

Women Entrepreneurship Research: An Exploratory Study of the Emerging Evidences with Special Reference to India

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In the initial stages, the reviewers were of the opinion that the paper required to incorporate more international studies to make comparisons prudent. The suggestions and comments were well received by the authors and followed through. Women entrepreneurship is a growing phenomenon, as such research in the field is much needed and the authors have done a commendable job by streamlining the work done so far in the space of women entrepreneurship research. The authors have juxtaposed research done in western and eastern contexts which provides with a contrast between the two zones thereby highlighting scopes and openings for further research in the area. The paper traces the accent of women entrepreneurship research from 1970s to 2000s and provides insight into the development of the field. Being a review paper, it is completely based on secondary data and encompasses early studies into women entrepreneurship as well as latest studies in the field. It is well structured and has a strong flow providing the reader complete understanding of the purpose in line with the findings of the study. The plagiarism for the paper initially was 12% and was brought under acceptable standards by the authors. Predominantly, all the comments of the editorial board have been followed through.

ABSTRACT

Purpose: The examination is taken up as an endeavor to break down the exploration and research done on women participation in entrepreneurial activities. The focal point of this paper is to direct a basic examination into these investigations to discover the gaps and give extension to future research. This paper intends to basically break down the research methodology employed, theoretical paradigms incorporated and research tools utilized in these investigations.

Design/Methodology/Approach: E-Databases such as Google scholar and Scopus among others, were used as the source of literature for this paper. Furthermore, the database of a few libraries was also searched to find relevant literature on research into women entrepreneurship phenomenon worldwide. Comparative methods were employed.

Findings: Women entrepreneurship has seen an enormous boost as women have begun effectively participating in modern enterprising practices, along these lines reaching the unattainable ranks and aiding to build the nation's economy. Be that as it may, the investigation into these women business owners appears to have kept to a select few countries. There are vast differences between research conducted on women entrepreneurship in the western and eastern contexts. Examination into women partaking in contemporary businesses is by all accounts missing in the eastern nations. Furthermore, these studies show a monotonous approach in their methodology and theoretical underpinnings.

Originality/Value: The ramifications of the examination involve providing a guide to additional research in the space of women entrepreneurship

KEYWORDS Entrepreneurship | Women Entrepreneurs | Women Entrepreneurship Research | Indian Entrepreneurs | Gendered Scholarship | Women Empowerment

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Introduction

In recent years, women have been assuming an expanding job as drivers of development in nations around the world and women entrepreneurship has acquired critical consideration. Previous decades have seen expanded exertion toward this path. The importance of women's presence in the labour workforce of a nation cannot be downplayed. The growth of financial development of any economy demands an expanded supply of women in business, given that 50% of the world population is women. The ascent of women empowerment paved way for women to assume the role of entrepreneurs. It began in the Western world when women like Brownie Wise, Estee Lauder and Ruth Handler rose to corporate success. During the 1900s, because of a liberal and progressive mindset, and the ascent of feminism, "women entrepreneur" started to be a generally acknowledged term. With the development of women entrepreneurship, the research into the field also began. The majority of the examination on entrepreneurship and particularly women entrepreneurship has been limited to developed countries. In this way the current writing on entrepreneurship can be separated into developed and under developed economies. It is clearly evident that one cannot apply western-based speculations elsewhere in light of the fact that culture impacts an individual's conduct, characteristics and perspective on the world. Further, taking a gander at the female business people inside their countries is essential to understanding the varied encounters in various social settings and for clearing up the picture and cognizance of women entrepreneurs in non-western spaces of the world.

Past research has uncovered that there is a basic effect of social factors on women business owners (Hofstede, 2001; Ritchie & Brindley, 2005; Javadian & Singh, 2012). It along these lines pursues that it would be fundamental and potentially one of a kind in a collectivist and patriarchal setting like that of India.

The research into women entrepreneurship started in the west and as women entrepreneurship found its way to the developing nations, so did its research (Brush, 1992). In the Indian context, women entrepreneurship is very well studied topic. As per an examination led on the trends in the growth and development of entrepreneurship research in Indian universities, it was recorded that more research has been carried out on women entrepreneurs as compared to men business owners (Batthini & Tripathy, 2005).

