures. At the same time, it was found that female entrepreneurs who came from business families were likely to start their own venture very early in their life.

4.2.4. Entrepreneurial behavior development (Empirical Research)

Abderrezzak Benhabib, Amina Merabet, et al [8], studied students of Algeria with a sample size of 290 final year students in the year 2014. The variables considered under the study were individual factors comprising of personality, risk-taking, motivations, perceptions, environmental factors comprising of culture, social structure, religion, reference groups, Institutional and organizational support for business creation, family and media. The mediating variable considered was the attitude. Questionnaires were with SEM method used for analysis.

The findings of the study showed that the contribution of personality on attitudes and beliefs was significant- which was interpreted by the authors as -the personality of future women entrepreneurs could be explained not only by an attitude of avoidance but also paradoxically as a kind of opposition to the intention of creating a business. The second major finding was that perception negatively influenced the attitudes and beliefs of women and this increased the negative effect of personality.

The study further showed that risk-taking hardly played a role in shaping attitudes and beliefs of women. Another findings reported in this study was that the influence of friends, colleagues at work, social networks, cultural clubs, and sports clubs had a major influence on the attitude towards entrepreneurial intention. The study also indicated that along with the media, the Governmental institutions worked timidly, but left their passivity to positively inspire women to start a business. The study concluded with the finding that reference groups as well as culture had a positive impact on entrepreneurial intention.

4.2.5. Family support (Empirical Research)

1. Dianne h. B. Welsh and Esra Memili, Eugene Kaciak and Saddiga Ahmed [9] studied women entrepreneurship in the country of Sudan in the year 2013 with a sample size of 89. In this study the dependent variable was family moral support. The Independent variables were personal problems, additional knowledge/skill, helpfulness of schooling, and helpfulness of previous work experiences. The control variables were marital status, no's of years in business, age education. Questionnaires' was distributed and data was analyzed using Binary Logistic Regressions.

The findings of the study showed that the greater the moral support from the families, the less likely the female entrepreneurs was to experience personal problems and more likely they indicated the need for additional management skills/knowledge. It was also found that the family moral support did not significantly affect the

likelihood of schooling likewise previous work experience had no significant effect on women's business activities. The control variable age and education was found to have a significant effect on the dependent variable-additional management skills and personal problems. Women up to the age of 39 years were found to be more likely to experience personal problem but indicated a need for knowledge and skills. Marital status or numbers of years in business does not have any impact on the dependent variables.

2. In the year 2015 Dianne Hb Welsh, Gyu Kim, Esra Memili and Eugene Kaciak[10] studied entrepreneurs in Korea with a sample size of 100 using entrepreneurs. The variables under the study identified were the dependent variable as firm's performance with the independent variable as personal problems, family support. The control variables considered in these studies were three factors -education, business experience and family business ownership.

Questionnaires were distributed with Binary logistic regressions method used for analysis. The findings of the study showed that the Korean female entrepreneur's personal problems had a negative effect on firm's performance. It also showed positive interaction effect of family support and personal problems on firm's performance. The family support seemed to be directed towards helping female entrepreneurs cope with their personal problems so that they can succeed in their ventures and increase firms performance. The family moral support had no significant positive effect on firm's performance as against the general expectation.

But it showed that it was effective in preventing negative effects of personal problems on firm's performance. It also surprisingly found that Korean women did not believe that education (higher education in business) and their previous work experiences were helpful in becoming an entrepreneur. The women indicated that support they seek was more than financial support. They sought support from spouse and family members for various non-financial support systems informally

4.2.6. Gender comparisons (Empirical Research)

1. In the year 2010, Sengaloun Inmyzai and Yoshi Takahashi [11] studied MSMEs in the country of Lao, Japan with a sample size of 270 companies. Gender-based factors, business characteristics(size, firms age, operation months, premises for business, presence of competitiveness, training for employees, business development services)individual characteristics(education, working experiences, training for entrepreneurs) firms performances were the dependent variable.

Questionnaires were distributed with ordered Probit models method used for analysis. The findings of the study showed that male headed firms are found to have higher mean scores and statistical significance in most variables such as the presence of competitiveness, training for entrepreneurs, business development services, working experience, education and firm size compared to female headed firms. The female headed firms were found to have a higher mean score and it was statistically significant on operation months which mean that female headed firms tend to spend longer times in their businesses but fail to contribute to their performance.

But male headed firms were found to be older, invested higher in training for employees and tended to use home as offices compared to female headed firms. As far as model was concerned it was found overall model shows that male headed firms perform better than female headed firms -interpretation was that males were risk takers by nature and/or socially, while female counterparts were risk adverse and they also spent less time for domestic roles at home so that they can concentrate on their business practices.

Male entrepreneurs are more advantages in terms of credit and networking with external partners. It was also found that male headed firms tended to have entrepreneurs with higher education levels, increased investment in training, obtaining business development services, longer working experience in their business, and, were bigger in terms of firm size. It was thus concluded that lower education levels of female entrepreneurs lead to lack fundamental skills and knowledge. In addition, insufficient investment in training for female entrepreneurs and obtaining useful business development services may lead to becoming less competitive. Also, the shorter working experience of female entrepreneurs meant that they may not inherit sufficient skills and knowledge in business. Lastly, smaller firm size of female headed firms may limit important resources. A surprising result indicated that older firms may not necessarily outperform young firms. One possible interpretation for this was the insignificant relationship between firm age and firm performance which may be less adaptable and flexible in a dynamic business environment.

2. In Hycocock Lee and Matthew R. Marvel [12] in the year 2014 studied entrepreneurs of with a sample size of 4540 using a non-probability method of sampling. The study tested the hypothesis that the entrepreneur gender mediated through the firm's assets, high-technology manufacturing industries and firm's regional location, the firm's performance.

The performance variables were two output intensity measures -domestic's sales per employee and exports per employee. The gender of the entrepreneur, the total assets reported on the balance sheets(both tangible and intangible assets), the variables regional location(measured by using the degree of employee clustering across regions),the high-technology manufacturing industries(using five broad categories given by

KSMBA-high technology manufacturing, low-technology manufacturing, information technology services, on-technology services or others were other independent variables. The control variables were firms age, marketing intensities, the number of IPRs possessed including patents, capital structure, and degree of internationalization. Questionnaires were distributed with feasibility generalized least square (FGLS) regression method used for analysis. The findings of the study showed that the male entrepreneurs were positively related with firm's assets-starting firms in high technology manufacturing industries and locating firms in clustered regions unlike women entrepreneurs. The study reported that gender influenced the firm's creation process which the authors attributed to constraints or different approaches to entrepreneurs.

