

Original Research Article

ASSESSMENT OF FACTORS AFFECTING THE PERFORMANCE OF WOMEN ENTREPRENEURS IN MSE IN POLOSARA DISTRICT OF GANJAM, ODISHA

ABSTRACT

Entrepreneurship is increasingly recognized as an important driver of economic growth, productivity, innovation and employment, and it is widely accepted as a key aspect of economic dynamism. Entrepreneur is the key factor of entrepreneurship and now women have been recognized as successful entrepreneurs as they have qualities desirable and relevant for entrepreneurship development. Entrepreneurship is a more suitable profession for women than regular employment in public and private sectors since they have to fulfill dual roles. Increasingly, female entrepreneurs are considered important for economic development. Not only do they contribute to employment creation and economic growth through their increasing numbers, but they also make a contribution to the diversity of entrepreneurship in the economic process.

Transforming enormous ideas into economic opportunities is the decisive issue of entrepreneurship. History shows that economic progress has been significantly advanced by pragmatic people who are entrepreneurial and innovative, able to exploit opportunities and willing to take risks. The role of entrepreneurship and an entrepreneurial culture in economic and social development has often been underestimated. Over the years, however, it has become increasingly apparent that entrepreneurship indeed contributes to economic development. Nevertheless, the significant numbers of enterprises were owned by men. In other words, it was not common to see women-owned businesses worldwide especially in developing countries like India. The idea and practice of women entrepreneurship is a recent phenomenon. Until the 1980's little was known about women entrepreneurship both in practice and research, which made its focus entirely on men. Scientific discourse about women's entrepreneurship and women owned and run organizations is just the development of 1980s. Even though we observe a number of women entrepreneurs in the business, recent studies show that most of them are found in Micro and Small Enterprises(MSEs).

Women have been taking increasing interest in recent years in income generating activities, self employment and entrepreneurship. This is seen in respect of all kinds of women both in urban and rural areas. Women are taking up both traditional activities (knitting, pickle making, toy making, jam and jelly) and also nontraditional activities (computer training,

35 catering services, beauty parlour, gym etc.). It is clear that more and more women are coming
36 forward to set up enterprises. In the process of entrepreneurship, women have to face various
37 problems associated with entrepreneurship and these problems get doubled because of her
38 dual role as a wage earner and a homemaker.

39 Even though entrepreneurship is not free of risks, existing and potential entrepreneurs should
40 not see it as a last resort. This is because starting own business creates sense of independence,
41 flexibility and freedom; make own boss, give time and financial freedoms. Besides this, in
42 the time of globalization, it would be unthinkable to get jobs easily because of the serious
43 competition throughout the world. Moreover, to tackle the different economic, social/cultural
44 and legal/ administrative bottlenecks they face, women entrepreneurs should make lobbies
45 together to the concerned government officials by forming entrepreneurs associations.

46 This study was designed to assess the factors that affect the performance of women
47 entrepreneurs in MSEs. It also addressed the characteristics of women entrepreneurs in
48 MSEs. A sample of 150 women entrepreneurs was taken for the study using stratified and
49 simple random sampling. In the process of answering the basic questions, a questionnaire that
50 include demographic profiles, characteristics of women entrepreneurs and their enterprises
51 and factors that affect the performance of women entrepreneurs in MSEs was designed. After
52 the data has been collected, it was analyzed using SPSS by applying factor analysis. The
53 results of the study indicates the personal characteristics of women entrepreneurs in MSEs
54 and their enterprise that affect their performance. It also shows that lack of own premises
55 (land), financial access, intense competition, inadequate access to training, access to
56 technology and access to raw materials were the key economic factors that affect the
57 performance of women entrepreneurs in MSEs. Based on the major findings,
58 recommendations were forwarded to existing and potential entrepreneurs, MSEs and Micro
59 finance agencies.

