

**PREDICTIVE ANALYSIS OF DETERMINANTS FOR WOMEN
ENTREPRENEURSHIP AMONG GENERATION Z OF
DHAKA CITY**

BY

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This Report Presented in Partial Fulfillment of the Requirements for the
Degree of Master of Science in Management Information System

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APPROVAL

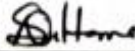
This Project titled **Predictive analysis of determinants for women entrepreneurship among generation z of Dhaka city**, submitted by **Ananna Aparupa** to the Department of Computer Science and Engineering, Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of Master of Science in Management Information System and approved as to its style and contents. The presentation has been held on **11th of January 2025**.

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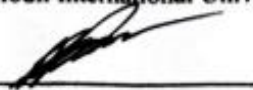
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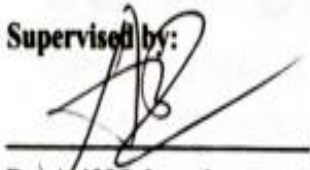
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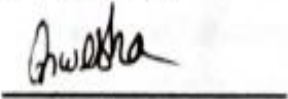
We hereby declare that, this project has been done by us under the supervision of **Dr. Arif Mahmud, Associate Professor & Program Director MIS, Department of CSE** Daffodil International University. We also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

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ABSTRACT

Since that time, women entrepreneurs have come a long way and are now considered as one of the most potent forces in changing our global business landscape for good by furthering economic development to benefiting society. The extensive acknowledgment surrounding this fact- that women too, have the abilities to innovate, lead and be at helm of enterprise development-all abode well for a reshaping in perception as regards the role of women within business. This swelling tide of female entrepreneurship signals the breakdown and liberation from decades old societal impositions, inviting women to join in different professions including technology or corporate roles. That led me to this research of exploring who wants young women entrepreneurship: a study on Generation Z in Dhaka city. The research uses a model of ASE (Attitude, Social influence and self-Efficacy) to explain the process for behavior change. Based on Albert Bandura's Theory of Planned Behavior and Social Learning Theory, the TPB is a social cognitive framework that suggests behavior can be predicted or expected once individual intent/interest has been determined. There are seven hypotheses in this research, one for all traits: Neuroticism Extraversion Agreeableness Conscientiousness Open- ness Shyness Loneliness. The significant p-values of all scales is confirmed by the study that how these traits are significantly important in determining entrepreneurial intentions for Generation Z female population having roots in Dhaka.

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CHAPTER 1

Introduction

1.1 Introduction

Women entrepreneurs in the wider context of international business have emerged as a powerful and innovative group, fostering social progress and economic development. Over time people have come to regard women as capable of innovating, leading and managing in order to drive a profitable business. Female entrepreneurship inspires the breakdown of traditional gender roles and encourages women to enter into traditionally male-dominated sectors such as technology, finance or health care. Good is not only a factor of gender equality but also contributes immensely to community development, creation of jobs and poverty reduction. Inspiring a new generation of female entrepreneurs to return to their dreams and become an indispensable part of the global economy are women who, despite everything thrown against them think they can take on anything.

1.2 Motivation

Women's entrepreneurship is driven by their desire for independence, self-expression, and the determination to break down social barriers. Motivated by a passion for their ideas and a commitment to making a positive impact in the business world, women entrepreneurs often strive to escape traditional roles and constraints. Their endeavors are sparked by the realization of untapped potential and the growing recognition of the value women bring to the entrepreneurial landscape. Additionally, the pursuit of financial security and a constructive social influence propels women to start and run their own companies. As more role models and support networks emerge, women find inspiration and encouragement to overcome obstacles, fostering a sense of empowerment and resilience. Ultimately, women pursue entrepreneurship for various reasons, including personal fulfillment, economic empowerment, and the desire to challenge stereotypes about women in the business world.

1.3 Rationale of the Study

Studying women entrepreneurs is crucial due to its profound impact on social advancement, gender equality, and economic growth. Understanding the unique dynamics, challenges, and opportunities specific to female entrepreneurs is essential for developing targeted policies, fostering supportive environments, and promoting equitable economic development. By investigating the factors influencing women's entry into entrepreneurship—such as cultural norms, resource availability, and institutional support—scholars can provide valuable insights to inform policy interventions and initiatives aimed at achieving gender parity.

Researching women entrepreneurs allows for the identification of the barriers they face, thereby enabling the creation of solutions and an environment conducive to their success. The ultimate objective of studying women entrepreneurs is to cultivate a more diverse and equitable entrepreneurial ecosystem, maximizing the contributions these individuals make to society as a whole. This underscores the importance of studying women entrepreneurs beyond the confines of academia, highlighting its relevance and impact on broader societal progress.

1.4 Research Question

RQ1: Which type of thesis is this ?

RQ2: How is the dataset created?

RQ3: How can women entrepreneurs contribute to our society and economy?

RQ4: What steps should the society and government take to encourage women to become entrepreneurs?

1.5 Expected output

This thesis related to the purpose of women entrepreneurship. This paper, conducted in Dhaka city and uses a survey-based research question to study the motivation of women entrepreneurs from work-related cause that have led them towards entrepreneur. With the development of an advanced machine learning model, I am solemnly focused in uncovering the main variables affecting women's entrepreneurial intentions.

I trust that this research can help empower women to better understand their rights and inspire them to play an even more significant role in economic growth, innovation, and job creation. Furthermore, this research seeks to confront gendered assumptions that serve as obstacles towards better equality in society. This way women will feel liberated and be able to positively influence the generation ahead of them for a better world themselves.

1.6 Project Management and Finance

To collect the real data to use it in my research, I took a survey of Gen Z from Dhaka city. This process required meeting several people to get necessary information involved lot of travel and data collection charges. I created my survey in Google Forms, design many elements as question sections. I handed over this Google Form to the students and then analyzed it through Smart PLS.

1.7 Report Layout

The rest of the chapter in this paper is organized as follows:

- Chapter 2: Background study
- Chapter 3: Research Methodology
- Chapter 4: Experimental Result and Discussion
- Chapter 5: Impact on society, environment and sustainability
- Chapter 6: Summary, Conclusion and Future Analysis
- Reference

CHAPTER 2

Background study

2.1 Preliminaries

Every year on November 19, International Women's Entrepreneurship Day is celebrated worldwide in recognition and celebration of the contributions made by women to entrepreneurship.

When women first start a business, it involves some critical steps that must be in place to set them up for entering the world of entrepreneurship. The first is the importance of self-discovery whereby an individual must map out their passions, capabilities and entrepreneurial objectives. This self-awareness will serve as a foundation when choosing an industry or idea for business. Therefore, female entrepreneurs usually spend lots of time researching the market to understand whether their business idea is practicable or not - who they want as customers, how competitive it already is and potential problems along the way. Another important first step is in gaining knowledge and skills to make better business decisions by attending formal education, training programs or seeking mentor-ship. The preparation required to sustain along the growth path is, arranging for funds, business plan preparation and access of capital. Forming a built-in network of personal and professional connections is integral to the entrepreneurial path. These earlier stages together provide a broad basis for women to set themselves on their way toward building durable and successful enterprises.

