

Effects of Roles Defined By Kipsigis Culture on The Performance of Women-Owned Enterprises.A Review of Literature.

Linner Jemutai Korir^{1*}

¹ Kenyatta University PO Box -private bag Nairobi

Corresponding Author: Linner Jemutai Korir1

Abstract: *Entrepreneurship is the establishment of a new venture through innovation and creativity. It has been recognized worldwide as an engine of economic growth. The world is adapting to changes that has come through globalizations and industrialization. Socio-political and economic changes are taking place allover and this has created an opportunity for men and women to establish and manage enterprises of their own. Women are a representation of a marginalized group of people who have untapped skills and knowledge. Studies have revealed that women are a rich resource. They have equal potentials as men and what men can do women can do better. If women are equipped with entrepreneurial skills and knowledge and given a chance to operate an enterprise through creativity, risk-taking, determination and self-courage then they can be economically empowered. Even though the contribution of women in entrepreneurship is noticeable in economic growth more often than not women are hindered by cultural roles and therefore cannot exploit their potential to the full and become successful as other entrepreneurs. The cultural roles affecting them are the roles and responsibilities. It is a high time that societies look into issues that hinder women from performing well in their enterprises. If women are supported by putting in place structures that boost their enterprises, then the growth of women in entrepreneurship can be recognized and felt as a tool of economic growth. The government too should put strategies to help women in entrepreneurship. It is also up to women to fight for their rights so that they can be noticed and appreciated in business.*

Key Words: *Entrepreneur, Entrepreneurship, Culture, Women, Women-Owned enterprise, Enterprise.*

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I. Introduction

Background of the Study

Entrepreneurship is considered a power drive for economic growth and development as well as poverty eradication. It is a vital ingredient not only for globalization but for creating diverse opportunities for future potential performers (Mitra 2002). This is important for placing women at strategic positions to establish ventures and make earnings from there. All over the world women are marginalized. Their gender roles place them at a distance from the business roles of managing an enterprise. Even though we expect them to show interest and partake in the entrepreneurial ventures it has been realized that their gender expectation is wanting and requires their attention. Overcoming the challenges of business world are no doubt more treacherous for women than their male counterparts, therefore they undergo serious impediments to achieve their business success Allen and Truman (1993). The women entrepreneurs are confronted with two key factors, gender and cultural beliefs. These two factors hinder them from exploiting their potential properly. The government of Kenya has put in place measures to help boost female enterprises .Even though this has been done it has been realized that the gender roles are outweighing them and all these issues have to be addressed collectively by the family and the society. Luckily due to advancements in technological innovations the world has changed to a global community and women have had more opportunities opened up for them through various avenues (Starcher 1996). Women have the potential of looking for better opportunities based on their preferences. It is against this background of study to examine roles defined by culture and the performance of women-owned enterprises and make practical recommendations to stimulate and spur growth that can transform women entrepreneurship.

Roles and Responsibilities

The gender activities expected to be performed by women are referred to as the roles and responsibilities. Each community has particular expectations of women as wives and therefore in a family set-up they are expected to take-up their roles and perform their duties as expected. Women with high commitment to family will be less likely to interact in market financial / industry networks possibly affecting the growth purposes or even novelty of the venture Fullerlove (2006).

Even though the contribution of entrepreneurship towards development is acknowledged, female entrepreneurs face many huge challenges that limit their long term survival and development. Some researchers who have entered into research on small-business have noticed that the rate of failure of small scale businesses in all the developing countries is greater than in the developed world (Marlow, 2009). The number of women entering small business ownership has increased significantly across the world (Ericksen 1999).

It is clear that women are endowed with knowledge, skills, creativity innovation, risk taking and are capable of establishing their own ventures and growing them to maturity without collapsing them. women and men`s entrepreneurial activities are an important foster in creating and increasing employment opportunities and ensuring economic growth (Mansor 2005). Women entrepreneurship can contribute to economic growth if it is accepted nurtured and developed. The society has a structured system of doing things. This system has disadvantaged the empowerment of female entrepreneurs in the Kipsigis community. From childhood, young girls are groomed to take up gender roles with a lot of seriousness. Culture had a lot of taboos on those who dared not adhere to those values. This therefore frightened and ensured that all females performed their roles in conformity with the expectation of the society.