60 **Keywords:**

61 Entrepreneur, Women, MSE

62 **INTRODUCTION**

63 As globalization reshapes the international economic landscape and technological change
64 creates greater uncertainty in the world economy, the dynamism of entrepreneurship is
65 believed to be able to help to meet the new economic, social and environmental challenges.
66 Governments increasingly consider entrepreneurship and innovation to be the cornerstones of
67 a competitive national economy, and in most countries entrepreneurship policies are in fact

68 closely connected to innovation policies, with which they share many characteristics and
69 challenges. The dynamic process of new firm creation introduces and disperses innovative
70 products, processes and organizational structures throughout the economy.

71 **LITERATURE REVIEW**

72 Entrepreneurship is the dynamic process of creating incremental wealth. This wealth is
73 created by individuals who assume the major risks in terms of equity, time and/or career
74 commitments of providing values for some product or service. The product or service
75 may/may not be new or unique but value must be infused by the entrepreneur by securing and
76 allocating the necessary skills and resources.

77 Even though entrepreneurship has its own advantages, it is not free of problems. For this
78 there are a number of factors. Samiti (2006), Tan (2000) classified the basic factors that affect
79 entrepreneurs in to two broad categories –economic and social.

80 The economic factors include competition in the market; lack of access to the market ,lack of
81 access to raw material ,lack of capital or finance, lack of marketing knowledge; lack of
82 production/ storage space; poor infrastructure; inadequate power supply and lack of business
83 training.

84 The social factors include lack of social acceptability; having limited contacts outside
85 prejudice and class bias; society looks down upon; attitude of other employees; and relations
86 with the work force.

87 Besides this, Gemechis (2007), Hisrich (2005), ILO (2009) added Social and cultural attitude
88 towards youth entrepreneurship; entrepreneurship education; administrative and regulatory
89 framework; and business assistance and support; barriers to access technology are crucial
90 factors that affect entrepreneurial success.

91 Women’s productive activities, particularly in industry, empower them economically and
92 enable them to contribute more to overall development. Whether they are involved in small
93 or medium scale production activities, or in the informal or formal sectors, women’s
94 entrepreneurial activities are not only a means for economic survival but also have positive
95 social repercussions for the women themselves and their social environment United Nations
96 Industrial Development Organization (UNIDO, 2001).

97 Women Entrepreneurs in MSEs are important to almost all economies in the world, but
98 especially to those in developing countries and, within that broad category, especially to
99 those with major employment and income distribution challenges. On what we may call the
100 “static” front, women entrepreneurs in MSEs contribute to output and to the creation of

“decent” jobs; on the dynamic front they are a nursery for the larger firms of the future, are the next (and important) step up for expanding micro enterprises, they contribute directly and often significantly to aggregate savings and investment, and they are involved in the development of appropriate technology.

In an increasingly international marketplace, many companies are finding that prosperity is best achieved from specialization, as opposed to diversification. While the majority of the world’s largest companies continue to provide multiple services to numerous markets, they now purchase many components and goods from smaller companies that serve one particular niche. As the global marketplace continues to develop, women entrepreneurs in MSEs provide an effective tool for economic growth through participation in global supply chains (World Bank, 2005).

UNIDO(2004) added that a characteristic of women entrepreneurs in MSEs is that they produce predominantly for the domestic market, drawing in general on national resources; the structural shift from the former large state-owned enterprises to women entrepreneurs in MSEs will increase the number of owners, a group that represents greater responsibility and commitment than in the former centrally planned economies; an increased number of women entrepreneurs in MSEs will bring more flexibility to society and the economy and might facilitate technological innovation, as well as provide significant opportunities for the development of new ideas and skills; women entrepreneurs in MSEs use and develop predominantly domestic technologies and skills; New business development is a key factor for the success of regional reconversion where conventional heavy industries will have to phased out or be reconstructed (especially in the field of metallurgy, coalmining, heavy military equipment, etc.

OBJECTIVES OF THE STUDY

Generally, the study is designed to assess the major factors affecting the performance of women entrepreneurs in MSEs and the challenges they face in starting and running their own business in Polsara block of Ganjam district. Specifically, it is intended to assess:

1. The major characteristics of women entrepreneurs in MSEs and their enterprises.
2. The key factors that affect the performance of women entrepreneurs in MSEs.

