

An Investigation of the Effect of Challenges Encounters Female Entrepreneurial in Malaysia

MBS 1123-Advance Quantitative Analysis

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Abstract: The participation of females in entrepreneurial activities is such a satisfying ideal that has proven to convey positive contribution towards economic process. To ascertain this; the subject matter has presented herein. Such presentation has been done by giving detailed analysis of the effects of challenges encounters female entrepreneurial taking Malaysia, which is one of the transformed economies as the country of context. There is a promising growth in entrepreneurial activities in the recent years in Malaysia; yet, this growth has seen to have many male entrepreneurs leaving females with minimal rate of participation. There are challenges identified, evaluated and analyzed to be the very reasons that leads to this scenario. The study employed three challenges called economic, resource and cultural extracted from Isa et al., (2018); the challenges which are henceforth implemented as independent variables (IVs) of the study. The study has found the significant correlation between each of these IVs (EoC) and its subject matter; that's female entrepreneurial (FE) in Malaysia the DV with the significant levels of 0.026 and 0.012 respectively. The extent of effects was regretted to be 62% within the inverse correlation of 0.89 to mean that the increase of EoC results to the decrease of FE and the decrease of EoC leads to the increase of FE. The statistical analytics were measured using SPSS and data were secondarily reviewed from the study of Hossain et al., (2018). For further researches; an expansion to reach other stakeholders like police makers and officers of financial institutions has been recommended because, this study has been established on the mere perspectives and opinions of entrepreneurs and not other stakeholders of entrepreneurial activities.

Keywords: Entrepreneurial, Female Entrepreneurs, Effects of Entrepreneurial Challenges, Malaysia.

1. INTRODUCTION

Entrepreneurship tends to form a profound linkage to economic processes; thus, the activities involved in the production of goods and services. Females are therefore offering a significant contribution in this by being part and parcel of the process (Lock & Smith, 2016). Various scholars (Brush, 1992; Bird & Brush, 2002; DeBruin, Brush & Welter, 2007; Simpson, 2011; Paoloni & Serafini, 2018 and Pergelova, Manolova, Simeonova, Ganeva, & Yordanova, 2019;) identified thus, the popularity of female entrepreneurship started to gain its momentum in the last four decades; because, different

governments and international organizations started to realize the importance of females as an ideal key towards the advancement of economic process (Sam-Al-Kwif, Khoa, Oongsakul, & Ahmed, 2020). This is evidenced from the reformation of Malaysian economy where female entrepreneurs (from both rural and urban areas) in small and medium sized enterprises (SMEs) offered a significant contribution on it (Hassan, Ramli, & Desa, 2014).

Despite this astonishing contribution of female entrepreneurs in economic process; still, their entrepreneurship hasn't fully utilized in the global context of economic process. For example, Kelly (2013) found that the rate of females engagement in entrepreneurship ranges from 1% to 40% (Meyer & Mostert, 2016) where the 2016 Babson report indicated that by the 2012 a total of 126 million females were starting their businesses and 88 million were already in the well established businesses; the report which covered 67 countries (Babson, 2016). The reason towards relatively few female participations in entrepreneurship in relation to male is caused by various factors ranging from economic, to social to environment. Nevertheless, the trend is now growing in favour of females as the gaps of entrepreneurship to their counterparts (males) are bridged and minimized, also, females are continuing to match and overcome various challenges of economics, environment and society (Alon, Misati, Warnecke, & Zhang, 2011). The increase of female entrepreneurs is also a case in Malaysia, this has had called the interest of different scholars, so as to understand the path that females are passing to channel to journey towards entrepreneurship; hence this research. Of no doubt as addressed by Zhang & Alon (2010), there are challenges that these female entrepreneurs are facing as they are making their ways to entrepreneurship. That, has called the concern of this publication which is mainly established on the ground of ascertaining the effect of challenges encounters female entrepreneurs in Malaysia. As of 2014, Malaysia had only about 20% of female visionaries to mean that their counterpart male had 80% females; the figure which made a wider gap of gender inequality where male had an advantage of 60%. This gap has seen to be built by various challenges that are encountering females; the challenges which are categorized as cultural, access to resources like finance aligned with other factors of production, personal as well as economic challenges, the challenges which are exposing female entrepreneurs into disadvantages of offering their capabilities, abilities, skills and talents in prospering economic process (Rani & Hashim, 2017). This research has therefore adhered to investigate it further, hence produce detailed evaluation.