The study also found that firms started by women had significantly less firm's assets when compared to men entrepreneurs. The study was unable to pinpoint the reasons for the difference in firm's assets among men entrepreneurs and female entrepreneurs. Another finding of importance was that female entrepreneurs started the firm which was not so high technologically driven industries compared to men entrepreneurs. The findings supported the notion that difference in the founder's type of formal education was important to the context in which the firms were started.

Women were more in services oriented sectors and less in manufacturing sectors which the authors attributed to disparity in science, technology and engineering programs impacting the type of entrepreneurial activity. This study was also the first of its kinds in the area of male versus female entrepreneur's firm locations. Firms founded by men were predominantly found to be located in employee clustered region. The authors attribute that the reason for this as that female entrepreneurs have location inertia- female entrepreneurs try to balance home life with work life. The authors conclude that gender played an important role in location decision for a firm.

4.2.7. Growth aspirations (Empirical Research)

1. In the year 2013 Mohd Rosli bin Mohamad, & Syamsuriana bt Sidek[13] studied women Entrepreneurs of Malaysia with a sample size of 243 using microfinance participants. The dependent variable was a small business growth-(which was captured by market share & sales), customer satisfaction, profitability, growth, productivity, quality and no's of employees. The independent variables was the microfinance-which was captured by indicators cost/interest charged, the length of time for loan approval, terms/conditions imposed, loans granted, repayment methods, the repayment terms, supervision of loan used, self development program provided by the microfinance, co-operations from staff, monitoring and evaluation of the project by the microfinance, training provided by microfinance, exposure to the basics of business by microfinance, advisory/guidance provided by the microfinance and the overall role of the microfinance program me.

The mediating variable (the intervening variable) was the entrepreneurial competencies-captured by leadership, problem solving, time management, ability to multitask and ability to criticize human resource, finance, marketing, accounting, and operations. The control variables were the size of the business (captured by the number of employees in the firm) and the age of the business (time since establishment).

Questionnaires was distributed with SEM method was used for analysis. The findings of the study showed that Microfinance was found to be significantly related to small business growth. Entrepreneurial competencies were also found to be significantly related to small business growth bringing out the fact that the skills of the entrepreneur were important in contributing to business growth. The mediating effect of entrepreneurial competencies was only partially affecting business growth-in other words the effect of microfinance on small business firms was partially mediated by entrepreneurial competencies. All the control variables of the study-size and the age of the business were found to be significantly related to small business growth. The authors reasoned that this was because a large firm was believed to show more growth when compared to small business firms.

2. Rowena Ortiz-Walters, Monica C. Gavino and Denise Williams [14] studied entrepreneurship of USA with a sample size of 176 in the year 2015. The variables under study were the latent variable- Growth Orientation which was captured by other observed variables- motives(motives for getting into business), obstacles(obstacles encountered in starting and running the business), goals & aspiration needs, business & personal descriptors., women's identity(extent to which the business reflects a female identity),and type of venture.

Growth was the predictor variable captured by the latent variable-Growth Orientation. Questionnaires were distributed with t-test, general linear modeling (GLM) and hierarchical regression analyses used for analysis. The findings of the study showed that the growth orientation was stronger among those with more of a female identity. It was reported that those with a growth orientation were less likely to view such obstacles as greater for women.

Another key finding indicated that growth orientation was higher for those pulled into entrepreneurship, lowest for those who were pushed into it, and in between for those pushed and pulled. The authors

concluded that a stronger growth orientation was associated with the addition of a greater number of employees since founding the firm and with achieving higher rates of sales increases.

Qualitatively, the authors said the high growth entrepreneurs repeatedly used key words and phrases such as: desire to be rich, challenge, prove self, happiness, satisfaction, and more profits. The high growth entrepreneurs were less concerned with resources that were currently in place but more with the desire to create and build wealth. Modest Growth entrepreneurs, on the other hand, used words such as sustainable income and family financial security as motivational factors for starting their businesses-reflecting a more conservative, less risk taking, group of entrepreneurs. Finally they conclude that the two groups differed in terms of their long-term goals and exit strategies-with the profit-making motive characterized as the answers by the High Growth entrepreneurs and Modest Growth entrepreneurs planned for business growth to end up with either the sale of their company in some undetermined amount of time, handing the business over to family and heirs, or retaining ownership and allowing the business to follow its own course .

3. Ruth N Kiraka, Margaret Kobia and Allan M Katwaloa[15] in 2013 studied MSMEs of Kenya through a Mixed-Method research method with a sample size of 855 women entrepreneurs. The variables under the study were the dependent variables namely perceived growth and innovation factors. The enterprise growth was identified by four indicators -employee growth, total business worth, turnover, gross profit, market change status, previous job status, new site status & new business. Innovation was also identified by four measures-status of product diversification, status of service diversifications, status of access to new markets and status of supply chain diversification. The independent variables were the set of characteristics of entrepreneurs-age, marital status, level of education, household size, access to training, ownership of other business, the set of characteristics of the business-Registration status, location, who runs business, the set of growth characteristics of business and the set of innovation characteristics of business. Interviews, observation were conducted including analyzing a few case studies. Categories of construct, Logit regression method was used for analysis.

It was found that there was a significant positive relationship between the age of the business and the loans taken and also the number of employee's. It was found that diminishing numbers of employees in urban loan borrowers of women entrepreneurs were mainly due to competition and that growth factor variables-growth in total business worth and change from employment to concentrate on business were related significantly with the growth in the number of employees employed.

But at the same time, it was found that there existed no relationship between firm's innovations and the likelihood of growth of the number of employees. It was also interestingly found that business owners who diversified into allied businesses could not increase the overall business worth giving reasons to the fact that owners would be facing problems for accounting cross business transactions. The only variable found to be directly related to the likelihood that a business would grow its total worth over the duration of training, with the loan was the age of the WEF loan. At the same time, the growth factors that increases the total worth of the business was found to be the change in customer base and the growth of the number of employees. Women who indentified new markets were likely to grow their business total worth was another interesting findings. The characteristics of the business owners too had an impact on the growth factor of the business. Being single was found to be highly impacting the business owners overall turnover .Location change in the business was found to be determinedly to the increase of turnover of the business suggesting that business owner if moving location, had to scan the environment again. So innovation inside the business and innovation by geographic change did not lead to growth turnover.