Entrepreneurship theories date as back as the 1700s. According to research done over the decades, there has been an absence of conceptual framework in women entrepreneurship research (Shane & Venkataraman, 2000). The theories are still at the pre-paradigm stage and a well structured and comprehensive framework is absent. As per Perryman (1982), research into entrepreneurship is by and by described by the nonappearance of both a complete arrangement of statutes

and a generally acknowledged technique process. Interestingly, the first journal exclusively for gendered scholarship was not propelled until 2009. It was titled the "International Journal of Gender and Entrepreneurship". The pioneering journals in the Entrepreneurship space perceived the developing requirement for research along gendered lines off late (de Bruin et al. 2006). Table 1 below gives an account of major milestones achieved in the field of Women Entrepreneurship that paved way for the advancement of the field.

Table 1: Milestones achieved in Women Entrepreneurship

Year	First Ever	Title
1976	Journal Article	Schwartz, E. (1976). Entrepreneurship: A new female frontier. <i>Journal of Contemporary Business</i> , 5, 47–76.
1979	Policy Report	The bottom line: Unequal enterprise in America. (1979). Report of the President's Inter-agency Task Force on Women Business Owners. Washington, DC: Government Printing Office.
1983	Conference Paper Presented	Hisrich, R.D., & Brush, C.G. (1983). The woman entrepreneur: implications of family, education, and occupation. In J.A. Hornaday, J.A. Timmons, & K.H. Vesper (Eds.), <i>Frontiers of entrepreneurship research—Proceedings of the Babson College Conference on Entrepreneurship</i> (pp. 255–270) Wellesley, MA: Babson College.
1985	Academic Book	Goffee, R., & Scase, R. (1985). <i>Women in charge: The experiences of female entrepreneurs</i> . London: George Allen and Unwin.
1998	Policy oriented Conference	Organization for Economic Cooperation and Development: Conference on Women Entrepreneurs.
2003	Academic Conference	Diana International Conference on Women Entrepreneurship
2006	GEM Report	Global Entrepreneurship Monitor's special topic on Women and Entrepreneurship.
2009	Dedicated Journal	International Journal of Gender and Entrepreneurship.

The concept of women entrepreneurship is fairly new in India and it only began in the early 2000s. The researcher was unable to find any review paper on the topic vis-à-vis

Indian Women Entrepreneurship. Tending to the need to construct a thorough comprehension, this paper endeavours to exhibit a review of the field, the findings and highlight the future research headings. It further examines the research methodology adopted in the existing studies, theoretical paradigms used, and methods of data collection employed.

Objectives

The study was taken up as an attempt to fill the gap between modern research conducted on women entrepreneurs in India and the academic community. The paper is a review work with the following objectives:

1. To put forth a critical analysis of the present studies on women entrepreneurship in India.
2. To explore gaps and weaknesses in the existing literature.
3. To contribute to the methodology so far opted by the researchers in the field of women entrepreneurship in India.

Methodology

A Literature Review Paper (LRP) is a journal paper that gives a complete rundown of the literature in a particular field, presenting the material in a perspicacious manner, and contributing value by reaching some conclusion. E-Databases such as Google scholar, Scopus and Shodhganga were used as the source of literature for this paper. Furthermore, the database of a few libraries was also searched to find relevant literature on women entrepreneurship in India. An advanced search had been directed with a blend of keywords: “*women entrepreneurship, gendered scholarship, gender, Indian entrepreneurs, gender and entrepreneurship*”.

Women Entrepreneurship Research

1970s-1990s: Multiple facets of women entrepreneurship have been examined by different scholars endeavoring to comprehend the various aspects of entrepreneurial conduct in women. Research into female entrepreneurs goes as far back as the 1970s. Prior to that, only men were the subjects of research into entrepreneurship. One of the early studies into women entrepreneurship that this examination found was that of Schwartz (1976). This study tends to issues alluding to inspiration, personal qualities and challenges that women entrepreneurs are exposed to. It held that, at the time, the reasons that drove women to become business owners were like those of men. In addition, both had comparative characteristics. Their contrasts were negligible. Studies during this period worked on building a profile of women entrepreneurs. Decarlo & Lyons (1979) portrayed the profile of the women entrepreneurs and contrasted it

with a profile of non entrepreneurial ladies. Quantitative in nature, the study found that women entrepreneurs varied from other ladies substantially. It was presumed that there was a requirement for extra research in order to achieve progressively helpful outcomes. Consequently, research into women entrepreneurship began to develop. 1980s saw an increased research on women entrepreneurship. Hisrich, Brush, O'Brien, Fisher, Carter, Schwartz were notable scholars who studied the phenomenon of women entrepreneurship.