Problem statement

Although the participation of female entrepreneurs in Malaysian economy carries several benefits like participating in economic growth and contribution in the decrease of the level of unemployment that prevails in the country, there are several problems that female entrepreneurs are encountered; the problems which limits their effective participation in an entrepreneurial. Most of the entrepreneurial activities that are taking place in Malaysia are conducted by male leaving females in a far minimal rate (Alam, Senik, & Jani, 2012; Ariffin, Mohamed, Baqutayan, & Mahdzir, 2017). Also, when compared to male, most of the entrepreneurial activities that females are doing are relatively lower. For instance, in terms of performance; female entrepreneurs have low-slung business performance, the factor which lowers their rate of growth as a result of continuing to own small to medium sized businesses unlike male entrepreneurs (Cooper, Gimeno-Gascon, & Woo, 1994; Ekpe, Razak, & Mat, 2013; Marlow & Mcadam, 2013; Hassan, Ramli, & Mat Desa, 2014 and Yassin, Ali, Abdel, & Ali, 2014). This low performance does not mean that female entrepreneurs are incapable to entrepreneurial activities in comparison to their counterparts' male, but it is due to various problems that are encountering them when are participating in entrepreneurial activities.

Cultural value is one of the problems that female entrepreneurs are encountering when are participating in entrepreneurial activities. The value of the Eastern culture on females is old fashioned in most of Asian countries. Thus, home is the right place that females are to be available, taking care of the family and related obligations as the core activity (Gartner, 2005 & Carter, 2008). The societies in this culture at large context have never accepted females in other activities hence entrepreneurial activities. Therefore, most of females in such societies are much concerned with home and family matters even if chances are available for participating in entrepreneurial activities. Cultural values have henceforth become one of the problems that challenge effective participation of females in entrepreneurial activities (Loveline, Uchenna, & Karubi, 2014).

Gender inequality in accessing resources like financial resources, human resources, technological and information resources is another problem that female entrepreneurs are encountering. Financial institutions for example are reluctant to issue loan and fund to the business ventures of the start-up female entrepreneurs regardless of their level of motivation

towards a particular entrepreneurial activity. This reluctance is caused by the failure rate which is more to female entrepreneurs than male that forced loan and fund issuer to have more trust on male's business venture than that of females (Kabeer, 1992; Salem, 2005; Kumar, 2007; Decal, 2010 and Dauda, 2011). Also, in terms of accessing human resource; despite of an increasing rate of unemployment, workers are more preferring working in the promising business ventures. With the prevailing situation of many failed female's business ventures, workers are less attracted to join business ventures that are established by female entrepreneurs for their job security are placed at challenge. Because of this, females are becoming disadvantaged in accessing various resources which in turn challenges their effective participation in the entrepreneurial activities (Mahmood & Hanafi, 2013; Ilhaamie, 2014 and Hodges et al., 2015).

Policies and duties that are attached in the business environment is another problem that challenges successfulness of female entrepreneurs in Malaysia and the wholly world. As written by Hodges et al., (2015) Malaysian female entrepreneurs are facing home market challenges and international market challenges that affect their business ventures. The policies and duties attached to female entrepreneurial activities are discouraging many to enter to the entrepreneurial world, however those managed to enter are proven to perform competitively and successfully in the Malaysian home market and across the international market. This is to say, the presence of conducive policies and friendly duties would encourage female entrepreneurship in the country (Isa, Jaganathan, Ahmdon, & Ibrahim, 2018).

These problems are considered as challenges in this study, to give a detailed analysis aligned with the extent of effect they have in female entrepreneurial activities, these problems are clarified into three challenges namely Economic challenge which cover politics and duties (taxation), resource challenge covering financial resource, human resource as well as technological and innovation resource and cultural challenge that covers Eastern cultural value because Malaysia is an Asian country where Eastern culture prevails. With these, the study will reach its purpose which is explained in the following section of research objectives and hypothesis formulation.