2.2 Related Works

Over the last few years, an extensive amount of academic research is being conducted on women entrepreneurship in Bangladesh. This expanding literature highlights the crucial contribution that women entrepreneurs are making to economic self-sufficiency in America. Research on women entrepreneurship has been conducted aimed at investigating different aspects that play a role in determining the likelihood of female

entrepreneurs to engage into business, from education levels and access to resources over socio-cultural factors.

Ahsan, M., & Rahman, S. (2014) Compare the constraints and opportunities identified in this study with those in other cities in Bangladesh. Summarize the key challenges and opportunities faced by women entrepreneurs as highlighted in the case study [1].

Alam, M. S., & Sayeed, A. A. Analyze the specific factors influencing women entrepreneurship in Khulna and compare them with those affecting women entrepreneurs in Dhaka City. Summarize how regional differences impact entrepreneurial activities [2].

Hossain, M. A., & Islam, N. Identify and compare the barriers faced by women entrepreneurs in Khulna with those faced in other regions, particularly Dhaka. Summarize common and unique challenges identified in the study [3].

Hossain, M. A., & Rashid, M. M. Compare the entrepreneurial ecosystem and support mechanisms in Chittagong with those in Dhaka. Summarize the study's findings on what drives or hinders women entrepreneurs in Chittagong [4].

Islam, S., & Ali, M. Y. Evaluate the broader national challenges and opportunities for women entrepreneurs in Bangladesh and compare them with the specific context of Dhaka City. Summarize the general trends and insights applicable to different regions [5].

Rahman, S., & Raihan, S. Identify distinguishing characteristics of women entrepreneurs in Bangladesh as noted in the study and compare these with findings from other regions or studies. Summarize the key traits and success factors [6].

Saha, A., & Hoque, N. Focus on the constraints and opportunities specifically for women entrepreneurs in Dhaka City. Compare these findings with other cities like Khulna and Chittagong. Summarize unique challenges and opportunities in Dhaka [7].

Sultana, S. Analyze the success stories of women entrepreneurs in Dhaka and compare them with success stories from other regions. Summarize the key factors contributing to their success [8].

Uddin, M. S., & Hoque, A. Identify the problems and prospects of women entrepreneurship in Bangladesh as outlined in the study and compare these with the findings from other regional studies. Summarize the overall landscape of women entrepreneurship in the country [9].

Yasmin, F., & Azeem, M. Compare the challenges and prospects of women entrepreneurs in Sylhet with those in Dhaka. Summarize the unique regional issues and potential growth areas identified in the study [10].

Conduct a comparative analysis by highlighting the similarities and differences in the challenges, opportunities, and success factors for women entrepreneurs across different cities in Bangladesh (Dhaka, Khulna, Chittagong, Sylhet). This analysis will help in understanding regional variations and commonalities in women entrepreneurship.

Summarize the key findings from each study, focusing on the main constraints, opportunities, and distinguishing factors of women entrepreneurs. Provide an integrated overview of the determinants affecting women entrepreneurship in Bangladesh, with a specific focus on Dhaka City, and highlight how these determinants align or contrast with findings from other regions. This summary will provide a comprehensive understanding of the overall landscape and specific regional contexts of women entrepreneurship in Bangladesh.

2.3 Comparative Analysis and Summary

Research has also pointed out some challenges of being a female entrepreneur like unequal access to networking, financial back up and gender biases/stereotypes. Besides, various research has already investigated the positive effects of women entrepreneurship such as creating employment opportunities for others; contributing to economic empowerment and community development.

The literature also discusses supportive mechanisms, such as mentorship programs, networks and government policies that cultivate an ecosystem of women entrepreneurship. This extensive research not only highlights the necessity to challenge

gender inequality in entrepreneurship but also facilitates practitioners, policy-makers and potential female entrepreneurs with enriching ideas about how they can excel as future business leaders.

To summarise, some research around women entrepreneurship in Bangladesh focuses on the most prominent determinants of entering business by looking at education and socio-cultural factors. Disadvantages range from less networking possibilities to stereotypes against women and advantages include job creation, financial independence. Policies and programmes need to be cohesive so they facilitate an enabling environment for women entrepreneurs.

2.4 Scope of the Problem

Even with the progress of most recent years, women still have many great and entangled obstacles to cross in entrepreneurship. Gender inequalities still remain in most areas of the entrepreneurial ecosystem. One of the challenges that women face when trying to start their own businesses is lack of access to financial resources and funding. Gender biases and stereotypes also serve to prevent them from gaining access to networking, mentorship, ultimately changing how the industry perceives their leadership potential.

The redistribution of educational and training opportunities between women entrepreneurs as well prohibits the development of skills required for successful venturing. Work-life balance is an additional struggle that may have implications for how well women can start and maintain businesses.

Solutions Calls for a Full Understanding of Problem Nature and Scope The solution is not in merely increasing the numbers of women entrepreneurs but lies in reafforestation including targeted interventions, supportive policies and cultural shifts that can foster an inclusive ecosystem for professional growth. Such efforts are critical to ensure that equal growth opportunities are provided and in making it easier for the women entrepreneur ecosystem flourish within an already competitive business environment.

2.5 Challenges

Women entrepreneurs are challenged across social, economic and institutional dimensions. As long as the majority of companies push women out and many societal norms force them back home to kitchens, are we going anywhere? Moreover, long-held gender stereotypes and biases in the commercial arena also deprive women from essential resources such as proper funding, networks and mentorship. Finances represent a far greater problem for women as they overtly out perform their male counter parts in efforts to gain starting or growing dollars.

Structural barriers like less access to networks and support systems compound the struggles women entrepreneurs have in moving up professionally as well as scaling their ventures. The push/pull between family responsibilities, and entrepreneurial ambition is an additional hurdle that women entrepreneurs face when trying to start or manage a business as societal norms combined with programmed gender roles are constantly hammering in the message about what women "should be".

Meeting these challenges will necessitate more than simply policies and programs targeted to women as entrepreneurs, it also demands a cultural shift in our understanding of the roles that women play just like male an Entrepreneur. It would also necessitate dismantling traditional gender biases and practices to create a world where women can truly flourish and become powerful contributors toward society development as well as towards macroeconomic outcomes. This cultural transformation is necessary for women entrepreneurs to fully contribute and be recognized at the heart of innovation and economic growth.

CHAPTER 3

Research methodology

3.1 Research Subject and Instrumentation

My research focus on intention of women entrepreneurship. I do this analysis through the ASE model, which refers to Attitude Social norms and Self-efficacy Expectations. Based on Theory of Planned Behavior and Social Learning Theory, by Albert Bandura who proposed that to learn human behavior it has become important to study intention.

The ASE model argue that: attitudes, social norms and self-efficacy beliefs are predictors of intention to be entrepreneur in women. Through an analysis of these factors, my study seeks to predict and explain women's entrepreneurial intentions that are taken up in the face of constraints.