Gender based issues are deeply rooted in the society and has therefore resulted in patterns that have structured the society into different relationships of men and women taking advantage and disadvantage over each other within society (Anderson,et ,al. 2001). It is widely known that the performance of business is widely influenced by a number of factors. Though it is known that males have more advantage over females, it is still unclear as to what extend gender based issues influences performance of enterprises(Brush & Hirsch 2000).

Researches in Nigeria have found out that despite the gender differences among small scale business operators the government has put in place program`s and incentives to boost all small scale operators. Akabueze, (2002) adversely mentioned that even though all small scale operators are expected to grow and flourish the opposite is realized. It has been noted that the rate of failure among small scale business owners is quite high .In spite of the fact that all these issues are mentioned; it is true that a business is likely to grow and flourish when the owner is the one running it than when somebody else is doing it on behalf (Brush, 2000).

It is clear that women have more expectations and their roles revolve around family and child rearing other than entrepreneurship. Shim and Eesthick (1993) found that women have less work experience and their firms were younger than the firms run by men. The barriers that cause this include lack of socialization networks and practices, family roles and possible lack of business contacts. This is believed to result in higher failure rates and lower growth rates for women-owned business. Bowen and Lisrich (1986) also indicated that female labor force participation seems to be related to the attitude of the family and society towards women and entrepreneurship.

Statement of the Problem

Entrepreneurship has been considered as a power drive for economic growth. According to Thurik and Wennekers,(2000), in today`s start-ups and its new ventures entrepreneurship is considered not only as a means of contributing to employment and social and political stability, but as a power for innovation and competition Sarri and Trihopoulpoulou (2005). Entrepreneurship has been globally felt as a development and progressive idea for business world Scott (1986). Entrepreneurship is not just confined to any one gender now rather due to multi-faceted economic pressures women have stood up and realized that the survival of their families and their own potential lies only in working side by side with men. Marlow (2002) women have the skills, knowledge, creativity and determination to start and run a business venture. Even though women have turned towards entrepreneurship, the challenges they encounter are far too many and have led them to perform dismally compared with their male counterparts. Shane and Venkataraman (2002) have posited that businesses headed by women tend to be smaller ad grow more slowly than those heeded by men. It is long known that cultural attributes play a crucial role in the rate of entrepreneurial activities Carter and Wilton (2006) The differences in culture in which values and beliefs are embedded, may influence a wide range of behaviors, including the decision to become self-employed (Muler and Thomas 2006). This study therefore investigates roles defined by culture and the performance of women-owned enterprises.

Objectives of the study

The objective of this study paper was to review;
Review the extant theoretical and empirical literature on the construct of roles defined by culture and performance of women-owned enterprises.

Significance of the Study

The study will serve as a useful tool in enlightening women entrepreneurs on the cultural challenges that are likely to hinder them in their business enterprises. They are at risk of being left out, it is therefore necessary to include them and support them in entrepreneurship.

The study gave recommendation on what women entrepreneurs are supposed to do so that they can gain competitive advantage over other entrepreneurs in the study it was realized that men have competitive advantage over women therefore it is necessary to enable women have equal opportunities

The study too gave recommendation that will serve as a tool or an aid in policy formulation to reduce on cultural hindrance on women enterprise development. The government should have many good policies that support woman. The findings of the study formed a basis for further research by other scholars and researchers.

Scope of the paper

This study focused on theoretical and empirical review of literature. The literature reviewed covered the context of the world, Africa then Kenya. It sought to establish the effects of roles defined by culture on the performance of women-owned enterprises.

Organization of the paper

The paper entails Chapter One which consists of; background of study, problem specification, objectives, significance and scope of the paper. Chapter Two looks at the review of Conceptual Literature, Chapter Three looks at the Review of Empirical Literature, and Chapter Four is the summary, Conclusion and Recommendation.