Research Methodology

A sample of 150 women entrepreneurs was taken for the study using stratified and simple random sampling. In the process of answering the basic questions, a questionnaire that include demographic profiles, characteristics of women entrepreneurs and their enterprises

and factors that affect the performance of women entrepreneurs in MSEs was designed. After the data has been collected, it was analyzed using SPSS by applying factor analysis. Most of the women entrepreneurs (54%) belonged to the age group of 36 and above followed by the age groups of 26-35 (28%) and 16-25 (18%) in that order. Hisrich (1986) described the typical women entrepreneur to be about 35 years of age when she starts her first business venture. It appears women think of business idea in their thirties due to economic pressure/demand and more leisure time as their children are growing. Half (51%) of the women interviewed, belonged to the low income level. 38% of them belonged to the middle class and 11 per cent belonged to the high income strata respectively.

Table 1: Socio -demographic –economic profile

SOCIO-DEMOGRAPHIC CHARACTERISTICS	RESPONDENTS (N)	150
	n	%
AGE		
16 - 25 years	27	18
26 - 35 years	42	28
36 and above years	81	54
EDUCATION		
Illiterates	27	18
Less than 10th	75	50
10th	21	14
12th	9	6
Graduate and above	18	12
MARITAL STATUS		
Unmarried	12	8
Married	114	76
Widow/Widower	15	10
Divorcee	9	6
NO. OF CHILDREN		
None	27	18
1	18	12
2	54	36
3	30	20
4	12	8
5 and above	9	6
INCOME		
Rs. 500 - 2500	75	50
Rs. 2501 - 5000	57	38
Rs. 5001 - 7000	18	12

Educational status does not influence women in seeking entrepreneurship. This trend may leads to less realization of the need for appropriate pre-entrepreneurial interventions. Majority

(76%) of the women entrepreneurs were married and only low per cent of them were unmarried (8%), widows (10%) and divorces/separated (6%). Married were experiencing freedom and receiving support directly and/ or indirectly to start and manage their enterprises. Further parents were expressing that economic independence through entrepreneurship is a barrier in fixing their marriage alliances. Single women households experiencing several problems like low/no support from both family as well as financial agencies.

Majority (60%) of the respondents had fewer than two children, which included 18% who had no children, 12% were single parent, and 36% of the women entrepreneurs had two children. Only 40% of women entrepreneurs had more than two children .It is clear from the data that more women with small families enter entrepreneurship compared to those with large families. It is also expressed that fewer number of children means less responsibility and more free time which must be a facilitating factor for women to take up entrepreneurship.

Characteristics of women entrepreneurs in MSEs and women owned enterprises

There are a number of distinct criteria that makes women entrepreneurs and their enterprises different from that of men entrepreneurs even though there are common elements. The following table shows the characteristics of respondents by sector they are working on, the number of employees working in the enterprise, legal ownership status of the business, reasons to start own business, who initiates the business idea, source of skill for starting the enterprise, source of starting fund and access to land.

Sector

The sectors in which women entrepreneurs are working in is depicted in the following table.

Table 2: Sectors respondents engaged in.

SECTOR	NUMBER	PERCENT
Trade	6	4
Production	78	52
Services	12	8
Handcrafts	54	36
Total		100

It is clearly seen from table 2 that majority of the respondents (52%) are engaged in the production sector. The service sector accounts 8% of the respondents. The hand crafts and trade take the remaining 36% and 4% respectively.

Number of employees in the enterprise

Women entrepreneurs in MSEs provide a large numbers of employment opportunities to the society. The following table clearly shows the number of employees that women entrepreneurs in MSEs employ.

Table 3: Number of employees hired

NUMBER OF EMPLOYEES	NUMBER	PERCENT
Less than 5	36	24
5 - 10	6	4
11 - 15	18	12
More than 15	90	60
Total		100

As you can see from the table above, majority of the respondents (60%) hire more than 15 employees in their enterprise. But 24% respond that they employ less than 5 workers in their enterprise. The table also shows that 12% and 4% of the respondents hire from 11-15 employees and from 5-10 employees respectively.