3.2 Data Collection Procedure

For fielding the right information that I needed to study women entrepreneurship, an initial Google Form was created in a proper sequence of questions based on what kind of data is required. At first, using answers submitted by some friends I have on Facebook. Then I went on to collect the data and reached out in my network friends who were seniors or juniors. I also went to women from other age groups and asked for their participation in filling out the form. This multichannel/multistakeholder strategy helped me capture different views and insights that are valuable for my research on female entrepreneurship intentions.

3.3 Statistical Analysis

Such statistical analysis of women entrepreneur depicts a fluid scenario comprising significant strides yet lingering hurdles. New data unearths a burgeoning interest surrounding female-owned businesses, risking their stalwart economic prowess. They are recognised for creating jobs, fostering rapid economic growth and bring in a new

dimension of innovation as well as diversity across different sectors. However serious obstacles still persist, even with these positive trends. If you are a woman, there are still challenges getting financing and help in similar rates as males. Though gender differences can still be seen, as in the smaller businesses women are operated.

Corresponding efforts to alleviate these challenges, such as mentorship programs and improved access to capital have seen some success in closing the gender gap amongst entrepreneurs. But continuous research efforts and targeted policy interventions are needed to foster a more inclusive environment for women entrepreneurs. These are necessary actions to give women the power to fully realize their potential, and make an even larger contribution in the world economy.

3.4 Proposed Methodology

The ASE model explains the process of change in behaviour highlighting intention, and is grounded on Albert Bandura's Theory of Planned Behaviour & social learning theory. Intention (Attitude, Social Influence and Self-Effectiveness) act as the predictor of human behavior. Developed initially in 1988 by Hein de Vries, the ASE model has been used widely especially in The Netherlands and Belgium to help people change their behaviours related to health dietary intake. Meeting the pillars of this structured model promotes an understanding and alteration of behavior patterns based on attitudes, perceived social norms, or personal efficacy principles, all at play to best promote successful.

3.4.1 Validity standards for the measurement model

Table 3.4.1: Summary of validity standards for the measurement model

Validity and reliability	Criteria	Threshold value and guideline
Indicator reliability	Factor loadings (FL)	FL \geq 0.5
Indicator validity	Variance inflation factor (VIF)	VIF \leq 5 or, VIF \leq 10
Internal consistency reliability	Composite reliability (CR)	CR \geq 0.7
Convergent validity	Average variance extracted (AVE)	AVE \geq 0.5
Discriminant validity	Fornell and Larcker (1981)	The AVE of each variable has to be larger than the maximum squared correlation of any other variable

3.4.2 Validity standards for the structural model

Table 3.4.2: Summary of validity standards for the structural model

Validity	Criteria	Threshold value and guideline
The validity of the model	Path coefficient (β)	$\beta > 0.1$ or, $\beta > 0.2$
	Coefficient of determination (R^2)	Substantial $\rightarrow 0.67$, moderate $\rightarrow 0.33$, weak $\rightarrow 0.19$ or, Substantial $\rightarrow 0.75$, moderate $\rightarrow 0.50$, weak $\rightarrow 0.25$
	Cross validated redundancy (Q^2)	$Q^2 > 0$
	Effect size (f^2)	$0.01 \leq f^2 < 0.02 \rightarrow$ very small effect $0.02 \leq f^2 < 0.15 \rightarrow$ small effect $0.15 \leq f^2 < 0.35 \rightarrow$ medium effect $f^2 \geq 0.35$ large effect

3.4.3 Demographic data

Table 3.4.3. Demographic data

Variables	Classification	Occurrence
Age	15 years	0
	16 years	0
	17 years	0
	18 years	5
	19 years	10
	20 years	33
	21 years	46
	22 years	60
	23 years	57
	24 years	21
	25 years	5
Highest academic qualification	26 years	5
	No recognized academic degree	1
	SSC or equivalent	2
	HSC or equivalent	34

	Diploma or equivalent	11
	Honors or equivalent	183
	Masters or equivalent	7
	PhD or equivalent	0
	Others	8
	Post Doctorate or equivalent	0
Marital status	Married	17
	Single	224
Occupation	Don't work	0
	Public sector	0
	Private sector	2
	Student	230
	Business	0
	Freelancing	0
	Others	8

3.4.3.1 Demographic data graph: Age

The age distribution data represents individuals aged 15 to 26 years. Notably, there are no individuals recorded at ages 15, 16, or 17. The population begins at age 18 with 5 individuals and rises steadily, peaking at age 22 with 60 individuals. This is followed by a gradual decline, with 57 individuals at age 23, 21 at age 24, and only 5 individuals each at ages 25 and 26. The distribution demonstrates a concentration of individuals in their early 20s, particularly between ages 21 and 23, suggesting that this group may predominantly represent individuals in higher education, early career stages, or similar life phases. The lack of representation under 18 years could indicate eligibility criteria or participation restrictions. This data provides valuable insights for analyzing trends or designing targeted interventions for this age demographic.

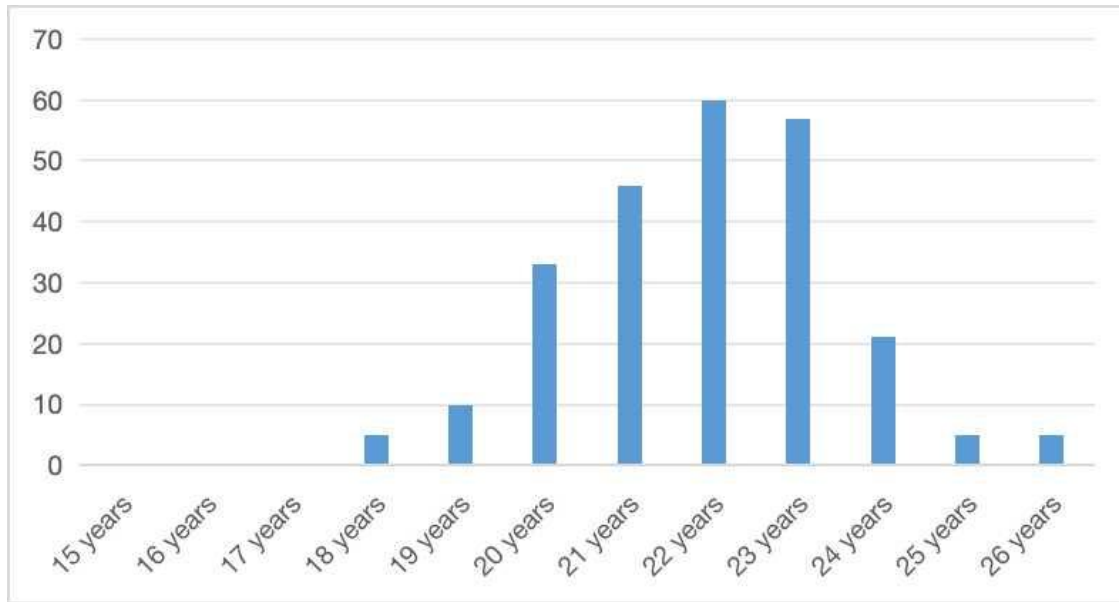


Fig 3.4.3.1: Age data graph

3.4.3.2 Demographic data graph: Highest academic qualification

The data on the highest academic qualifications reveals the educational attainment levels within the population.