Business diversification also did not lead to increase in business profits was another interesting findings. The authors explained that by diversification, the owners were spreading their material and financial resources across businesses thereby decreasing the likelihood of increased profits, surprisingly urban business were likely to show stagnation or decline indicating high competitions. It was found that small business were performing better with the loans taken than large business who had taken loans indicating that larger business generally took loans for expansion rather than operational functions.

The authors reported that increase innovations were a result of the change in customer bases. Women business owners experienced market changes in the form of increased competition, so the only reactive strategy women could adopt was innovation to keep the existing customer. The characteristics of women who innovated were mainly married and trained women entrepreneurs implying that married women were able to share the cost with domestic's costs.

4. Tatiana S Manolova, Nancy M Carter, Ivan M Manew and Bojidar S Gyshev[16] studied entrepreneurs in Bulgaria through a Quantitative research method with a sample size of 544 using entrepreneurs by using a non-probability method in the year 2007. The authors began their study with an argument that human capital and social networks (a critical element of a founder's social capital) were the initial endowments that shape entrepreneurial growth expectancies. They looked at socio-physiological outlook of the entrepreneurs as a reason of different approaches to venture creation and different expectancies. The control group variables were

age, marital status, kids at home, and responsibility for kids, conflict with family responsibility, firm size and firm age. The human capital variables studied were education, management experience, engineering -technology degree, management/business degree and perceived benefits from prior experience. The social capital variables were membership in professional and trade associations and advice received through network. Questionnaires were distributed and the authors included a panel study of entrepreneurial dynamics in their study. Chow Test for Coefficient difference, OLS regression, methods was used for analysis.

The key findings of the study were found to be-

- 1) Higher the perceived benefits from prior experience, the higher the growth expectancies. The benefits women gained through experience were significantly and positively associated with their growth expectancies. This implies that women link growth with high additional incomes and increased well being of the household.
- 2) It was also found that women owners of larger or younger firms did not have higher growth expectancies. The human capital was a vital determinant for business success. According to the authors, the concept of "thinking big" came from prior experience, & the education of women entrepreneurs resulted in high expectations of growth in business. They conclude that it lead to a realistic calculations of what was achievable under the given opportunities and benefits.

4.4.8. Growth process (Empirical Research)

Muhammad Azam Roomi, Pegram Harrison and John Beaumont-Kerridge[17]studied women run SMES in England in the year 2009, with a sample size of 108. Types of establishment were grouped as -Sole proprietorship/sole trading, family member in Partnership, non-family members in partnership, private limited company, Public limited company, Charity/non-profit organization and others. The second variables were entrepreneurs' motivations-intentions & aspirations and the third was the factors constraining the growth process-such as non-availability of/difficult access to finance, lack of information on business development, shortage of skilled labor ,lack of networking abilities , nil business training opportunities, no business services support, location of the business ,high staff turnover of staff ,customer parking ,responsibilities of children.

The factors contributing to achieving growth were identified by the authors as- high quality of products/services, effective networking, appropriate marketing, development of new products/services, good web site, relevant business training, easy access/availability of finance (when needed), reliable after sales service, dedicated workforce, correct and good location, availability of skilled labor, effective selling, smooth supply and distribution channel with adequate customer parking facilities.

Questionnaires were distributed and interviews were conducted for a case study. Mean, standard deviation and percentage analysis were used for descriptive statistics. The findings of the study showed that spouse and family support as the key factor in the success of enterprises and it was main motivating force that drove entrepreneurs working with more dedication and devotion. Another finding was that these enterprises were found to have smaller number of employees with smaller revenues. Most of them were concentrated in the services sector of the economy. The study proved that access to capital for expansion as the most important constraint in their growth, along with lack of information on business development, shortage of skilled labor, lack of effective networking abilities, lack of business training opportunities, parent-child care responsibilities, and their family commitments were also seen as main hurdles in the growth and development of their businesses.

The external factors relating to environmental development – inadequate support in business services, local government's attitude and shortage of skilled labor – also ranked as very important constraints. It was concluded that high quality of products and/or services, good networking and relevant marketing strategies were considered to be the most important contributing factors followed by development of new products and services. Another interesting finding was the controversial finding that "family" was cited as one of the largest obstacles to growth, but some respondents said that it was the most important contributors too. This was an interesting conclusion.

4.2.9. Influence of capital (Mixed Method Research)

Elvy Maria Manurung, Elizabeth Tiur M, Arthur Purboyo, Inge Barlian[18] in the year 2013 studied women entrepreneurs of Indonesian through a Mixed-Method research method with a sample size of 9 using business units by using a non-probability method. They explored the behavior of several entrepreneurs in managing their finances of the SMEs. Personal history(age, having partner who works, holiday habits, eating out, and body care, habit of saving, club member ,financial problems),capital(home ownership, cash payment ability, have insurance, saving or investment, have a debt, joint income ,have some property when started up and fixed cost),environment variables (business lifetime, educational background, working experience, credit card ,gadget lifestyle, ability to make financial report and income utilization),financial performance(annual profit, plant/office expansion, increase in employees, growing in assets, benefits from business) were the variable they studied.

Questionnaires and Interviews were conducted including focus groups interviews. Correlation, regression analysis method was used for the analysis. The findings of the study showed that capital was the significant factor positively affecting the performance of the enterprise of women enterprises. They found that high firm capital lead to high financial performance. At the same time, it was found that personal history(habitus) was negatively related to financial performance which the author explained as environment and habitus even though are flexible , financial performance cannot be flexible in an enterprise and hence any flexibility in environment and habitus will impact financial performance directly. Amongst environment and habitus, it was environment which positively influenced the financial performance of the enterprise whereas habitus remained as a negative impact factor on performance.

4.2.10. Influence of Economic factor: (Empirical Research)

In 2014 Nazleen Nur Ain Zulkurnain, Fatin Izzati Khairushalimi, Nurul Hafizah Azizan and Sabri Ahmad[19] studied women of Kelantan with a sample size of 9 women entrepreneurs. The economic, social, legal /administrative factor and business performance were the independent variables. Business performance was the dependent factor.

Questionnaires were distributed using normality assessment, MANOVA, Box M test, confirmatory factor analyses and path analysis method used for analysis. The findings of the study showed that only social factor had significant and direct effect on business performance of women entrepreneurs in SMEs and that the economic factor did not significantly influences the business performance. The authors concluded that the legal/administrative factor did not significantly influence the business performance of women entrepreneurs in SMEs.