Hisrich & O'Brien (1981) concluded that women had difficulties in accessing the credit facilities for their business. This holds true even for the modern women entrepreneurs. Watkins & Watkins (1983) suggested that contrasts among male and female entrepreneurs were not biological but social. Other studies tried to get insights into women entrepreneurship by comparison and delved into gender aspect of women entrepreneurship. The review of literature suggests that the early research into women entrepreneurship is predominated by exploration into differences among men and women entrepreneurs, demographic profiles, occupation, family dynamics, academic qualifications and challenges. This suggests that the studies are predominantly quantitative in nature.

As antecedents, these investigations presented women in the discussion of entrepreneurship, and displayed initial information in regards to the condition of women as business owners and business visionaries in a few nations (developed nations). The objectives of these studies tended fundamentally towards making standardized empirical investigations intended to distinguish demographic and personality traits of women and to create a profile. Along these lines, we can reason that, during the 1970s and 1980s, these investigations were confined to recognizing and portraying the qualities of innovative women with only few investigations examining the role of socio-cultural setting on women entrepreneurs.

The next decade also saw a comparative, descriptive and quantitative approach in the studies conducted on women entrepreneurship. Nonetheless, certain analysts had endeavored to abstain from being confined by quantitative research. Stevenson (1990), for instance, contended that a methodological issue related with research into women entrepreneurship was that the techniques centered on the quantitative parts of the phenomenon, dismissing clarifications about experiences within specific events. Consequently, he advocated the utilization of qualitative research techniques, since he argued that the most ideal approach to comprehend connections vis-à-vis women entrepreneurs was to interact with these women and give them a chance to clarify these connections. Accordingly, the 1990s brought about rich outcomes and information about the experiences of women in business enterprise, giving more noteworthy information about women entrepreneurship. There was as yet an



inclination to rehash generalizations featuring attributes that were explicit to female administration. Studies were carried around the possibility that women had diverse administrative practices on account of a distinctive “female nature”. Thus, 1990s introduced a new prism to look at women entrepreneurship. Table 2 below provides a summary of review papers on women entrepreneurship along with the inferences and contributions.

email. In this classification, McClelland et al. (2005), when researching the fundamental qualities of women business owners across six countries used the web for collection of data. The information so acquired allowed the researchers to examine different women entrepreneurs in different countries and it was concluded that environment and social settings played an important role in shaping the experiences of these women.

Table 2: Review Papers on Women Entrepreneurship

S.No	Researchers & Year	Findings	Inferences
1.	Bowen and Hisrich (1989)	Studies concentrated on Career Theory.	First review paper on female entrepreneurship inspected writing from a career oriented viewpoint and set a vocation display containing determinants of innovative and entrepreneurial conduct of women.
2.	Birley (1989)	Studies revealed around anthropological theories	The review concluded that studies show that entrepreneurs are culturally and socially impacted.
3.	Moore (1990)	The studies on women entrepreneurship lack statistical foundation and models.	Review suggested that the studies are not related and are limited in scope and context.
4.	Brush (1992)	Studies are similar in approach. Concentrated on demographic profiles of women entrepreneurs.	Review proposed introduction of psychological variables in the studies.
5.	Fisher et al. (1993)	Viewed that training and nurturing entrepreneurial bent in women entrepreneurs can be beneficial.	Stressed on bringing feminist viewpoint into studies on women entrepreneurship.
6.	Mirchandani (1999)	Women entrepreneurship research requires relationship between gender and organisational structure.	Identity Theories can further advance the field.
7.	Ahl (2006)	Epistemological position requires a veering from the norm in women entrepreneurship studies.	Feminist theories along with anthropological theories should be incorporated in the research.
8	Brush et al. (2009)	Review proposes gender based system for complete understanding of the phenomenon of women entrepreneurship.	Institutional theory that portrays gender as a social construct.
9	Jennings and Brush (2013)	Detailed evolution of women entrepreneurship as a research field.	Utilize the focal point of informed pluralism and presented entrepreneurship as a gender centric occurrence and a pioneering action having close ties with families. Further, enterprise can result from need and as a happenstance with entrepreneurs seeking objectives past monetary concerns.
10	Henry et al. (2016)	Review came up with post-structural theory of feminism	Empirical studies on women entrepreneurs are not sufficient to understand the phenomenon.