Legal ownership status of the establishment

Enterprises are created having different legal ownership statuses such as Sole ownership, Joint ownership, Family business, Cooperative and others (Hisrich, 2005).The following table shows the respondents legal ownership status.

Table 4. Legal ownership of the enterprise

LEGAL OWNERSHIP	NUMBER	PERCENT
Sole ownership	3	2
Joint Ownership	24	16
Family Business	12	8
Cooperative Societies	111	74
Total		100

As one can see from the table above, majority of the respondents (74%) establish their enterprise in the form of cooperatives followed by joint ownership (16).The least number of respondents have a legal ownership of sole proprietorship business (2%).

Reasons to start own business

The motivators to establish own business are many in number and vary from individual to individual. The following table shows the reasons that women entrepreneurs in MSEs are motivated to start their own enterprises.

Table 5: Reason to Start own Business

REASONS TO START	NUMBER	PERCENT
Family Tradition	15	10
Independency/ autonomous	36	24
High Income	9	6

Small Investment is Required	3	2
No Other Alternative for Income	84	56
Successful Career	3	2
Total		100

Table 5 above vividly shows that most of the respondent entrepreneurs (56%) establish their own business for the reason that they have no other alternatives for income. 24% of the respondents start their own business since they want to be independent or have autonomy. Only 2% of the respondents establish their own business because they believe that it requires a small investment.

Initiation of the Business

It is common that some start their own business with their own initiation and some others establish enterprises with family or friends as a partner. The table below shows the initiators of women entrepreneurs to start own business.

Table 6: Initiation of the Business

INITIATION OF THE BUSINESS	NUMBER	PERCENT
Myself Alone	87	58
With the Family	33	22
With a friend/ partner	3	2
Other	27	18
Total		100

The above table clearly depicted that majority of the respondents (58%) start enterprises with their own initiation. Similarly, 22% of the respondents start businesses with their family. It is only 3% of the entrepreneurs establish business with an initiation of a friend /partner.

Source of skill for running your enterprise

In running any business, it is logical that the necessary skills are required. These skills can be acquired from different sources. The following table shows the respondents source of skills to run their enterprises.

Table 7: Source of skill for running your enterprise

SOURCE OF SKILL	NUMBER	PERCENT
Through Formal Training	96	64
From Past Experience	12	8
From Family	30	20
From Friends	12	8
Total		100

It is also indicated in the table above that 64% of the respondents acquire the necessary skill for their business from formal trainings. Moreover, 20% of the entrepreneurs acquire their

skills from their family. Only 8% of the respondent entrepreneurs acquire the skill from friends.

Source of start-up funding

Starting own business requires a starting capital rather the mere existence of ideas. The following shows the main sources of start-up fund.

Table 8: Source of Start-up Funding

SOURCE OF START-UP FUNDING	NUMBER	PERCENT
Previous Work Experience	9	6
Borrowed from friends/ relatives/ money lenders	3	2
Micro-finance Institutions	96	64
Assistant from friends/ relatives	3	2
Inheritance	6	4
Borrowed from Bank	6	4
NGOs	18	12
Network/ Contacts	9	6
Total		100

The table above shows that majority of the respondents (64%) use micro finance institutions as the main source of start-up funding in financing their enterprises. It is also clear that 6% of the entrepreneurs use previous work experience as their main source of start-up funding. The table above shows that 2% of the entrepreneurs finance their business borrowing from relatives/friends/money lenders. Women entrepreneurs in MSEs now-a-days have started approaching banks and NGOs as a source of financing their business.

Challenges for female entrepreneurs

Female respondents in general face specific challenges. The following shows some of the challenges that women entrepreneurs normally face.