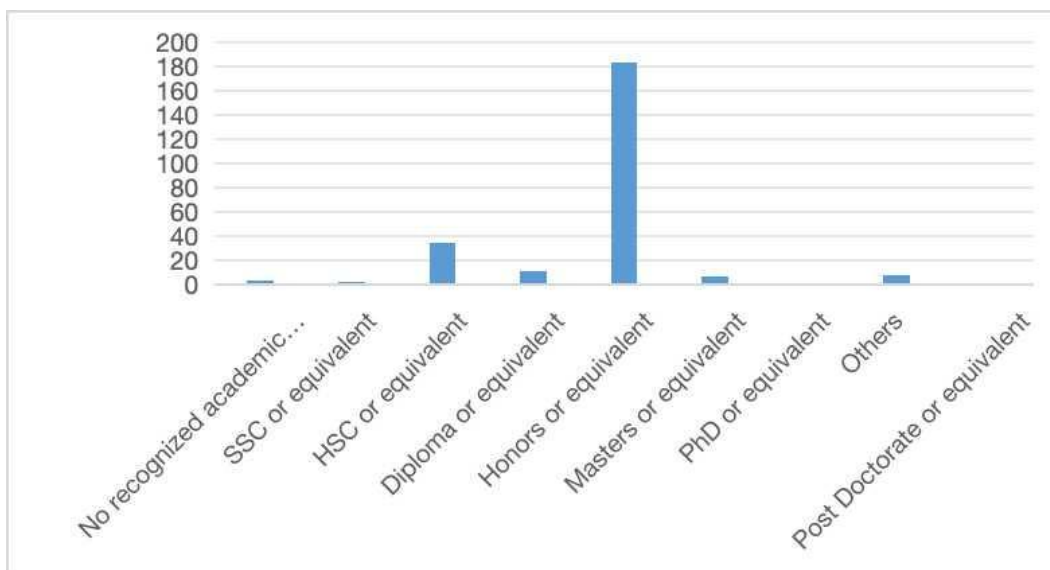


Fig 3.4.3.2: Highest academic qualification data graph

A majority of individuals (183) hold an Honors or equivalent degree, making it the most common qualification. This is followed by 34 individuals with HSC or equivalent and 11 with a Diploma or equivalent. Fewer individuals hold advanced degrees, with 7 holding a Master's degree, and none holding a PhD or Post Doctorate qualification. Additionally, 8 individuals fall under the "Others" category, which could represent alternative or unclassified educational credentials, while 1 individual has no recognized academic degree. This distribution highlights a population with a strong representation of mid-level to higher education qualifications, with limited representation in the advanced academic categories.

3.4.3.3 Demographic data graph: Marital status

The marital status data indicates that the vast majority of the population, 224 individuals, are single, comprising the dominant category. In contrast, only 17 individuals are married, representing a much smaller proportion.

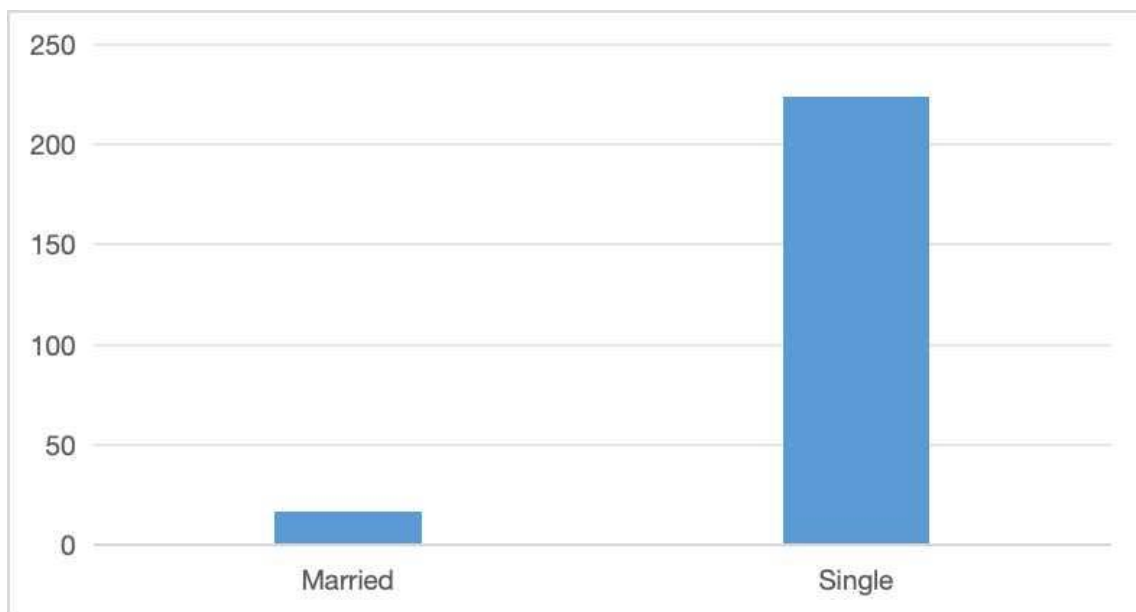


Fig 3.4.3.3: Marital status data graph

This significant difference suggests that the population is predominantly composed of unmarried individuals, which could correlate with factors such as age, educational pursuits, or career development stages commonly associated with single status.

3.4.3.4 Demographic data graph: Occupation

The occupation data shows that the vast majority of individuals, 230, identify as students, highlighting a population primarily engaged in educational activities.

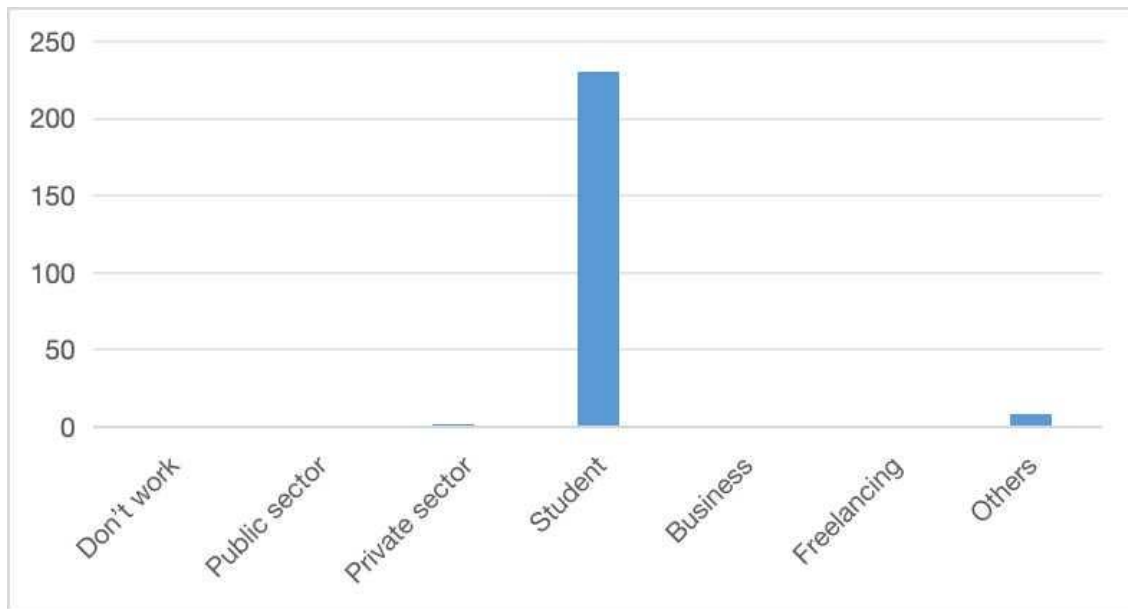


Fig 3.4.3.4: Occupation data graph

A small number, 2 individuals, work in the private sector, while 8 fall under the "Others" category, possibly representing non-traditional or unspecified occupations. Notably, there are no individuals in the public sector, business, freelancing, or classified as not working. This distribution emphasizes the student-dominated nature of the population, reflecting a group likely focused on academic pursuits with limited professional engagement.