1990s-2000s: The literature survey into women entrepreneurship after the 1990s uncovered that the approaches utilized were the most varied, albeit quantitative in nature. Many utilized primarily the survey method and held transverse as well as longitudinal examinations utilizing questionnaires or interviews for information gathering. In a few cases, studies utilized samples of women business owners from various nations, compared the outcomes and made speculations. In other cases, a few analysts even conducted online studies, sending the poll to the target populace through

The studies whose thematic interest was social portrayal and character analysis explored the social portrayals of the women by whether the distinction among male and female entrepreneurs was related to issues associated to gender identity (Eddleston, 2008). Ahmad & Hoffman (2007) alluded to the presence of gender stereotypes in the business area, due to which women entrepreneurs faced difficulties, since society anticipated women to act and behave in a certain way. Most of these differences were noted in the

studies conducted in non-western contexts. Along this time certain entrepreneurial conceptual models were framed by researchers. Like network model applied to female business owners developed by Shaw & Carter (2005). However, theoretical interpretation of women entrepreneurship was still absent. In the late 2000s the studies began to incorporate more and more qualitative approaches. Schindehutte, Morris & Brennan (2001); Stevenson (1990) are notable mentions.

Women Entrepreneurship In India

The review of literature proposes that the women are capable of assuming a noteworthy job in the field of entrepreneurship and economic improvement (Sarfaraz et al., 2014). Women entrepreneurship particularly is one of the imperative areas of worry for the Indian administration. Given the stage of development of the country, it has been observed that getting into entrepreneurial activities is much more cumbersome for the women. In the Indian context, some research into women entrepreneurship has been carried on characteristics and motivation behind starting a venture. Mostly the papers have concentrated on problems and challenges faced by women entrepreneurs in the country. According to these studies, issues experienced by women entrepreneurs in India are Traditional mindsets, Mobility constraints, Lack of Education, No family support, Patriarchy, Problem of Finance and Low-Risk Bearing Ability (Goyal & Yadav, 2014). They state that women business owners face difficulties of higher extent when contrasted with their male partners. These difficulties are extraordinary and increasingly complicated for women living in under developed nations. The women in developing nations battle to access fund, face socio-cultural inclinations and experience low confidence. Furthermore, developing nations like India have institutional voids and low dimensions of enterprising training. The studies propose that there is a need to address these difficulties in a thorough way, which can help researchers to take a shot at women entrepreneurship advancement in nations like India.

Mohiuddin (2008) proposed that women had the following motivations to wind up as entrepreneurs:

- | |
|--|
| (a) Economic requirements. |
| (b) To fulfill their mental requirement for power or accomplishment and so forth |
| (c) To put their training to utilize |
| (d) Second era business visionaries and |
| (e) As a relaxation movement. |

Surthi & Sarupriya (2003) examined the mental elements that influence women entrepreneurs. They dissected the encounters of women entrepreneurs, the impact of statistic factors on their business venture, for example, conjugal status

and kind of family, and the capacity of women business owners to adapt to unpleasant circumstances.

What is interesting to note is that these studies cannot be considered as ideal or appropriate for understanding the entire women entrepreneurship phenomenon. Studies on gender and entrepreneurship reviewed by Henry et al. (2016) recognize methodological patterns around there and talk about methodological developments required for future studies. They argue that there are substantial empirical examinations that principally center on correlations among male and female business entrepreneurs. There is inadequate data given about the industry division or the sampling strategies utilized. The study states that there is an absence of feminist criticism and future researchers need to connect with feminist methodologies. It recommends that it is required to embrace creative strategies to deal with study of life narratives, contextual investigations or disclosure analysis.