4.2.11. Influence of Human capital (Empirical Research)

Jose Enrique Luna Correa, Mario Jesus Aguilar Camacho, and Rafeal Espinosa Mosqueda[20] in the year 2015 studied SMEs of Mexico with a sample size of 300 units. The study focusing on the application of the human capital to develop competitiveness proposed by the model developed by the authors. Competitiveness (results presented by SMEs in the market along with its scope and its survivability), human capital (independent variable)-along with its dimensions of knowledge, creativity and work experience were the variables under study. Questionnaires were distributed with correlation analysis used. The findings of the study showed that the relationship between the competitiveness (dependent factor) with other independent factors were significant and had positive relation. So it was found that high human capital factors, innovations and increased productivity implied higher competitiveness. These three independent factors explained 83 percent of the variance in the dependent factor competitiveness. The result proved that the model is significant. Between the independent variables, innovation explained 62 percent and productivity explained only 24 percent, human capital explaining 14 percent of variance in competitiveness.

4.2.12. Influence of skill on performance (Empirical Research)

Arawati Agus and Za'faran Hassan [21] studied entrepreneurs of Malaysian with a sample size of 100 in the year 2010. They discussed the major individual characteristics that influence the entrepreneurial process; it also suggested some skills that were less commonly studied in this area. This study mainly did the above by an analysis of the importance of human capital on the determination of SME's performance, by proposing and testing a conceptual model about the structural influence of entrepreneurial leadership, communication skills, determination and motivation and its impact on the performance-economic and non-economic through sales and customer satisfaction. It also empirically determined whether the entrepreneurial characteristics had significant association or influence on performance of the business and to empirically find out the importance of each entrepreneurial characteristic.

Entrepreneurial characteristics dimensions were derived from studies and documented references [22]; [23]; [24])-entrepreneurial characteristics dimensions included: determination, communication skills, leadership and motivation. Performance in this paper was based on two pertinent dimensions namely sales performance and customer satisfaction [25], [26].Questionnaires were with SEM used for analysis.

The findings of the study showed that in order to emulate "excellent" sales achievers, an entrepreneur should possess entrepreneurial characteristics especially "good communication" and negotiation skills", "determination" and "leadership". At the same time, it was also found that good communication and negotiation skills were crucial for entrepreneurs to sell their ideas to secure more resources and sell their products and services to enhance sales performance.

Another interesting finding was that the higher levels of entrepreneurs' characteristics, the more prominent are the "High" customer satisfaction entities than "Low" customer satisfaction entities. According to the authors the "High" customer satisfaction entities" demonstrated higher levels on specific entrepreneurial characteristics such as "good communication and negotiation skills", "determination" and "leadership". All

indicators had significant probability values (critical values ≥ 2.00), giving statistical evidence that their contributions toward entrepreneurial characteristics are significant and positive.

It was accepted that entrepreneurial characteristics' construct had a positive structural effect on performance (Leadership, communication skills, determination and motivation had a positive and direct effects on performance). Secondly the entrepreneurial characteristics' had positive and significant direct effects on sales and customer satisfaction and lastly "Excellent" sales achievers and "High" customer satisfaction entities demonstrate higher entrepreneurial traits especially good communication with negotiation skills, high determination" and effective leadership".

4.2.13. Influence of Network (Mixed Method Research)

Lee O. Upton, III, Emma J. Broming and Dr. Rebecca L. Upton[27] in the year 2014 studied women entrepreneurs USA through a panel study with a sample size of 1,214 firms using business units. The independent variables were social network intensity. The desired outcomes -increased status, increased autonomy, financial gain, personal goals, and realization of a vision were the dependent variable. Questionnaires were distributed with SEM used for data analysis. The findings of the study showed that women were more likely to operate with only one owner and they were more likely to use non-key owner as helpers during the nascent entrepreneurial stage than men entrepreneurs. Women entrepreneurs were more likely to operate in health, education, social services, retail or insurance sectors. Compared to men, women were thrice likely to operate in retail sectors. Women preferred to operate as sole-proprietorships. It was also noticed that men key non-owner used by men entrepreneurs have more industry experience than women showing that social network intensity(social capital) was more when there was more industry experience, whereas women entrepreneurs use women key non-owners as helper with less industry experience - affecting the social network intensity(social capital is less). This leads to the conclusion that diverse networks are advantages to a nascent entrepreneurs as different networks ties could provide various services based on their skill sets.

Women entrepreneurs received financial help from non-key owners than men entrepreneurs -i.e. they were able access to capital and tapping different financial resources from social networks than men entrepreneurs. The SEM model confirmed that the social capital of the owners, key non-owners and helpers helped in increasing the entrepreneurial success expectancy. The study confirmed that the number of social contacts of the owner, key non-owner and helpers but the quality of social capital leading to conclusion that entrepreneurs needed not socialize more but socialize better to leverage the help of social networks. Increased entrepreneurial expectancy therefore leads to increased belief of success in starting business.

4.2.14. Influence of Social Factors (Empirical Research)

1. Afiya Sultana [28] in the year 2012 studied SMEs in the country of Bangladesh with a sample size of 40 using women entrepreneurs. The study did not consider any variables but focused on the descriptive analysis of types of business, nature of ownership of business, described the main sector of participation of women's entrepreneurs, sources of capital for these women entrepreneurs, organizational help sought by them from the Government, and the kind of help given to them by the Governmental bodies, training and skills development of these women entrepreneurs, experience of the women entrepreneurs in receiving their first loans from Banks and other financial institutions and how the women entrepreneurs participate in trade fairs and exhibitions. Using narratives for analysis, the findings of the study highlighted the problems faced by women entrepreneurs in their business, social problems faced by them and suggested measures of social attitude that the society should develop to encourage women entrepreneurs. It concluded with policy recommendations, financial & bank recommendations.

2. Anastazia Majenga and Robert Galan Mashene[29] in the year 2014 studied Women MSMEs in the country of with a sample size of 80 using women entrepreneurs by using a purposive sampling techniques method. The authors used frequencies, percentages and tables for quantitative studies and responses from case studies and focus group discussion in order to supplement their findings.

3. Isidore Ekpe and Norsiah Mat [30] in the year 2014 studied women entrepreneurship in Nigeria through a Quantitative research method with a sample size of 120. Entrepreneurial intention-need for achievement and autonomy, risk taking, control of business and self-efficacy, business knowledge, desire for independence, innovation, resourcefulness, business skills, networks, entrepreneurial orientation, reasons for entrepreneurial decision, background information-education, work experience training, personality were the variables under study. The other latent factor was social environment (social Influence)-socialites, influence of friends and family, role models, and advisors were the moderator variables.