3.4.4 Hypotheses block diagram

Based on my investigation, I have come up with seven data-backed hypotheses related to different personality attributes and psychological determinants by beforehana

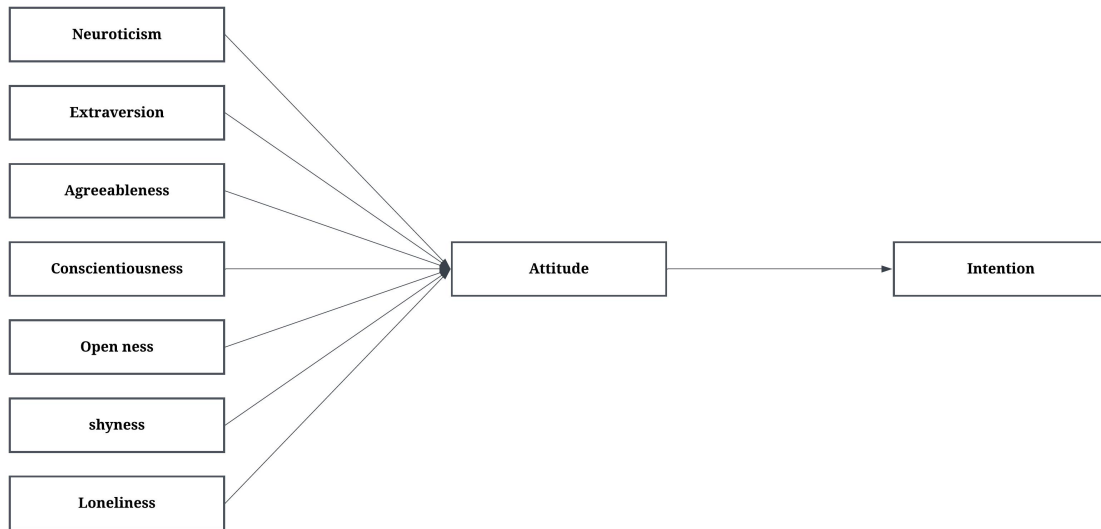


Fig 3.4.3: Hypotheses block diagram

1. **Neuroticism:** The neuroticism hypothesis posits that the trait of neuroticism will influence women in terms of either innovation intentions or behaviors. In general, neuroticism is associated with the tendency to experience negative emotions more frequently and for a longer duration (emotional instability) as well as being more sensitive towards stress.
2. **Extraversion:** This hypothesis investigates the impact of extraversion on women start-up behaviors. This personality trait typically goes hand-in-hand with traits such as sociability, assertiveness and a greater general sense of positive energy.
3. **Agreeableness:** The core of this hypothesis is to look how agreeable women are influencing the way they participate in entrepreneurship. People who score high on the trait are agreeable, cooperative and helpful.
4. **Conscientiousness:** This hypothesis investigates how conscientious women are in their entrepreneurial pursuits. These traits often describe conscientious individuals, who are generally organized and goal-driven.

Table 3.4.4: Hypothese variables & questionnaires

Variables	Items
Neuroticism	I see myself as someone who is disheartened
	I see myself as someone who is intolerant and cannot handles stress
	I see myself as someone who is tensed
	I see myself as someone who worries a lot
	I see myself as someone who is emotionally instable and get upset easily.
Extraversion	I see myself as someone who is talkative
	I see myself as someone who is friendly
	I see myself as someone who is full of energy
	I see myself as someone who generates a lot of enthusiasm
	I see myself as someone who is communicative
Agreeableness	I see myself as someone who care for others
	I see myself as someone who is helpful and unselfish with others
	I see myself as someone who starts harmony with others
	I see myself as someone who has a forgiving nature
	I see myself as someone who is generally trusting
Conscientiousness	I see myself as someone who does a thorough job
	I see myself as someone who is caring
	I see myself as someone who is a reliable worker
	I see myself as someone who is organized
	I see myself as someone who is active
Openness	I see myself as someone who is original and comes up with new ideas
	I see myself as someone who is curious about many different things
	I see myself as someone who is resourceful and a deep thinker

	I see myself as someone who has an active imagination
	I see myself as someone who is inventive
Shyness	I am often uncomfortable at parties and social functions
	It is hard for me to act natural when I meet new people
	I have trouble looking someone right in the eye
Loneliness	There is no one I can turn to
	I feel left out
	People are around me but not with me
Entrepreunal attitude	To become an entrepreneur would be a good idea.
	To become an entrepreneur would be a wise idea.
	I would like the idea of becoming an entrepreneur
	To become an entrepreneur would be a pleasant experience.
Self-efficacy	I have confidence in my ability to become an entrepreneur
	I have the expertise, experiences, and insights needed to become an entrepreneur.
	I have self-reliance in myself to become an entrepreneur.
Entrepreunal intention	I intend to become an entrepreneur in the future.
	I predict that I will become an entrepreneur in the future.
	I plan to become an entrepreneur in the future.
Personal innovativeness	If I heard about concept and ideas, I would look for ways to experiment with it
	Amongst my peers, I am usually the first to try out new concept and ideas
	In general, I am not hesitant to try out new concept and ideas
	I like to experiment with new concept and ideas

5. **Openness:** This hypothesis looks at the effect of openness to experience on women's entrepreneurial intentions. Open Persons are the imaginative, curious and open-minded ones.
6. **Shyness:** This theory states that women are less willing to be enterprising due to shyness. Shyness is the feeling of awkwardness or apprehension some people have when approaching prospective in face-to-face communication.
7. **Loneliness:** Women's Entrepreneurial intentions; in this hypothesis we explore the connection found between loneliness and women entrepreneurial intention. Loneliness is seen as a feeling of social isolation.

Together these hypotheses attempt to establish the psychological dimensions and character traits that determine women's propensity toward entrepreneurship. I am endeavoring to test these hypotheses in order that I might learn more about the women who are or should be pursuing entrepreneurial endeavors and their motivations for doing so, as well as their barriers.

3.5 Implementation Requirements

This research project on Women's Entrepreneurship is unique and demands careful attention to the several important ingredients required for it to be successfully completed. I will begin by conducting a detailed survey on women entrepreneurship using an easy to use and familiar survey platform such as Google Forms. The survey responses would need to be stored securely whilst making them available for analysis and re-use in accordance with ethical guidelines, participant confidentiality etc., which suggests a sturdy data management system will likely prove vital.