Table 9: Challenges for female entrepreneurs

CHALLENGES FOR FEMALE ENTREPRENEURS	NUMBER	PERCENT
Lack of Management Experience	21	14
Access to Finance	9	6
Access to Technology	72	48
Access to Networking Opportunities	12	8
Governmental Support	6	4

Access to Land	9	6
Gaining Acceptance	12	8
Inadequate access to training	9	6
Total		100

230 In particular, family and household responsibilities are perceived as limiting factors. The
 231 second main constraint is lack of management experience. Limited access to networking
 232 opportunities was also specifically mentioned as a constraint applying more often to female
 233 entrepreneurs.

234 IBM SPSS 20 (Statistical Package for the Social Sciences) has been used for data analysis.
 235 The statistical tool used for this research work is factor analysis which has been elaborated
 236 here: Factor analysis is a statistical method used to describe variability among observed,
 237 correlated variables in terms of a potentially lower number of unobserved variables called
 238 factors. Factor analysis is commonly used in the fields of psychology and education and is
 239 considered the method of choice for interpreting self-reporting questionnaires. It is a
 240 multivariate statistical procedure that has the following uses: Firstly, factor analysis reduces a
 241 large number of variables into a smaller set of variables (also referred to as factors).
 242 Secondly, it establishes underlying dimensions between measured variables and latent
 243 constructs, thereby allowing the formation and refinement of theory. Thirdly, it provides
 244 construct validity evidence of self-reporting scales.

245 **Factors affecting women entrepreneur's performance in MSEs**

246 There are a number of factors that affect women entrepreneurs in MSEs associated with
 247 different factors.

248 The statistical tool used for this research work is factor analysis which has been elaborated
 249 here. Factor analysis is a statistical method used to describe variability among observed,
 250 correlated variables in terms of a potentially lower number of unobserved variables called
 251 factors. Factor analysis is commonly used in the fields of psychology and education and is
 252 considered the method of choice for interpreting self-reporting questionnaires.

253 Exploratory factor analysis was used to find out the factors that affect women entrepreneur's
 254 performance in MSEs. Cronbach's alpha is a measure of internal consistency, that is, how
 255 closely related a set of items are as a group. Cronbach's alpha is not a statistical test-it is a
 256 coefficient or reliability i.e., consistency. 20 numbers of items have been inducted to scale
 257 and test the reliability. The Cronbach's Alpha value is 0.787. The KMO measures the
 258 sampling adequacy which should be greater than 0.5 for a satisfactory factor analysis to

259 proceed. Looking at the Table 10, the KMO measure is 0.787. From the same table we can
 260 see that the Bartlett's test of sphericity is significant. That is, its associated probability is less
 261 than 0.05.

262 Table 10: KMO and Bartlett's Test of Sphericity

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.787
Bartlett's Test of Sphericity	Approx. Chi-Square	1905.911
	df	190
	Sig.	.000

263 The total variance explained in table 11 shows all the factors extractable from the analysis
 264 along with their eigen values, the percent of variance attributable to each other, and the
 265 cumulative variance of the factor and the previous factors.

266 Table 11: Total Variance Explained

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.555	27.775	27.775	5.555	27.775	27.775	3.806	19.031	19.031
2	4.945	24.723	52.498	4.945	24.723	52.498	3.680	18.399	37.430
3	1.496	7.478	59.976	1.496	7.478	59.976	3.094	15.471	52.901
4	1.148	5.740	65.716	1.148	5.740	65.716	2.358	11.791	64.693
5	1.027	5.135	70.851	1.027	5.135	70.851	1.232	6.158	70.851
6	.844	4.218	75.069						
7	.775	3.877	78.946						
8	.688	3.439	82.386						
9	.537	2.686	85.072						
10	.455	2.276	87.347						
11	.407	2.035	89.382						
12	.389	1.943	91.325						
13	.379	1.893	93.219						
14	.344	1.718	94.937						
15	.253	1.267	96.204						
16	.238	1.191	97.395						
17	.179	.895	98.289						
18	.148	.740	99.029						
19	.134	.669	99.699						
20	.060	.301	100.000						
Extraction Method: Principal Component Analysis.									