Objectives of the Study

The main objective of the study is to ascertain the effect of challenges encounters female entrepreneurs in Malaysia.

The specific objectives of the study are:

- i. To assess the effect of economic challenge on female entrepreneurial in Malaysia.
- ii. To ascertain the effect of resource challenge on female entrepreneurial in Malaysia.
- iii. To investigate the effect of cultural challenge on female entrepreneurial in Malaysia.

Research questions

- i. What is the effect of economic challenge on female entrepreneurial in Malaysia?
- ii. What is the effect of resource challenge on female entrepreneurial in Malaysia?
- iii. What is the effect of cultural challenge on female entrepreneurial in Malaysia?

2. LITERATURE REVIEW

Entrepreneurial

The term entrepreneurial has had been used in the business world since 13th century. It has been taken from a French word "entreprendre" which means undertaking or doing something, by 16th century, those who were undertaking something were named entrepreneurs. With its longer presence, many scholars, researchers, authors and practitioners have come back and forth with their various perspectives, models, outlooks, frameworks and understandings; some of which have been acknowledge and some of which have been rejected (Hossain, Jahangir, & Nur-Al-Ahad, 2018). There are various meanings of entrepreneurship put forth in writings; these; are ranging from the perspective on the developed economies to the perspective of the developing economies. Despite of its differences, both perspectives are commonly agreeing that entrepreneurial has significant and unquestionable contribution in driving economic process. Thus, the activities of entrepreneurial are the very ones which lead to economic process and that economic process is crucial for the goodness of the country and the world at large.

The perspectives about entrepreneurial are seen from different outlooks. For instance, **Timmons (1999)** perceived it in three acting manners as the holistic in approach, opportunity obsessed and leadership balanced that involves the way of reasoning and thinking. **Coulter (2001)** perceived entrepreneurship in the sense of innovation where unique values are created out of resource challenges following the organization of means and efforts that enables the realization and peruse of opportunities. **Shane (2003)** perceived it as the process purposed to introduce new goods and services evaluated by the means of discoveries that are evaluated from the exploitation of opportunities in an existing or completely new market. **Kuratko and Hodgetts (2004)** perceived it as none static process which is centered on four attributes called vision, dynamicity, creation and change.

Table 1: The Perspectives of entrepreneurial based on various scholars

Scholar	Perspective
1. Timmons (1999)	Holistic, Opportunity Obsessed and Leadership balanced.
2. Coulter (2001)	Sense of innovation in perusing opportunities
3. Shane (2003)	Value created in exploiting the existing or completely new market
4. Kuratko and Hodgetts (2004)	Vision, dynamicity, creation and change

The common attribute that all the perspectives above have is value; yet, this value is seen to be approached differently from various scholars above. There is no denial of the contribution of education in enabling value creation. This is to say, as education increases, many people are becoming aware of entrepreneurship hence the growth of value creation. This is also the case for Malaysian entrepreneurship where the growth of education has seen to convey a significant contribution in growing entrepreneurship and its economy at large. There is a promising growth of educated women in Malaysia; the fact which goes hand in hand with the growth of female entrepreneurs as a result of the presence of many entrepreneurs across all economic sectors of the country (Bhardwaj, 2014). This as immediately evaluated after the table above is due to the reason that education enables females not only to advance their wellbeing but also to create value that defines them as entrepreneurs. Entrepreneurship plays a significant role in creating employment opportunities and in growing innovation. Females being entrepreneurs are therefore important in the growth of innovation and employment opportunities. The absence of female entrepreneurs may impact the world in a negative way like the decrease of innovations consequently to the increase of unemployment rate. Therefore, it is of unquestionable crucial that females are to be encouraged to participate in entrepreneurship not only for their personal development but also for the goodness of the economy of Malaysia and that of the whole world (Mohamad & Bakar, 2017).