Questionnaires' was distributed using SEM for analysis of data. The findings of the study showed that entrepreneurial orientation in terms of self efficacy, skill acquisition training and educations, are positively related to entrepreneurial intentions. It argued that without self-efficacy, education could not lead to entrepreneurial intentions of the female students. At the same time, interaction of friends influence on education

was significant indicating that social environment moderated between intention and orientations of entrepreneurship of female students.

4.2.15. Innovation (Mixed Method Research)

1. Ang Swat Lin Lindawati[31] in the year 2014 studied MSMEs in the country of Malang through a mixed-method research method with a sample size of 150 using MSMEs by using a non-probability method. The variables considered in the study were psychological factors of business actors mainly -intellect, motivation (optimism), risk management, creativity independent, absorptive capacity, perceptiveness, intuitiveness generalization of information, self-efficacy. Questionnaires' was distributed along with conducting interviews using a triangulation method, frequently referred to as a multi-method or mixed-method (Barbour 1998; Greene & Caracelli 1997; Polit & Hungler 1995).

SEM and content analysis was used for data analysis. The findings of the study showed that there was a positive relationship between the internal formation of MSMEs on the determinant factor of performance and the sustainability of MSMEs. The internal factors of the MSMEs entrepreneurs (as the first rank), for example were aspects of psychology (intellect, motivation, risk management, creativity, and independence, absorptive capacity, perceptiveness, intuitiveness, generalization of information, and self-efficacy explains the performance of MSMEs. The newly developing and ongoing business was individual entrepreneurships, referred to as MSMEs.

It also found that the three important things related to and supported the pattern of successful management of collective entrepreneurship and the formation of MSMEs cooperative system (which is sufficient for the development of collective entrepreneurship) include the ability of human resources or HR for MSMEs; government regulations on MSMEs; and capital of MSMEs.

2. Nurlina[32] in the year 2014 studied SMEs in the country of Aceh-Indonesia through a Qualitative research method. The variables under study were management capabilities, entrepreneurial orientation, business performance and innovativeness. Secondary Data was also researched using time series- longitudinal in nature. SEM method was used for analysis.

The findings of the study showed that indeed entrepreneurial orientation influenced Innovation. The author argued that innovation could arise if it based on entrepreneur characteristics if he posses the attitude to always try and outperform his competitors and that this would bring innovation and ultimately improved the business performance. It was also found that Innovation was influenced by management capabilities significantly and positive- because of which the authors say that management capabilities that managed rightly would generate innovation that needed for business performance excellence.

Another finding was that entrepreneurial orientation influenced business performance significantly. At the same timing business performance was also influenced by the management capabilities significantly. The authors' reasoned out that entrepreneurship orientation was required as a key factor to create good if not high products quality to encourage increased business performance. The nature and specific characteristics of SME was keen to see the opportunities and creativity use of its resources and that an entrepreneur also must understand good management to create innovations in their work by his own creativity.

The author concludes that simultaneous innovations could improve business performance...i.e., a good innovation could support business performance improvement. And that innovation was an important function in management.

4.2.16. Intentions & Behaviour (Empirical Research)

1. Zhouqiaoqin, Xie Ying Ying, Zhang Lu and Suresh Kumah[33] in the year 2013 studied women entrepreneurs in Beijing with a sample size of 213 using women entrepreneurs through convenience sampling techniques. They discussed the facts that influenced the success of women entrepreneurs in China. Family background, Women characteristics, human capital, motivation, - was the independent variable. The dependent variable was the success of women entrepreneurs. Questionnaires were distributed. Factor analysis, method was used for analysis.

The findings of the study showed that the most of the successful women entrepreneurs were aged between 40-50 years with only 46% being undergraduates and rest were all non-graduates. Human capital had a significant influence on the success of women entrepreneurs, woman characteristics along with motivation also significantly influenced the success factor but family background was found to be significantly less influential on the success of women entrepreneurs.

The author concluded that women considered their spouses as active partner's who provided necessary support rather than run the business on their own. The authors concluded that the women would rather reinvest their earned income into business if they had a regular source of income for business growth

2. In 2008, Edgar Izquierdo and Marc Buelens[34] studied entrepreneurs in Ecuador through a Quantitative research method with a sample size of 236 students by using a non-probability method. The study

proposed and analyzed two models in order to compare their ability to predict the entrepreneurial intentions of business owners. The self-efficacy of the entrepreneurs, perceived competencies, intentions to start a new business, attitudes toward entrepreneurial acts, entrepreneurship education, forbearers of students said of any exposure to entrepreneurial role models- knowing an entrepreneur, father or mother was an entrepreneur or self-employed, and one of the students' relatives was an entrepreneur were the variables under study. Questionnaires' was distributed through survey research. SEM method was used for analysis.

The findings of the study showed that if the students had high intentions to create a new venture when he enters the entrepreneurship training, the greater is his intentions at the end of the course. The second important finding was that the students' intentions are not influenced by their demographics characteristics- i.e. demographic characteristics are not good predictors of students' intentions to start a new business.

A better explanatory predictor was reached when the attitudes mediate the relationship between entrepreneurial sufficiency's felt by the owner and intentions to start a new business than a direct link. Students with higher entrepreneurial self-efficacy after undergoing the course showed increased attitudes towards entrepreneurial acts. This resulted in higher intentions to start a new venture creation. The authors suggested that- the more confident students become of their own capabilities for entrepreneurship, the better was their attitudes toward entrepreneurial activity.

3 In 2012, Abdul Jumaat Bin Mahajar, Jasmani Binti Mohd Yunus[35] studied women entrepreneurs in the country of Malaysia through a Quantitative research method with a sample size of 150 by using again a convenience sampling. The various variables under the study was age range, race, no's of children, marital status, academic qualifications, business ownership, product, no's of years operating, amount of capital invested, no of employee, interest, life impulse, having necessary skills, environmental influence. Questionnaires were distributed amongst the women entrepreneurs. Pearson's Correlation and multiple regression method was the statistical tool used for analysis.

The findings of the study showed that interest of entrepreneurship and women involvement were found to be positively related. It was also found that life impulse and women involvement was also significantly related. So also was having necessary skills were found to be positively related to women involvement in SMEs.

By regression analysis it was found that all the four dimensions were significantly important. But among the four dimensions, interest had the highest beta score which the author perceived that women entrepreneurs perceived that interest was the main factor which contributed to their involvement in business.