267 From the above table, 5 factors have been extracted.

268 The idea of rotation is to reduce the number of factors on which the variables under
269 investigation have high loadings. Rotated component matrix provides sufficient evidence that
270 all the variables can be segregated into six factors. Table 12 depicts the derived factors which
271 are explained below:

272 Table 12: Rotated Component Matrix

Rotated Component Matrix^a					
	Component				
	1	2	3	4	5
FAMILYWELFARE					.761
MORALSUPPORTOFFAMILY					.792
URGEFORLEARNING		.754			
NOTAFRAIDOFBUSINESSRISK		.799			
DONOTGETDISCOURAGEDEASILY		.771			
HIGHSELFESTEEM		.588			
GOVERNMENTSUPPORT				.584	
SUPPORTOFFINANCIALAGENCIES				.556	
AWARENESSABOUTLOANScheme				.761	
AVAILABILITYOFRAWMATERIAL	.793				
DEMANDFORTHEPRODUCT	.869				
INFRASTRUCTURE	.840				
WAREHOUSINGFACILITIES	.673				
POWERSUPPLY	.801				
SKILLEDWORKFORCE	.851				
SELFCONFIDENCE			.641		
DETERMINATION			.602		.
INNOVATIVEINSTINCTS			.751		
POFITABILITYOFTHEBUSINESS			.833		
ACHIEVERECOGNITIONINSOCIETY			.816		
Extraction Method: Principal Component Analysis.					
Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 8 iterations.					

273 After deducting the dimensions, the five factors which have been extracted are narrated
274 hereby.

F1: While observing the results, variables like family welfare and moral support of family have loadings of 0.761 and 0.792 on factor F1 respectively. Therefore, this factor can be interpreted as “social factors”. This factor is by far the most important one explaining 19.031% of the total variance.

F2: As it is clear from Table 12, statements like urge for learning, not afraid of business risk, do not get discouraged easily and high self esteem have loadings of 0.754, 0.799, 0.771 and 0.588 represented by factor F2. It accounts for 18.399% of the total variance and has been named as “psychological factors”.

F3: Table 12 indicates three statements, namely, government support, support of financial agencies and awareness about loan scheme has the loadings of 0.584, 0.556 and 0.761. The factor F3 has been interpreted and named as “financial factors”. This factor estimated to explain 15.471% of the total variance.

F4: The pattern of factor loading for interpreting factor 4 variables availability of raw material, demand for the product, infrastructure, warehousing facilities, power supply and skilled workforce has the loadings of 0.793, 0.869, 0.840, 0.673, 0.801 and 0.851. So, this variable comes under the heading of “work-related factors” and it is explaining 11.791% of total variance.

F5: The pattern of factor loading for interpreting factor 5 variables like self confidence, determination, innovative instincts, profitability of the business and achieve recognition in society has the loadings of 0.641, 0.602, 0.751, 0.833 and 0.816, so; this variable comes under the heading of “entrepreneurial orientation factors”.

FINDINGS OF THE STUDY

There are few findings which have been extracted while analyzing the data. Kaiser-Meyer-Olkin measure of the sample adequacy is 0.787 which is above 0.5 required to apply the factor analysis. The review of this study found that there are five dissimilar components that can be drawn, which are social factors, psychological factors, financial factors, work- related factors and entrepreneurial orientation factors.

In the recent era, the Indian women entrepreneurs are eager to do the business. Women have been taking interest in income generating activities through entrepreneurship.

The study further proves the relationship between psychological factors and women entrepreneurs orientation as it plays an important role in the orientation of women entrepreneurs because need to achieve power and affiliation are all reflected through psychological characteristics (McClelland, 1996). If the women entrepreneurs are ready to

learn the new techniques only then they can implement new innovations as they are seldom afraid of failure. Psychologically they have the courage to face the failures and remain in the business, which is reflected in this study.