This study will then use Partial Least Squares Structural Equation Modeling (PLS-SEM) to carry out advanced statistical analysis which necessitates expert knowledge in specialized software such as SmartPLS. Finally - to further solidify study precision we will build a carefully-designed sampling structure reflecting diverse resident

demographics. Ethics, including the provision of consent forms and compliance with ethical principles in all research processes will be a pivotal part of the study methodology.

This will be done through strategic communication planning, focusing on the potential issues and ensuring clear & effective co-op across all stages of a study. Training will be provided to ensure consistency in survey administration and data methods for all sessions. Ensuring the accuracy and reliability of their research findings, they will also employ robust data protection measures, strict quality control protocols and standardized reporting templates.

To this end, realistic financial resources and a corresponding time frame will be necessary to exercise integrity during the life of the study process so that its findings pertaining women entrepreneurship can further fortified with confidence.

Having the right budget and set a realistic timeline in accordance with how long would properly execute this study, will increase the quality of delivery making feasible for us to have trust on both its overall integrity and conclusion credibility.

CHAPTER 4

Experimental results and discussion

4.1 Experimental Setup

When working on any such study, since designing an experiment necessarily limits our perspective of the research in which we are interested; to design a comprehensive analysis of women entrepreneurs - some important consideration would need to be satisfied. First of all, the researchers have to confirm significant parameters like mentorship opportunities drive and cultural landscaping as well besides limited access to capital which effects on progress & prosperity in Women Owned Enterprises.

An interesting possibility for experimental inquiry would be to use the principles of a randomized controlled trial (RCT) with different levels of support or interventions randomly assigned across a sample female entrepreneurs. These interventions could take many forms with avenues such as scholarships, mentorships or academic opportunities. Evaluation of the outcomes and effectiveness of these interventions can be tracked through data collection tools (eg, surveys), interviews or performance metrics.

In order to improve the external validity of this study it is important that we have a sample from female entrepreneurs in multiple industries and regions. This can enable researchers to study the long-term effects of interventions as well track how new initiatives and entrepreneurship change over time.

The protection of participants, confidentiality and informed consent are essential throughout the experiment. A careful design could provide greater understanding of the determinants of women's entrepreneurship, potentially leading to empirically based-policy and support initiatives intended to enhance their business success.

4.2 Experimental Results & Analysis

Experimental findings and order of research paper analysis is the heart of any scientific and learn skill that gives an analytical snapshot to different phenomenon experimented. These outputs and analyses provide rich findings specific to female entrepreneurship in terms of entrepreneurial activities, decision-making processes, as well the determining factors that affect successful operation.

For example, empirical evidence often points to relationships of entrepreneurial intention with resource access or socio-cultural factors. They are used to uncover patterns and relationships that pertain both to why women choose entrepreneurship as well as the strategies they use when faced with challenges - including how do you achieve success.

Furthermore, systematic examination of appeared and exploited new data facilitates the verification of hypotheses or application testing theoretic models like ASE (Attitude, Social norms and Self-efficacy) model to better understand how women's entrepreneurship works. It offers a systematic means of interpreting findings, evaluating the effectiveness of interventions or policies and facilitating evidence-informed strategies for women entrepreneurs.

4.2.1 Measurement Model

The Measurement Model analysis employs the Variance Inflation Factor (VIF) for evaluating variation among indicators indicating there is no excessive redundancy within measurement constructs. At the same time, construct reliability and validity are ensured with high Cronbach's alpha and composite reliability values in order to demonstrate that a measure contains internal consistency as well as measures what it is meant to. It is appraised using factor loadings and cross-loadings, making sure that each construct measures unique aspects rarely shared with other dimensions. This strict approach helps confirm that the measurement model does an adequate job of capturing and distinguishing between important nuances in each construct.

4.2.1.1 Outlier Loading

Outer loading refers to the strength of relationship between an observable indicator and its underlying latent construct in Partial Least Squares Structural Equation Modeling (PLS-SEM).

Table 4.2.1.1: Outlier Loading

	ATT	IA	PI	SE	SHY	SI
ATT1	0.860					
ATT2	0.889					
ATT3	0.891					
ATT4	0.821					
IA1		0.886				
IA2		0.881				
IA3		0.884				
PI1			0.860			
PI2			0.834			
PI3			0.867			
PI4			0.853			
SE1				0.881		
SE2				0.837		
SE3				0.855		
SHY1					0.803	
SHY2					0.820	
SHY3					0.727	
SI1						0.715
SI2						0.830
SI3						0.800

SI4						0.797
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Outer loading shown in table 4.1 The first loadings table suggests that the measurement model is well-specified and points out to effective measuring of latent constructs by its indicators. In demonstrating the quality of a measurement model, be sure to check other criteria such as composite reliability and average variance extracted for every construct.

4.2.1.2 Collinearity Statistics (VIF)

Collinearity statistics, often measured by the variance inflation factor (VIF), determine how variable are your predictor variables in a regressive model. A higher the VIF means that there is a high level of correlation between predictors and it can have an effect on the accuracy as well reliability of regression coefficients.

Table 4.2.1.2: Outer VIF Values

	VIF
ATT1	2.226
ATT2	3.023
ATT3	2.981
ATT4	1.864
IA1	1.988
IA2	2.293
IA3	2.353
PI1	2.360
PI2	2.091
PI3	2.697
PI4	2.570
SE1	2.023
SE2	1.692

SE3	1.882
SHY1	1.271
SHY2	1.539
SHY3	1.372
SI1	1.413
SI2	1.835
SI3	1.694
SI4	1.580

4.2.1.3 Construct Reliability and Validity

Reliability and validity of constructs are fundamental parts in the evaluation process measuring model robustness in research. High construct reliability, with strong internal consistency (as assessed using measures like Cronbach's alpha and composite reliability), ensures that the indicators of a factor actually are reflecting it. However, while the measurement model refers to what extent does this represent our desired dimensions of constructs (example multi-item scale), validity determines that whether yes or no is measured appropriately by using available instrument.

Table 4.2.1.3: Construct Reliability and Validity

Composite Reliability	Average Variance Extracted (AVE)
0.923	0.749
0.914	0.781
0.915	0.729
0.893	0.736
0.827	0.615
0.866	0.619

4.2.1.4 Discriminant Validity

The discriminant validity is the central and very essential requirement of measurement model analysis, which one guarantees that each construct in study has its own unique identity from other. The loading and cross-loading of factors are quantitatively determined by reflection, as they specify that every latent variable correlates more with the indicators it is supposed to assess than with stimuli for other constructs (indicating measurement construct independence).