4. In 2014, Anil Boz and Azize Ergeneli[36] of Turkey using a sample size of 104 women entrepreneurs and 108 women who are not entrepreneurs researched their objective to see the parent profile of women entrepreneurs in Turkey. Influences of parental characteristics which are responsible for the women entrepreneurs becoming entrepreneurs were discussed. Questionnaires and interview method was conducted. Descriptive analysis using percentages method was used for analysis.

The findings of the study showed that family was the key point in cultural transition from one generation to others. Although today's this was rapidly changing, the lots of studies showed that Turkey has had patriarchal culture. The availability of the self-employed parent was of central importance to the child's perception of entrepreneurship as a career option. Data showed the patriarchal cultural effect on the perceptions of role models. Since the father's role in a family was working outside and earning money, the daughters perceive their fathers as an economic role model and the fathers' occupation influences their career plan. A descriptive analysis of parents of women entrepreneurs demonstrates that mothers did not play an influential role for daughters to become entrepreneurs. This contributes a new insight in evaluating the effects of parents in individual entrepreneurial intentions and behavior.

5. Wan-Chen Lu and Wan-Hua Chen [37] in the year 2013 studied women entrepreneurs of Taiwan with a sample size of 138 using by using a non-probability method. Behavioral intention, a positive attitude, negative attitude, subject norms, perceived behavioral control, behavioral intention and behavior were the other variable. Behavioral intention was treated as an intervening variable, and behavior was the dependent variable.

Questionnaires were distributed and confirmatory factor analysis & SEM method was used for the data analysis. The findings of the study showed that the positive attitude, negative attitude, subjective norms and perceived behavior control (PBC) had significant impact on behavior intention. The authors stated that entrepreneurs showed an intense passion which is a reflection of a positive attitude of entrepreneurs. So a positive attitude deeply affects the entrepreneurial intention.

At the same time, the fear of facing future entrepreneurial failure influenced the female entrepreneur's entrepreneurial intention. The subjective norms in female entrepreneurs impacted the behavior intentions- this received a positive support and encouragement from groups, families, couples and relatives.

The authors also stated that professional consulting could increase the female entrepreneur's entrepreneurial intentions. Female entrepreneurs who show high self-efficacy (which according to the authors emitted in the form of professional knowledge, technical skills, abundant capital, and good interaction with working partners and so on) coupled with favorable external conditions, the entrepreneurial intention would be

enhanced to a high level. The authors contend that entrepreneurial behavior was a controllable behavior under an individual's will and concluded that entrepreneurial intention thus influences entrepreneurial behavior. Thus the authors ratified that their overall model effectively explained the entrepreneurial behavior.

6. Grisna Anggadwita and Wawan Dhewanto [38] in 2014 studied women entrepreneurs of Indonesian a sample size of 222 using women entrepreneurs by using a purposive sampling techniques method. Four variables -women entrepreneurial intentions, perceived behavioral control, government support and competitive environment.(women entrepreneurial intentions and perceived behavioral adapted(Linan and chen,2009),competitive environment adapted from (Porter,1980),importance new products/services adapted(Zahra,1993),Government support(Indonesian Law.no.20,2008). Questionnaires' was distributed using a research method of Survey research. Multivariate analysis techniques-factor analysis and SEM method was used for analysis.

The study tested the proposed model and found it to be a good fit with perceived behavioral control proving to be a good predictor of women entrepreneurial intentions and competitive environment influencing the perceived behavioral control. It was also found that the governmental support did not directly influence the perceived behavioral control but was significantly influencing the competitive environment.

Thus it was concluded that perceived behavioral control was an exogenous construct and the best predictor of intentions directly. This (perceived behavioral control) also mediated the influence of competitive environment factor. It also concluded that governmental support was irrelevant in forming women entrepreneurial intentions but has a significant role in shaping the appropriated competitive environment for women to start their ventures since competitive environment influences a person's control to have the ability to apply entrepreneurial behavior. Thus the study predicts that when an individual believes that they have the capability to survive the competitive environment then such individuals will exercise high control to demonstrate entrepreneurial intentions.

4.2.17. Market orientation factor (Empirical Research)

Trevor A. Smith [39] in 2015 studied women entrepreneurs of Jamaica with a sample size of 200 using entrepreneurs. The variables were type of training needs, size of firms, and education of the owners. Questionnaires' were distributed and focus groups discussion was conducted. They also use one -way Anova and Post Hoc test using Scheffe –Way ANOVAs method was used for analysis.

The findings of the study showed that there were no significant differences between firm types on demand for training courses. Similarly there was no evidence to suggest that market demand for business training courses were different for medium and small firms. The most demanded training needs were identified as customer service, managing business for success and marketing .The author interpreted the high need for customer service to the fact that many small businesses did not pay much attention to customer services due to dwindling cash flow. The need for marketing also was attributed to lack of funds for carrying out advertising and promotion campaigns. The need for managing business for success requirement was again attributed to the high consultancy fees charged by consultants which small business cannot afford and hence the owners felt that such fast track course would help them to manage on their own without the help of the consultants. Another interesting finding was that there was no requirement for financial management courses such as costing, and pricing which the author said could be due to the fact that many university graduate owners felt that these courses were more academic in nature and waste of resources.

4.2.18. MFIs attractiveness (Empirical Research)

1. Sharmina Afrin, Nazrul Islam and Shahid Uddin Ahmed [40] studied Bangladeshi women entrepreneurs with a sample size of 246 nos in the year 2010. Risk taking, innovation, and initiative taking capabilities -financial management skill and group identity, creative urge and self interest, family fund, women involvement, employment of family members, the creation of new jobs, family experience and option limitation were the variables that were used for this research. Questionnaires' was distributed and multivariate analysis techniques-factor analysis and SEM method was used for analysis.

The findings of the study showed that financial management skill and the group identity has a direct and positive relationship with the women entrepreneurship development, indicating that the higher the financial management skill &better the group involvement, the higher the chance of being entrepreneurial will likely be. The second findings was family experience and option limitation has a direct positive effect on the development of rural women entrepreneurship indicating it an important factor to be entrepreneurial for the rural women through micro credit programs. It was also found that the higher the independence and enterprising nature of the rural women, the higher the chance to be entrepreneurial will likely be. Another interesting finding was that if there was a change in the creative urge and self interest factor this did not lead to the development of rural women entrepreneurship using micro credit program in Bangladesh. That means, through micro credit program the creative urge and self interest would not be developed among the rural women borrowers.