Further, the study revealed that social support affect orientation of women entrepreneurs that is consistent with the results of the study by Nair and Pandey (2006). Helpful spouse is a source of motivation for women entrepreneurs as positive moral support encourages them to face the world more boldly. Further, this phenomenon is strengthened if family and society also motivates and support them. Previous literature (Ganesan et al., 2002; Nigam & Sharma, 1997) hints at work and worker-related problems but does not hold true here. The study reflects that they are also willing to take a business risk, which reflects their level of orientation for their business. It is concluded that women entrepreneurs have come of the age and they know how to tackle the work-related problems. It further reflects their confidence in running the business.

SUGGESTIONS

The results of the study show that women entrepreneurs faced a number of problems. The following suggestions are recommended to overcome the problems:

- Banks and financial institutions must come forward to support and motivate them to start the units.
- Financial help should be provided to women entrepreneurs by government as well as non-government financial agencies as it removes their difficulty in procuring loans.
- Sources of power supply should be raised for women entrepreneurs. The power supply should be regular in general for the ventures being run by women entrepreneurs in particular. The government should provide power at low rate and other facilities related with electricity to those units, which are started and operated by women entrepreneurs.
- Women entrepreneurs should be provided with special training and development programs for developing their innovative instincts.

DISCLAIMER

This manuscript was presented in the conference “International conference on Gender and Management: Issues & Challenges”.

Available link is “ <http://bgu.ac.in/speaker/programme.pdf> ”

Date 5-6, January 2017

REFERENCES

- McClelland, D. C. (1996). *The achieving society*. Princeton, NJ: Van Nostrand.
- Nigam, S., & Sharma, S. K. (1997). Problems and prospects of women entrepreneurs in Agra. *Indian Journal of Commerce*, 2(1), 243–248.
- Tan, J and. Young, E.(2000). “Entrepreneurial Infrastructure in Singapore: Developing a Model and Mapping Participation.” *Journal of Entrepreneurship*. Vol. 9, No. 1.
- UNIDO .(2001). *Women Entrepreneurship Development in Selected African Countries*. Working Paper No.7.Legos
- Brush, C.G., Edelman, L.F, & Manolova, T. S. (2002). The impact of resources on small firm internationalisation. *Journal of Small Business Strategy*., 13(1), 1–17.
- World Bank .(2003).Importance of SMEs and the Role of Public Support in Promoting SME Development. Retrieved on 23-5-10 from <http://info.worldbank.org/etools/docs/library/49256/fan.pdf>
- Ganesan, R., Kaur, D., & Maheswari, R. C. (2002). Women entrepreneurs: Problems and prospect. *Journal of Entrepreneurship*, 11(1), 75–93.
- Hisrich, R.D. (2005), *Entrepreneurship*.7th Edition, Boston: McGraw Hill. Retrieved on 15–5–10 from http://www.csb.uncw.edu/people/rowej/classes/mba533old/MBA533_001Class6Student.pdf.
- Hisrich, R.D. (2005). *Entrepreneurship: New Venture creation*.5th edition .Tata Mc Graw Hill, New Delhi.
- ILO. (2006).*Vulnerability and young women Entrepreneurs: A case study of Ethiopian Informal Economy*. Geneva: International Labor Organization. Retrieved on 16-5-10fromhttp://www.cartierwomensinitiative.com/docs/Ethiopian_women_entrepreneurs_ILILO.pdf.
- Nair, K. R. G., & Pandey, A. (2006). Characteristics of entrepreneurs: An empirical analysis. *Journal of Entrepreneurship*, 15(1), 47–61.
- Samiti, V. (2006). *A research study on Entrepreneurial Challenges for SC Persons in India*. New Delhi : Planning Commission Government of India Yojana Bhawan.
- Gemechis Tefera (2007).*Attitude Of College Students Towards Entrepreneurship: A Case Study of Addis Ababa University and Rift Valley University College*. Addis Ababa, Ethiopia. Unpublished Thesis.
- World Bank (2007). *Doing Business: How to Reform*. Washington, D.C.: The International Bank for Reconstruction and Development / The World Bank.
- ILO .(2008).*Women Entrepreneurs in Kenya. Factors affecting Women Entrepreneurs in Micro and Small Enterprises in Kenya*. Geneva. International labor organization.