Table 4.2.1.4: Fornell-Larcker Criterion

	ATT	IA	PI	SE	SHY	SI
ATT	0.866					
IA	0.629	0.884				
PI	0.656	0.736	0.854			
SE	0.712	0.690	0.707	0.858		
SHY	0.298	0.329	0.421	0.348	0.784	
SI	0.489	0.473	0.526	0.519	0.158	0.787

4.2.1.5 Measurement Model Results From SmartPLS

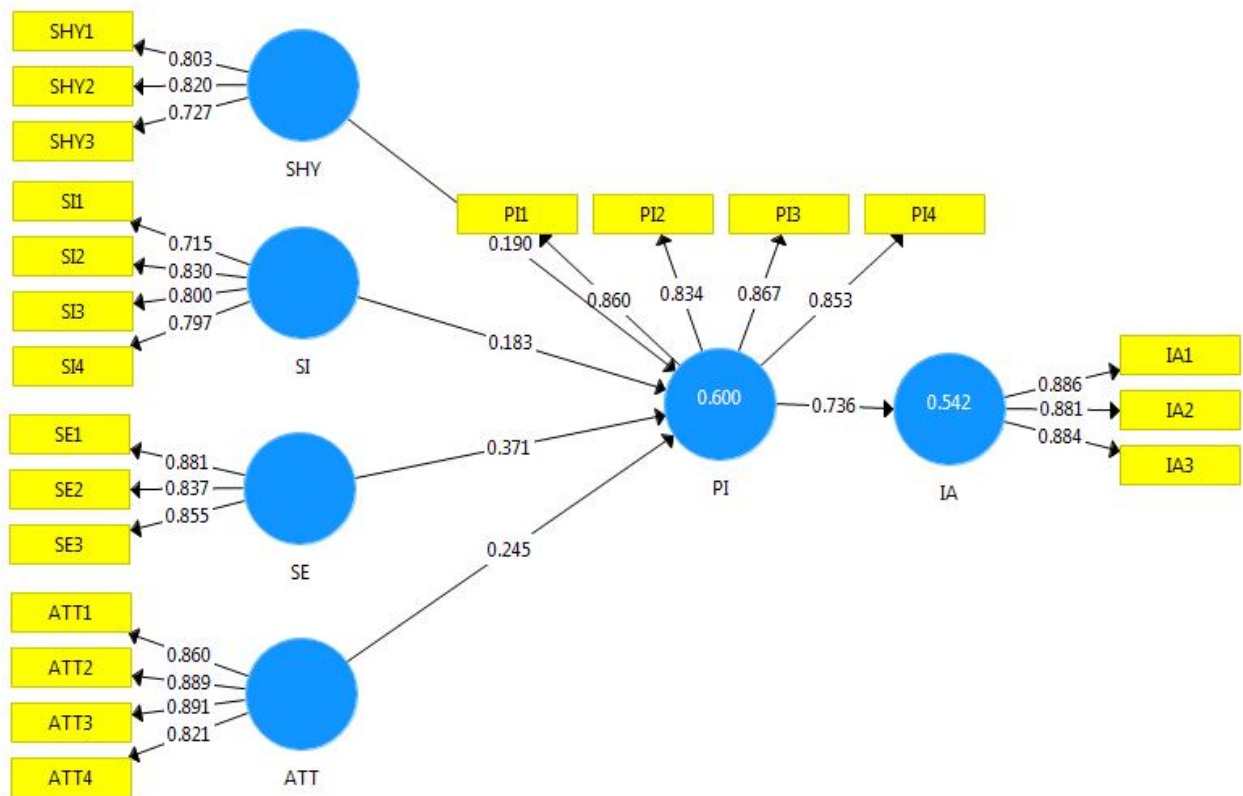


Fig 4.2.1.5: Measurement Model Results From SmartPLS

The path relationships between a number of latent constructs in form of ovals and their indicator variables respectively are highlighted by the measurement model results from SmartPLS depicted in figure. Arrows show the relation direction, and some of these paths have their correspondent path coefficients (correspondence), which are shown by numbers near to arrows.

4.2.2 Structural Model

The Structural Model analysis produces analytical measures such as R square, F square, and Q square, which provide an in-depth understanding of the model's explanatory power, effect size, and predictive importance. The R square value, which represents the amount of variance described by the endogenous factors, shows the overall fit of the model

4.2.2.1 R Square

In structural equation modeling (SEM), the R square = R^2 is one of the most basic values that tells how much percent all variance in endogeneous constructs was explained by model. Alternatively, a higher R square value indicates that the model is well at capturing and to explaining more variance in dependent or endogenous constructs.

Table 4.2.2.1: R Square

	R Square	R Square Adjusted
IA	0.542	0.540
PI	0.600	0.593

This statistic is critical for determining the fit of a model to explain variation in and relationships among constructs. A higher R square means that you can see more clearly how your exogenous variables figure into endogenous within the structured framework of the model.

4.2.2.2 F Square

In Partial Least Squares Structural Equation Modeling (PLS-SEM), the F square, also known as effect size is important when assessing how practically significant are relationships in a structural model. It tells you how much variance in the endogenous constructs is accounted for by the exogenous ones - that is, it displays whether or not your model has a substantial effect.

Table 4.2.2.2: F Square

	ATT	IA	PI	SE	SHY	SI
ATT			0.071			
IA						
PI		1.182				
SE			0.150			
SHY			0.079			
SI			0.059			

Further, high F square values imply larger effects that confirms the practical meaningfulness and generalizability of variables associations. It is an important measure to quantify the dominance of exogenous constructs on what we see in endogenous constructs.

4.2.2.3 Construct Cross Validated Redundancy - Q Square

Q square, a key statistic to evaluate the predictive performance of In Partial Least Squares Structural Equation Modeling (PLS-SEM) models It is the ability of latent variables in the model to predict endogenous constructs based upon data not available among exogenous variable.

Table 4.2.2.3: Construct Crossvalidated Redundancy

	SSO	SSE	Q² (=1-SSE/SSO)
ATT	960.000	960.000	
IA	720.000	422.848	0.413
PI	960.000	553.602	0.423
SE	720.000	720.000	
SHY	720.000	720.000	
SI	960.000	960.000	

When a Q square is positive, that means the model can predict changes very well: for example if when X increases Y usually decreases.

4.2.2.4 Hypothesis Testing

In the context of Partial Least Squares Structural Equation Modeling (PLSSEM), hypothesis testing is carried out by bootstrapping. Therefore, this enables a comprehensive examination of both the level and directionality at which path coefficients vary among these key constructs such as perceived usefulness, ease of use, social influence, trust, and adoption intention.

Table 4.2.2.4: Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
ATT -> PI	0.245	0.241	0.075	3.259	0.001
PI -> IA	0.736	0.735	0.037	19.755	0.000
SE -> PI	0.371	0.365	0.079	4.688	0.000
SHY -> PI	0.190	0.195	0.049	3.901	0.000
SI -> PI	0.183	0.194	0.061	3.013	0.003

The study tests formulated hypotheses through hypothesis testing, which yields a strong validation of the relationships between variables. This process reveals the type and magnitude of these relationship, thereby increasing validity and reliability between in general findings within as well as across studies.

CHAPTER 5

Impact on society, environment and sustainability

5.1 Impact on Society

Women's entrepreneurship creates a powerful and positive impact on society at large both in economic terms and social, cultural ethical conduct as well as communal aspects. On the one hand, from an economic perspective having more and more women entrepreneurs is a good thing - as this contributes to innovation, development of new products/services which can lead to increasing wealth creation and job opportunities. This high level of participation increases total output and contributes to greater competitiveness in both domestic and foreign markets.