2. Michelle L Washington, & Zanetta Chapman[41] in the year 2014 studied entrepreneurship characteristics in the country of Brazil, Argentina, Colombia and SA through qualitative method. They also examined the relationship overall as well as gender wise with MFIs, new business, old business, male business, female business, Govt policy and per-capita GDP of the economy.

Questionnaires were distributed. The statistical tools like correlation, OLS, Likelihood Ratio, Lagrange Multipliers and Hausman Specifications test method were used for analysis. The findings of the study showed that MFI positively related to new business and female business but negatively related to old business and male business making the prediction that female and new business tend to take MFIs help for financing in their initial stages. The second findings were that MFI positively influenced the entrepreneurial activity of female's entrepreneurs than male. The author concluded that MFIs served as a start-up capital and not as a working capital- the reason being attributed to this is the non-financial aspects accompanying microfinance like attending business training workshops, the amount of non-finance information required to be given to MFI were burdensome and counter-productive.

4.2.19. Orientation (Empirical Research)

1. Rosli Mahmood and Norshifah Hanifi[42] in the year 2013 studied SMEs in the country of Malaysia with a sample size of 165 women entrepreneurs. The constructs-entrepreneurial intention was captured by three sub-dimensions-innovativeness, pro-activeness and risk-taking. The second construct-competitive advantage had also three sub-dimensions-differentiated products, market sensing and market responsiveness. Another construct the performance – a subjective approach- was measured by perception of the owner/managers providing response to survey-profitability and market share for the past three years.

Questionnaires' was distributed among the respondent and a factor analysis was done for analysis. The findings of the study showed that entrepreneurial orientation and performance was positively and significantly related to each other. The mediating effect of competitive advantage was proved using the procedure by Baron and Kenny-which specified that EO (predictor Variable) is related independently both to CA (competitive advantage) and performance (outcome variable).

The regression coefficient between EO and performance was reduced /shrunk when CA (competitive advantage) was introduced as a mediator variable. When the regression co-efficient reduced to zero-it can be said as possessing full mediating effect, if the regression co-efficient was only shrinking in the presence of the mediator, it could be attributed to partially mediating effect. Applying this, it was found that CA (competitive advantage) possessed a partial mediating effect between EO and performance. The authors concluded that this important finding of partial mediation linked well with the resource based view of firms which says that resources within the firms are associated with the firm's competitive advantages (Barney, 1991).

2. Mediha Sahin, Alina Todiras, Peter Nijkamp, Bart Neuts and Christiaan Behrens[43] in 2014 studied women business owners of Bangladesh with a sample size of 20 with an objective to assess the impact of several fundamentals factors on the economic performance of second generation migrant entrepreneurs and to see if there was a significant relationship between business performance and motivational factor, business environment, socio-economic contextual factors and policy factors(main determinants of GALAXY model proposed by the authors),motivational factors(social networks, bounded rationality entrepreneurial animal spirit that covers inaction caused by uncertainty), business environment, socio-economic contextual factors and policy factors-the main determinants of GALAXY model and psycho-behavioral factors-risk taking propensity, commitment, ethno-cultural factor-networks and market niche, financial factors-startup capital, emergency loans, managerial factors-educational attainment and previous professional experience)and institutional factors.

Questionnaires' was distributed with the data statistically analyzed by using ordinal Logistic Regression, Factor Analysis, and Structural Equation Modeling (SEM), method. The findings of the study showed that there was no significant relationship between the socio-economic contextual factors and business performance. There was a lack of relationship between the use of internet training of the employees and the business performance indicators. It concluded by supporting the previous studies of Chrysostome and Arcand, 2009 that the positive relationship existed between social networks and business performance. It was found that there was a positive correlation between motivational factors and business success.

4.2.20. Standard of Living (Empirical Research)

In 2013, Aliata I Mumuni and Baba Insah[44] using women entrepreneurs as purposive sampling units studied 100 women entrepreneurs in the country of Ghana. The variable under the study was age, size of the business, record keeping, education and age of business. Questionnaires and interviews were conducted with data analysis done through simple regression analysis, correlation; Pearson's chi-square test of independence. The findings of the study showed that there was no significant relationship between age of business, gender and educational level but there exists a significant relationship between records keeping and business size.

It also proved that the marginal effect of age of business was positive and significant i.e. it indicated that a 1% change in the age of the business would result in a 13% change in the size of the business. This relationship was positive. At the same time, it was also proved that gender, level of education and age had a very low importance-which implied that it did not have any impact on the size of business. It concluded with a recommendation that encouragement and support for business start-ups to survive over time is important since age of business influenced greatly the determination of firm size.

4.2.21. Sustainability & Success: (Empirical Research)

1. Nurul Indarti and Marja Langenberg [45] in the year 2004 studied SMEs in the country of Indonesian through a Quantitative research method with a sample size of 100 using entrepreneurs by using a Non-Probability method. The variables the researcher considered were demographics-age gender work experience, capital source, size of enterprise characteristics of SME, Origin of enterprise, and length time in operation. The Contextual variables (independent variables) were entrepreneurial readiness marketing, information access, legal social network, technology, capital access, and government support and business plan. Questionnaires' was distributed using a survey questionnaire. The data collected were analysed using the statistical tools like Correlation, t-test, ANOVAs, factor analysis method.

The findings of the study showed that there was no significant relationship between age and business success and the variable gender did not affect the success of business. It was also found that the owners' previous experience had no significant correlation with business success. Interestingly it was also found that entrepreneurs who had university education have less success than entrepreneurs with only elementary or high school education. Origin of the enterprise, length in time of operation, size of the enterprise was also not associated with success of the enterprises.

But the most interesting findings were that entrepreneur who had the advantage of family investment was significantly more successful than those with other sources of capital. The author reasoned this fact was because as entrepreneurs with only elementary and high school education, they spend more time on business activities and working out issues than university educated entrepreneurs. It was interpreted that self-learning was considerable high amongst entrepreneurs who possessed only elementary or high school education, leading to a variety of skill achievements.

Many university educated entrepreneurs felt that university education did not give the entrepreneur more skills to run the business. Since entrepreneurs with family investment as a capital source was more successful than others who took outside source of capital. The author attributed to the reason- as most of the firms were inherited or inside the family line, business income was the only source of income- thus leading to high commitments to run the business thereby harvesting better returns than others.

It was also found that marketing, capital access and technology were determinants of business success but legality procedures were a burden to the enterprise owners. The authors reasoned out that the bureaucracy and regulations were the main hurdles for the entrepreneurs. So entrepreneurs took too many resources to deal with them and hence are considered a burdensome process.