Studies suggest that the methodology applied lacks a theoretical underpinning and theoretical paradigm. The review reveals that there is a long way to go as far as forming a solid theoretical underpinning for research on women entrepreneurship in India is concerned. The theories used by researchers so far in understanding the phenomenon of entrepreneurship in India include economic theories, anthropological theories and psychological theories. The economic theories of entrepreneurship are widely criticized for attaching little importance to various other contexts in which entrepreneurship exists. Psychological theories of entrepreneurship focus on its mental and emotional drivers. Anthropological theories concentrate on the sociological aspect of entrepreneurship. Here researchers study the social and cultural contexts. The use of mixed methods in the exploration of the phenomenon is absent. Most studies use Positivism as a research paradigm. Therefore they fall short in explaining the experiences of women business owners (Stevenson, 1990). As stated above, the feminist theories are yet to be incorporated in research on women entrepreneurs of India.

Majority of the research is confined to a select few states of the country. Women entrepreneurship research in the country began in the Southern India. Research into women entrepreneurs in the North-Eastern part and the Northern most regions is not vastly seen. In India, there are not only geological differences but the contrasts exist in social, cultural and religious contexts. This can have serious impacts on the research findings. What is applicable in one context may not be true for another. Saffu (2003) argues that theories deal with specific contexts, cultures and values. Examining female entrepreneurs within their settings is imperative to understand their encounters in different cultural contexts. Furthermore, the research into businesses likes agriculture, dairy farming, etc is seen in India partly because these are traditional businesses however, the research into contemporary businesses taken



up by women entrepreneurs of India is absent. Given that the domain of entrepreneurship is still developing in India, the transition of research into the contemporary businesses has not yet materialized. Until recently, women confined themselves to a select few industries like education, nursing, medicine, tailoring, etc. Be that as it may, with the advancement of women entrepreneurship, they are presently entering and overcoming the business world as nobody had anticipated. These women are not only elevating their status in their communities but also creating job opportunities and therefore curbing the menace of unemployment. As a result, the research must be continued along new lines with new theories and models.

Findings and Discussion

The scholastic research, primarily international, into women entrepreneurship expanded significantly after the 1990s. Keeping away from any sort of reductionism, we cannot overlook the fact that specific subjects were much more tended to than other topics, in spite of the specificities of each work. Studies alluding to women entrepreneurs' capability and conduct towards opening their organizations, and their access to credit and funding are among the most explored. Be that as it may, there were likewise articles tending to issues alluding to social portrayals and character, factors that infer in the achievement/failure of an organization, minority gatherings, training and enterprising instruction, etc.

Although each investigation brought considerable contributions to the field of women entrepreneurship and gave applicable information and data about enterprising women, numerous inquires about the phenomenon were restricted to portraying, in a fragmented way, few sections of the populace of women business owners, and did not progress in applying and creating theories (Moore, 1990). The theories of women entrepreneurship are still being developed. There is no rule of law when it comes to studying the phenomenon of women entrepreneurship. However, the research conducted in western contexts is far more exhaustive and thorough than the research on women entrepreneurs of the east. The reasons can be argued to be slow pace of entrepreneurial development, institutional voids and political instability. A lot of room is wide open for improvement in the field of women entrepreneurship, especially in Indian context. Research into contemporary businesses taken up by modern women entrepreneurs is fresh and uncharted territory in India and other under developed nations.

The review of the literature on women entrepreneurship in the Indian context exhibits vast loopholes when it comes to methodology. In spite of the transcendence of research of a normative nature, we observe an expansion in the studies that consider sexual orientation to be a social problem that guarantees women's inferior status to men and, particularly, that comprehends that sex and sexual orientation are verbose

practices that establish explicit subjectivities by means of power and obstruction. They, most importantly, not just propose the denaturalization and deconstruction of verbose practices that are thought to be universal, but in addition give voice to ethnic minorities, which are not tended to in the standard, and problematise the idea of sexual orientation as established in the West.

There is a methodological weakness and hence a need to grasp inventive techniques to build rationalizations utilizing a constructionist approach. The theoretical base needs to be widened in order to completely understand the phenomenon of women entrepreneurship. Career theory can be used to propose a career model of the entrepreneurial behaviour of women (Bowen and Hisrich, 1986). Similarly, the impact of gender on business ownership is another issue left with very limited research and can be understood by Feminism theoretical paradigm. Studies into women must be understood according to their point of view. Introduction of Feminism as a theoretical paradigm is indispensable to get a solid understanding of women entrepreneurship, especially in the developing world where patriarchy is seen. Feminist theories can be related to current business theories to propel the advancement of the field. Analysts like Fischer et al. (1993) propose that there is a requirement to assemble progressive theoretical clarifications and move past merely mentioning contrasts among male and female entrepreneurs.