On the societal front, women entrepreneurship is important to break perpetuated norms as it helps challenge gender stereotypes in promoting diversity and inclusion of businesses. The more successful roles are played by female entrepreneurs, the greater their influence as role models and leaders inspires future generations while enabling still others to follow in their entrepreneurial footsteps.

In the context of culture, women's entrepreneurship not only redefines cultural norms and attitudes towards gender roles-advocacy for justice and progressivism. And female entrepreneurs tend to return the favour, recycling a good deal of that money into local communities by way of social infrastructure projects and programs around healthcare and education.

In other words, women's entrepreneurship causes ripple effects that not only go beyond the individual business but which truly transform. It provides communities and countries with tools for economic development, social equity building, rebuilding cultural narratives. Such positive spillovers make an important contribution to the overall prosperity and progress of societies across the globe.

5.2 Impact on Environment

The impact of women's entrepreneurship is wide-ranging and cuts across economic, social, cultural and communal spheres. From an economic perspective, the increasing number of women entrepreneurs fuels innovation, economic growth and job creation. This contributes to their productivity, making them more competitive in the domestic and international market.

In a social sense, women-owned businesses are extremely important For pushing back against gender norms and working toward a more diverse and accepting business landscape. Top Female Entrepreneurs Function As Role Models and Leaders Entrepreneurial women that are well known function as inspirations by demonstrating what is possible to future generations, with a great many others inspired mean motivated toward following in their paths of entrepreneurship.

From a cultural dimension, female entrepreneurship introduces new gender roles to the society that leads to creating more fair and modern societal perceptions. Additionally, many women entrepreneurs reinvest their earnings in social infrastructure that benefits communities such as health and education.

In short, women in entrepreneurship brings out a positive shake effect that extends to multiple enterprises and not only individually. It uplifts communities and nations, catalyzes economic growth, seeds social justice change pipelines in our society by reframing cultural narratives. These benefits are significant to the overall success and progression of communities worldwide.

5.3 Ethical Aspects

For women entrepreneurs, ethical concerns are important because they determine how decisions and actions taken contribute to overall business practice as well- doing good also means knowing what is right not just for themselves but in a larger context of society. Female business owners commonly emphasize integrity, social responsibility, and

inclusivity in their operations. Transparency and fairness are guiding virtues for women with ethical leadership;

They emphasized that their companies were not simply about extracting profit, but cultivating a work culture of care for the employees and climate change. Many of them also offer fair labor practices, ethical sourcing and pledges to sustainability within their business models. Women entrepreneurs also tend to have a strong base in philanthropy and community development, where they are known to take up reasons according with their moral compass or social cause.

Putting it another way, women entrepreneurs should recognize that going beyond on merely a focus for financial gains to contribute holistic business ethics in the sense of ethical leadership and social responsibilities as well as incorporate environmentally sustainable practices. In many ways, women entrepreneurs enhance the corporate landscape and society as a whole by embracing these principles.

5.4 Sustainability Plan

One of the hallmarks of women-led businesses is their sustainability thus revealing a larger commitment to long-term profitability, environmental stewardship and positive societal impact in other ways. Women entrepreneurs instinctively embed the concept of sustainability, while striving for practical business aspects that include going green all day. Such measures would include responsible sourcing and production, waste minimization as well the introduction of green technologies. The supply chain likewise prioritizes sustainability, thereby guaranteeing projective as well as environmentally conscientious methods from substances to the concluded product.

In addition, women entrepreneurs are far more prone to take up the cause of social change and community enrichment in action that aligns with a sustainability worldview. By incorporating economic, environmental, and social dimensions in their business strategies women entrepreneurs not just enable businesses with lower environmental footprints but they also work towards creating stronger or sustainable societies.

So in a nutshell, sustainability plan which is the future positive driver for women entrepreneurship thus supporting towards corporate social responsibility and environmental controls along with business success. In doing so, the work of these women leads beyond its own scope by supporting ethical business practices and leading to a better future, with more sustainable businesses for everyone.

CHAPTER 6

Summary, conclusion, recommendation and implication for future research

6.1 Summary of the Study

When discussing research on women entrepreneurs, there is a need to broadly study the roles played by them in their businesses and what challenges are faced at large. Scholars shed new light on what motivates women to launch and run businesses, the obstacles they face, and how they outmaneuver gendered barriers. They also look at the variety of women entrepreneurs and take into account their geographic location, background (rural/urban) or if they are occupied in diverse sectors.

Additionally, investigations have turned on the social and economic effects of female entrepreneurship through evaluations in terms of its impact on innovation, employment generation and local development. Illuminating these dimensions sheds new light on the role of women in entrepreneurship and provides actionable insights for policy-makers interested in fostering an inclusive, supportive environment for entrepreneurs.

6.2 Conclusions

In summary, the study of women entrepreneurs highlights how they are potential targets and problems as a result of the entrepreneurship phenomenon. The study points out some of the most common challenges faced by women entrepreneurs, including: inadequate support in terms of finance available to them; perceptions and cultural norms. But the research also shows just how innovative, enduring and economically impactful women-owned businesses are.

In addition to helping grow the economy, backing women in entrepreneurship encourages gender parity and brings diversity - making our industry more eclectic and creative. The

economic benefits for policymakers, business leaders and society in general of implementing strategies that eliminate obstacles impeding the full participation of women entrepreneurs are overwhelming.

At the end of the day, empowering and supporting women in entrepreneurship is a game changer for sustainable development as well as foundational to achieving full capability across societies.

6.3 Implication for Further Study

More extensive research is still needed in women entrepreneurship, taking a multi-dimensional perspective to uncover the nuances of this evolving field. Longitudinal studies: important for monitoring the progress and obstacles in long-run development of women entrepreneurs. It aims to help policy makers some idea of the end results on gender specific obstacles and track through where women owned companies go over time.

Examination of women entrepreneurs is much needed by comparing different sectors, e.g. industries, regions and culture; so that one may acquire holistic view on diversity across all the spectrum with these specific sector in between Umlas (Barta et al 2019) This allows such comparison studies to reveal how the environment and context of different countries or regions affect entrepreneurial experiences and outcomes.

Qualitative research methods such as surveys and interviews are used to understand the motivations, strategies and resilience women entrepreneurs possess in their own words. These strategies provide detailed information on the experiential nature of what it means to be a woman trying start-up.

For successful translation of research into practice, it is important that policymakers communicate closely with Industry and Academia. This collaboration has the potential to close an important loop between research insights and real-world policy and practice, creating a supportive environment for women's entrepreneurship.

In addition, future studies should investigate the intersections with gender related to race, ethnicity and socioeconomic concepts. These segments show the unique problems that are brought upon women of color, which further emphasizes a need for more targeted interventions in both policies and structures to make female equity an integral part of entrepreneurship.

Their inclusion in research agendas going forward will help deepen our understanding of women entrepreneurship and provide the basis for more informed policies and initiatives that encourage greater support of, and grow a favorable environment to foster, businesses led by women around-the-world.

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