II. Theoretical Review

Conceptual review

Roles and Responsibilities and entrepreneurship

Female entrepreneurs play an important role in the establishment of a venture, though the success of female entrepreneurship is low compared with male enterprises. This has come about because of the influence of the various roles women perform. (Minniti 2010) has cited that there are widespread policies and actions in support of female entrepreneurship that has come about due to the ration of women to men who make up their minds to start business. Though there are several factors contributing to the emergence of women as entrepreneurs, the sustained and coordinated effort from all dimensions would pave the way for the women moving into entrepreneurial activity thus contributing to the social and economic development of the members of the family and thereby gaining equality and equal importance for themselves. Women are less entrepreneurial compared to men because of the gender roles that place them near housework, childcare and family duties. According to Carter (1998) males are seen or observed as the right people to start business while women are disadvantaged on the same. Because of social conditioning; women are discouraged to develop the capacity of mobility and confidence required for business. So, they lag behind in this domain.

The field of entrepreneurs is not easy, especially in the case of women. Besides many positive aspects, they have to face problems in the externals too. Regardless of the positive impact of women entrepreneurs to the contribution towards the development of economies globally and particularly in developing nations, it is disheartening to note that they face enormous challenges which still characterize the world of business as a man`s world or domain (Hangwidz and Minnifi 2007). Men are positioned in the society today through certain patterns, activities and ideologies to have advantage over women. According to Dyer (1994) the roles and responsibilities of a person determines that person`s performance in a business. Entrepreneurship activities of women are still very much constrained compared to their male counterparts (Jamali 2009). Wenekers (1999) many factors do influence to keep women away to be potential entrepreneurs especially in developing countries. Histrich (1999) Entrepreneurship literatures have increasingly acknowledged the desire by women to be economically independent, their roles and contributions as women entrepreneurs in shaping labor market is continuously increasing (Mansor 2005).

Theoretical Review

Max Weber`s Sociological Theory

The sociological theory of entrepreneurship holds social cultures as the driving force of entrepreneurship. The entrepreneur becomes a role performer in conformity with the role expectations of the society, and such role expectations base on religious beliefs, taboos, and customs. Weber (1920) held religion as the major driver of entrepreneurship, and stressed on the spirit of capitalism, which highlights economic freedom and private enterprise. Capitalism thrives under the protestant work ethic that harps on these values. The right combination of discipline and an adventurous free-spirit define the successful entrepreneur.

The sociological theory centers its explanation for entrepreneurship on the various social contexts that enable the opportunities entrepreneurs leverage. Paul D. Reynolds, a George Washington University research

professor, singles out four such contexts: social networks, a desire for a meaningful life, ethnic identification and social-political environment factors. The anthropological model approaches the question of entrepreneurship by placing it within the context of culture and examining how cultural forces, such as social attitudes, shape both the perception of entrepreneurship and the behaviors of entrepreneurs

Israel Kirzner's Theory of Entrepreneurship

Israel Kirzner (1935) holds spontaneous learning and alertness two major characteristics of entrepreneurship and entrepreneurship is the transformation of spontaneous learning to conscious knowledge, motivated by the prospects of some gain. Kirzner considers the alertness to recognize opportunity to have more characteristic than innovation in defining entrepreneurship. The entrepreneur either remedies ignorance or corrects errors of the customers. His entrepreneurship model holds:

- The entrepreneur subconsciously discovering an opportunity to earn money by buying resources or producing a good, and selling it
- Entrepreneur financing the venture by borrowing money from a capitalist.
- Entrepreneur using the funds for his entrepreneurial venture, Entrepreneur paying back the capitalist, including interest, and retaining the "pure entrepreneurial profit."

Issues Arising From the Reviewed Theories

According to Max Weber Sociological Theory, an entrepreneur becomes a performer but only in conformity with the expected roles from the society. These roles emanate from religious beliefs, taboos and customs. The theory though does not maintain how these cultural aspects can be done away with so that they do not impede entrepreneurs' especially female entrepreneurs from succeeding in their ventures.

Israel Kirzner's Theory of Entrepreneurship holds spontaneous learning and alertness as characteristics of entrepreneurship. This is the alertness to recognize an opportunity. Though the theory has talked about an entrepreneur being alert and seizing an opportunity, it has not talked about how the entrepreneur is supposed to identify these opportunity and use them.