2. Anne Marie M F, Hiemstra, Koen G. Van Der Kooy and Micheal Frese[46]in the year 2006 studied SMEs in the country of Vietnam through a Quantitative research method with a sample size of 62 using street vendors by using a convenience sampling. The type of business was classified as Ambulatory Business, Stationary business, Residential Business. The other variables were education, success and type of strategy that were used. The control variables were age of business, the place of business. The dummy variables were the opportunistic strategy and the planning strategy. The researcher used both Interviews, observation & documents and Focus groups Interviews were conducted. The data so collected was then statistically analyzed using Regression method. The findings of the study showed that the majority of the street food vendors did not have a planning strategy. This proved that a reactive strategy was the least successful in the street food sector of Vietnam. The weather also has a major impact on the daily success of a business. It was found that the two most successful strategies were planning and opportunistic strategies. The authors concluded that an opportunistic approach did not carry negative effects for street food vendors in Vietnam when compared to vendors who plan well in advance. They also actively search for possibilities on a day-to-day basis and are less likely to get frustrated by the difficulties of their trade.

3. In 2007, Dilani Jayawarna, Julia Rouse, and Allan Macpherson[47] studied women entrepreneurs in London through a Quantitative research method with a sample size of 2782 women entrepreneurs by using a Non-Probability method of sampling technique. The various constructs that were measured in this study was entrepreneurial resources-measured by human capital, social capital & financial capital, household & environmental factors, entrepreneurial decisions & successes, responses to social & environmental cues and entrepreneurial intentions. Questionnaires were distributed using a Survey research.

Data so collected were analyzed using SEM method. The findings of the study showed that weak relationship exists between entrepreneurial intention and returns on entrepreneurship. The authors interpreted

this as some committed entrepreneurs may be motivated to pursue a particular lifestyle rather than financial returns from entrepreneurial activity and those with strong drive to start-up may be prepared to act on a weak market opportunity. This suggested that raising entrepreneurial intentions as a part of an enterprise culture gave mixed results. It was also found that only the variable gender significantly explained the behavior and success.

The study concluded with four conclusion mainly that 1) financial resources have a direct and significant effect on chances of start-up and success whereas 2) human and social capital a indirect and complex relationship exist, 3) people with good and high stock of human and social capital have a positive labor market status and 4) at the same time people with good returns from pre-enterprise labor market activity usually have high chances of starting a business and being successful.

Having a good social and human capital was interpreted as a sign of good household conditions. Lastly the author said that constrained household circumstances may act a tipping point into entrepreneurship and also at the same time may constraint business performances. They said that entrepreneurial intentions impacted entrepreneurial success to a lesser extent and concluded stating that the way these resources are handled differed from gender to gender.

4. Edwige Kamitewoko[48] in the year 2013 studied entrepreneurs in general in the Congo-Brazzaville through a Quantitative research method with a sample size of 200 by using a non-probability method of sampling. The socio-economic characteristics of the entrepreneurs were studied to understand the determinants of success. They are also examined which factors actually drove the entrepreneurs towards success. The variables under the study were grouped into three explanatory variables-a) Human Capital b) Financial Capital c) Social Capital. The Explanatory variable Human Capital consisted of age, education, experience in the sector, experience in the trade and experience as an employee. The explanatory variable Financial Capital consisted of financial experience, contribution by business partners, received loan from family. The third explanatory Capital had entrepreneurs in the family and the contacts of entrepreneurs in networks or 'Guanxi'. Questionnaires were distributed using a Survey research.

Logistic regression method was used for the statistical analysis. The findings of the study showed that the four dependent variables in decreasing order of importance were found to be Guanxi, Education, Experience in Trade and finance experience. It was also found that education and Guanxi positively influence entrepreneurship success. A positive relationship between entrepreneur's trade experience and the probability of success was another key result finding. Individual with business experience believed that the obstacles to launch and continue a business could be overcome when compared to individuals who did not have business ownership experience. The key factor that determines entrepreneurial success was thus found to be experience. They concluded that the business experience enhances the probabilities of success of a venture whereas work experience increases the probabilities of achieving higher profitability as the key finding.

5. In 2015, Quan V Le, Peter V Raven [49] studied women entrepreneurs in Vietnam through a Quantitative research method with a sample size of 127 by using a non-probability method. The focus was on rural business owned by women as the authors believed that there was a difference in motivation, success factors and perceived problems between urban and rural Vietnam.

Dependent variables were success and motivational factors- the success factors and motivational factors were adapted [50]. The independent variables were values, trust perceptions of entrepreneurship [51], Problems faced by microenterprises [52], performance [53] and risk taking [54]. The other demographic variables were characteristics of microenterprises, types of business, microenterprise founding methodology employed by the owners, age of business, no of full time employees, part-time employees, risk values, no's of immediate family members workings, no's of relatives working in the microenterprises, entrepreneurs motivation, perceptions on business related issues-performance, trust, , success and problems. A questionnaire was distributed as a part of the survey. Factor analysis method was used for analysis.

The findings of the study showed that microcredit membership programmes and risk-taking were related positively. Non-members were risk tolerant than members of microcredit members. The authors speculated that membership in microcredit program may have taught the entrepreneurs to be less tolerant to risk or at least understand risk better, since they have to repay the loans. At the same time, personal perceptions of value and membership had a peculiar relationship. Members appeared to have lower perceptions of the importance of personal values than non-members leading to explanation that membership maybe more focused on personal values.

At the same time, it was found that members in women entrepreneurs club reported to have high performance in terms of profit, sales and growth in value than non-members in the club. And similarly members of women entrepreneurs club were less tolerant to risk than non-member leading to understanding the members of women entrepreneurs clubs understand risk better. The authors reported that motivation and trust were related. Low levels of trust in respondents also exhibited low levels of personal satisfaction. Similarly motivation was also found to be related to perceptions of entrepreneurship. Highly motivated entrepreneurs had high regard for entrepreneurs than those with lower motivations.

V. Conclusion

From the above empirical and mixed research literature; there is an absence of a satisfactory explanation for the causation of performance with respect to sustained performance. The variance in performance of women business is not clearly addressed specifically. The theoretical literature may provide some guidance in the performance and sustainability. This leads to the scope of empirical research in these dimensions benefiting to the theorists in the form of new testable hypothesis.

We close with the observation to a new testable hypothesis of an empirical understanding of performance and sustainability would be worthwhile to refine the exiting theoretical knowledge of women entrepreneurs and will depend importantly on the development of new data sources for research.

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