Bringing forth the experiences of women on their entrepreneurial journey is important. Women entrepreneurs constitute about half of populace in developing economies (World Bank, 2009). Regardless of the inundation of women entering the field of business in developing nations, their experiences into the establishment of business ventures are not properly examined (de Bruin et al., 2007). Further scope of research into women entrepreneurship research in developing nations include the extension into studying comparisons like rural and urban, upper, middle and lower class, different sectors etc. Also, the existing literature does not indicate a domino effect created by women entrepreneurship which can be seen in the past decade. There is a need to research different elements of women entrepreneurship in India. The current hypothetical ideas should be extended to clarify the uniqueness of women entrepreneurship as a subject of research.

Conclusion

Women entrepreneurship has made some amazing progress since its development in the late 1970s. The research into women entrepreneurship is new in the developing nations and more so in a country like India. This paper includes discoveries from 35 writing surveys on women entrepreneurship from 1970s to 2017. It reveals that there is a hole in scholarly research which needs to be filled. The early investigations have acquired theoretical ideas from territories that were not substantial for women entrepreneurship.

There is a requirement to consider constructionist ways to investigate conventional and non-conventional inquiries. Barely any examinations explicitly built up a hypothetical examination on the theme “gendered scholarship”. Evidently, the repetitive worry of numerous works was the sexual structure of the associations and its suggestions on business exercises. Accordingly, it appears suitable to convey to the discussion a dialog concerning the need to utilize new focal points to examine the women entrepreneurship, at any rate to set up new bearings for research. Especially, need is to utilize the focal point of feminist theories to catch heterogeneity in women entrepreneurship research. There is additionally a need to study entrepreneurial procedures of women forming a business, their plans of action and embrace creativity in research technique decisions.

The examination of Ahl (2006) fortified the underlying observation that there is by all accounts an absence of epistemological variety in the scientific production with studies into female business entrepreneurs, who with their enterprising abilities run organizations and companies, since a considerable piece of the examinations appear to comprehend sex/gender as a variable and not as a frame of reference.

The study looked to reflect the national and international scholastic generation on “women entrepreneurship”, concentrating on journals and archives from the field. It demonstrates the introduction of entrepreneurship as a field of research, its change and its transition with changes in the public eye. Notwithstanding these advances, there is as yet far way to go.

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The Editorial Board had used the turnitin plagiarism [http://www.turnitin.com] tool to check the originality and further affixed the similarity index which is 12% in this case (See Annexure-I). Thus the reviewers and editors are of view to find it suitable to publish in this Volume-11, Issue-2, Apr-June, 2019

Annexure 1

ORIGINALITY REPORT			
12%	11%	7%	0%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS
PRIMARY SOURCES			
1	link.springer.com Internet Source	6%	
2	www.redalyc.org Internet Source	4%	
3	Amit Singh Khokhar. "What Decides Women Entrepreneurship in India?", Journal of Entrepreneurship and Innovation in Emerging Economies, 2019 Publication	<1%	

4	www.i-scholar.in Internet Source	<1%
5	www.ipublishing.co.in Internet Source	<1%
6	documents.worldbank.org Internet Source	<1%
7	Vanita Yadav, Jeemol Unni. "Women entrepreneurship: research review and future directions", Journal of Global Entrepreneurship Research, 2016 Publication	<1%
8	Yaprak Kalafatoğlu. "chapter 3 Women-Founded Start-Ups", IGI Global, 2020 Publication	<1%

Reviewers Comments



Reviewer's comment 1:

The paper is well written, celebrating on the future direction that the research on women entrepreneurship in India should take.

Reviewer's comment 2:

It is a well structured paper which traces the ascent of women entrepreneurship by providing contrasts between Western and Eastern research.

Reviewer's comment 3:

The authors have conducted a thorough research into the field and provided gaps for further advancement of the research in the space of women entrepreneurship.

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