III. Review Of Empirical Literature

Roles and Responsibilities and entrepreneurship

Njuga (2012) came up with the challenges that women entrepreneurs encounter in initiating their businesses.

Case study methodology was used. Kiboriloni market was used as an area of study. The area composed of several women entrepreneurs operating different kinds of small scale businesses. Secondary data was obtained from women entrepreneurs' records, books and journals. Qualitative data analysis was used to analyze data on descriptive data while quantitative analysis technique was used to analyze numerical data.

On this particular journal several factors were identified. One of the major factors was the increasing family responsibility including lack of cooperation by family members. 32.1% of the respondents interviewed cited increasing family responsibility as a reason for slow growth of women enterprises. 14.3% and 12.5% stated that lack of cooperation from household and time limit respectively as the reason for slow business growth. Kalim(2012) wrote about women entrepreneurship and he talked about turning challenges into opportunities. In his methodology he adopted the method of reviewing different research articles, research journals and case studies to collect data on women entrepreneurship.

Kalim cited that entrepreneurship is one of the most mentioned concepts for economic growth in the world. He indicated that women are the most sensitive gender and they constitute a higher percentage in the overall population. It is known that women have great potential of contributing to the economic development of a nation.

He noted that policies and programs need to be customized to encourage entrepreneurship and implement strategies to help in supporting entrepreneurial culture among the young people. Through his write up Kalim indicated the role of the media in entrepreneurship by creating and highlighting all platforms that can bring about creativity and innovation among the women and men in society. In all the developing nations, women entrepreneurs should be encouraged to exploit their potential in the unexplored dimensions of business ventures. At the conclusion he indicated that the business world is striving towards war footing to create entrepreneurship as the final remedy to overcome all types of business and market challenges

According to Perwes(2012), women entrepreneurship is a great significance in the growth of economy in developing nations. To him, female entrepreneurs' enterprises are constantly increasing in the economies of most countries. A female entrepreneur accepts the hard task of meeting their personal needs to become economically dependent.

In India women form the highest percentage of the entire population through entrepreneurship is still male dominated. The government of India defined female entrepreneurs to be an enterprise owned and

controlled by women and should have a minimum financial interest of 51% of the capital and giving at least 51% of employment generation in the female enterprise.

According to Anju(1994) value orientation should be done to all female entrepreneurs. She noted that female entrepreneurs had preference for value such as achievements, effectiveness in leadership, conformity to social obligations. Though quite a number of challenges have been cited for the establishment of businesses by men, it is even worse for women. In most businesses that are traditionally run by men, females are looked down upon. Women entrepreneurship is being embraced globally but Indian female entrepreneurs have many constraints. Perwes indicated that Indian women lack the support from their family members and the society as a whole. These people are so reluctant to support and stand with them in their entrepreneurial growth. It has also gone ahead to indicate that female obligations and family duties have formed a barrier for business. Few women are in a position of balancing their family responsibilities and business.

In India women in business is new. Initially women had confided themselves to pretty businesses and tiny cottage industries. Female entrepreneurs entered into business due to push and pull factors. What has motivated them to do this is sense towards independent decision making. Though women have a lot of family responsibilities they work towards becoming independent. Push factors make women to engage in business due to family compulsion.

Masood(2011) has focused on the concept of women entrepreneurs in India. This includes their traits in business, the problems they face and suggested solutions to their problems.

Women entrepreneurship has formed a significant part of globalization to economic development. Initially women were 3ks- kitchen, kids, knitting then came 3ps- powder, pad pad, pickles and at present 4Es- Electricity, electronics, energy, engineering. According to his journal female entrepreneurs face many hurdles. The non-cooperation from her spouse or husband and close family members has been noted. Most of the time, most family members do not give support and motivation to female entrepreneurs. Women have the right managerial skills but they have been found to have less promotional ability and that they should improve on that. Indian women have a responsibility of looking after their children and managing the other family members. When they enter into business these roles are interfered with as they spend long hours in business making it difficult for them to meet demands of their families. Masood(2011) concluded that there is need to change the attitude of the people in society towards women in entrepreneurship and support them. Appropriate support from society and family members is important to enable women scale new heights in business.

Negocios(2010) wrote about cultural aspects, individual data was collected by the GEM project in 2013. They were collected through telephone interviews or face to face using a standardized questionnaire. Adults of ages between 18-64 years in 55 countries were interviewed. It was realized that cultural aspects are of great importance in societies and in particular female entrepreneurship. It was realized that gender roles undertaken by women keeps them away from the achievements brought about by entrepreneurship. It was also realized that cultures with a high value of masculinity tended to have more gender differences and therefore were expected to have higher rates of entrepreneurship. While cultures that had feminine values had great tendencies towards employment by companies.

Leung(2010) (university of Victoria Canada) came up with the aims of identifying gender roles identity as an informal institution shaping female entrepreneurship. It examined female entrepreneurship in Japan.

The findings of this paper suggested that women have a strong identification with their gender roles. These gender roles are much depicted in the products and services sold by entrepreneurial women and mothers.

The Gender Stereotypes of Entrepreneurship by Krause (2010), was written to address lack of women in entrepreneurship. In this article most women are hindered by financial institutions when they seek for credits for their ventures. The society perceives entrepreneurship to be a masculine activity. The historical reason is that women have always been observed as second class citizens and household workers. This therefore leaves them with little opportunity to be entrepreneurs.

According to this journal, it is evident that entrepreneurship is associated with stereotypically masculine traits and this could be damaging to female entrepreneurs. People ought to make a choice to change the course and make entrepreneurship both feminine and masculine.

Issues Leading to Empirical Gaps

Perwej(2010) has written on the adoption of women in owned Business and Entrepreneurship in India. He has mentioned the challenges that females go through as they do their business. Apart from the family roles and lack of support from their spouses, other challenges mitigating against the performance of women enterprises are not mentioned. It was realized that India is female dominated country. Most of the people here are Muslims. Though women are the majority most of them lack the right skills, knowledge and education. Through the study it was realized that women are beginning to appreciate their place in entrepreneurship. Though the journal has touched on all these issues, it has not mentioned how cultural hindrances brought about by religion can be done away with to allow women to be accommodated and appreciated in entrepreneurship

Introduction

The chapter entails research design and methodology, Target population, sample and sampling procedure and the data collection instruments.

A research design is understood to be a method of collection, analysis and presentation of data in a research study. The procedure is important as it enables a researcher to come up with the correct or accurate outcome in the area of study. The study was done through a desk top research with an aim of achieving the set objectives. Secondary sources of data collection were used these were: The review of relevant books publications and journals. Relevant materials on factors affecting the growth of women –owned enterprises were used. This was to give up to date information on four objectives in the study: Religion, Education, Roles and responsibilities and Ownership of property. According to Borg & Gall (1989), target population is defined as all the members of a real or hypothetical set of people, events or objects to which a researcher wishes to generalize the results of the research study. The target population will involve women who are running their own enterprises. Given the time limit of the survey and a number of enterprises of interest purposive sampling will be employed. The sample size therefore will be 90 women running their own enterprises. The confidence level will be 95% with an error of 5%. This study will use primarily collected data using a structured questionnaire. The questionnaire will compose of closed and open ended questions. This study will also use secondary data collected from the internet, newspapers, journals, government publications and magazines.

Qualitative and quantitative analysis of data will be done to answer research questions of this study. Both descriptive and inferential statistical analysis techniques will be used. Descriptive statistics will be used to summarize the data frequencies and percentages. Data analysis will be done using SPSS method. The data will be presented using tables and pie charts. According to Mugenda and Mugenda, (2003). A measuring instrument is reliable if it provides consistent results after repeated trials. In this study, pilot testing will be done by administering four (4) questionnaires to respondents who are not part of the study sample.

According to Kothari, (2004), validity refers to the extent to which a test measures what it actually wishes to measure. Validity also means the extent to which differences found with a measuring instrument reflect true differences among those being tested. Validity in this study will be ensured by subjecting research instruments to a panel of experts (supervisors) who will review them and make recommendations before they are administered to the respondents.

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