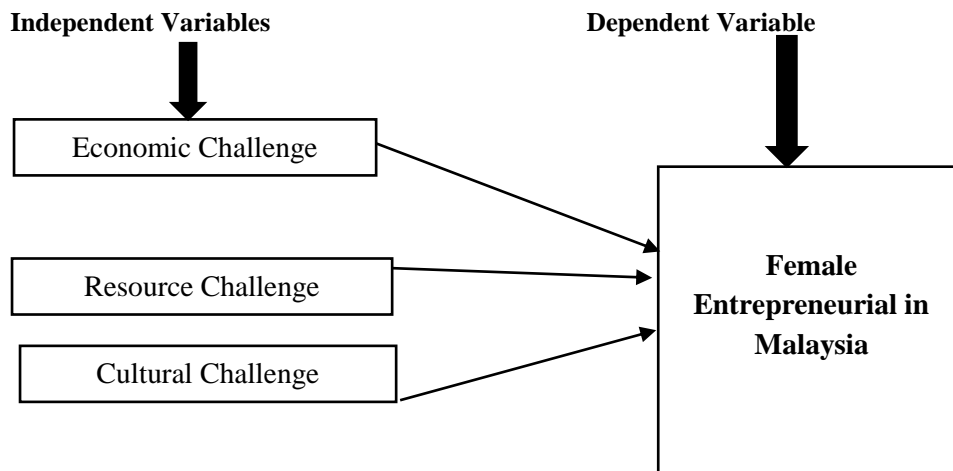
Overall Challenges Encountered by Entrepreneurs in Malaysia

Despite the astonishing economic growth that the transformed economies are attaining in the cause of entrepreneurship; still, there are challenges that need to be addressed in order to come up with the desirable solutions. Malaysia which is a South East Asia Country (attached with Asian culture) is one of the countries that enjoy the transformation of her economy in the cause of entrepreneurship. However, the presence of instable institutions bottlenecks the smooth progression entrepreneurship. When accessing different resources that are required to foster entrepreneurship, entrepreneurs are founding themselves encountering things like bureaucracy, registration complexities, unsound government policies, inadequate infrastructures and corruptions to list a few. This as seen from the study of Teoh & Chong (2014) is even worse when it comes to female entrepreneurs. The presence of these challenges forces entrepreneurs to prompt political connection so that their entrepreneurship may prosper the matter which easier their business while leaving the entire activity at challenge (E3Hubs, 2019). These challenges which are seen in the manners of economics, resources and cultural are the ones featured to give the extent of effect encountering female entrepreneurs.

Hypothesis

- i. The effect of economic challenge has significant relationship with female entrepreneurial in Malaysia.
- ii. The effect of resource challenge has significant relationship with female entrepreneurial in Malaysia.
- iii. The effect of cultural challenge has significant relationship with female entrepreneurial in Malaysia.

3. CONCEPTUAL FRAMEWORK



4. METHODOLOGY

This study employed quantitative research method where data adopted from the study of Hossain et al., (2018) which used questionnaire to collect data concerning female entrepreneurship in Malaysia. Since, this study is concerned about the effect of challenges that female entrepreneurs are facing, such data are found to be fitting exactly to the main and specific objectives of this study. Therefore, such data have been reviewed, utilised and performed statistically to bring analytical meaning by being aided by the software namely Statistical Package for Social Sciences (SPSS). In order to come up with appropriate hypothesis and design, this study opt to utilise a deductive research logic. From its definition, a deductive research logic is the approach which enables the development of research hypothesis which are then used in designing research hypothesis which is implemented in testing the hypothesis developed. With these methodologies, the study has managed to provide reliable information aligned with valid conclusion.

Table 2: Methods and their applications in this study

Methodologies	Application in this study
1. Data used	Secondary data adopted from the study of Hossain et al., (2018).
2. Method for data analysis	SPSS
3. Research Methods	Quantitative
4. Research Logics	Deductive

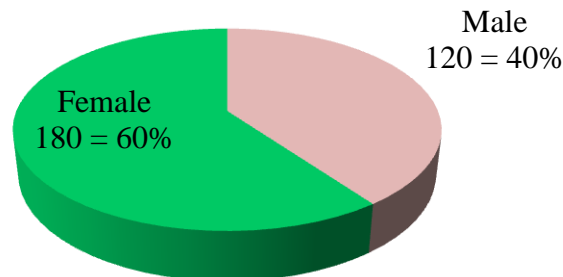
5. FINDINGS AND DISCUSSION

This part of the study is comprised of three sections called descriptive analysis, correlation analysis and regression analysis which are evaluated and analysed as follows:

Descriptive analysis

The total amount of sample size extracted from the study of Hossain et al., (2018) is 300. This amount is considered to be the a large sample size enough to give clear evaluation of the subject matter under investigation. However, although this study is concerned with the female entrepreneurial, the findings adopted are compiling the results of opinion of females and males. This is due to the reason that, male’s opinion on female’s entrepreneurial is also important so as to see the opinion of the other gender. This being the case, the findings adopted have featured 120 males and 180 females same as 40% and 60% respectively (see figure 1 below). The reason of featuring relatively many females is due to the reason that, the main concerns of this study’s context are females, their detailed opinion are more important. The featuring of many females gives a meaning that, the study under investigation is produced on the majority opinions of females which are exceeding those of males by 20%.

Figure 1: Gender of respondents



Continuing with descriptive analysis, the study under investigation as depicted on theoretical framework has two sided variables; thus, the side of independent variable and the side of dependent variable. Looking between it's title: "The effect of challenges encounters female entrepreneurial in Malaysia" the effects of challenges forms independent variables (Economic challenge, Resource challenge and Cultural challenge) and female entrepreneurial in Malaysia forms dependent variable making a total of three IVs and one DV. The study of Hossain et al., (2018) employed similar variables to these though in different contexts, perspectives and amount (four IVs namely Resource, Personal, cultural Economic and Political and one DV called Female entrepreneurship in Malaysia). This similarity worthes the adaptation of the results of the study of Hossain et al., (2018) on this; by making strictly concern on variables that looks alike and ignore all variables which are not considered in this study (See table 3)

Table 3: Summary of descriptive statistics

Independent Variables (IVs)	Mean	Std.Deviation
Economic	1.50	0.20
Resource	1.66	0.10
Cultural	1.40	0.23
Dependent Variable (DV)		
female entrepreneurial in Malaysia	4.48	1.19

These results are from the likert scale responses of agreeing and disagreeing. Beginning with IVs more specifically the economic challenge; the mean variable is 1.50 which gives a meaning that most of the of female entrepreneurs are not pleasing with the economic environment of entrepreneurial in Malaysia. This as seen from the literature analysis, might be due to economic disadvantages that female entrepreneurs are attached to. Economic factors which involves things like government policies and taxation are macro ones hence making government the immediate entrepreneurial stakeholder to be blamed. Thus, the policies and taxation implemented are leaving female entrepreneurs into entrepreneurial risk that tightens their progress in steady of being widened further. The standard deviation of 0.20 still remains the evaluated notion of the same trend, because the deviation from such truth is minimal to an extent of having no impact.

Following with resource challenge; this is another challenge that affect female entrepreneurial in Malaysia. The descriptive findings of this are 1.66 and 0.10 on mean and standard deviation respectively. This averaging outcome gives a meaning that, female entrepreneurs are not pleased with the ways that resources are exposed to them in their entrepreneurial activities. There are different types of resources that are required to be utilized in an entrepreneurial process. These are including financial resource, human resource, technological resource and information resource. Since the results of 1.66 means disagree in the five ratings of likert scale, it therefore means, female entrepreneurs are highly challenged when they need various resources to use in their entrepreneurial activities. In terms of finance, it means the financial institutions are not trusting female entrepreneurs hence made it all-difficult to access financial resource for their businesses. Also, in terms of human resource, people seem to discredit the idea of being employed by women, the matter which lead female with a great challenge of encountering problems in the context of human resource accessibility. This similar trend goes to technological and information resources.

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Then the cultural challenge which has the scores of 1.40 and 0.23 for mean and standard deviation accordingly. These findings carry a meaning that, the Malaysian culture which is attached with Asian culture (Eastern culture) is hardly supporting female entrepreneurs however with slight margin. This is due to the standard deviation score of 0.23 which supports the findings of mean value of 1.40. This mean value at a five ratings of likert scale carry a meaning that, respondents are strongly disagreeing to the support of Malaysian culture (Eastern Culture) on female entrepreneurial, this is unlike the western culture where female entrepreneurial is highly encouraged in the society.

Ending the descriptive analysis with the mean and standard deviation findings on the DV; thus, female entrepreneurial in Malaysia with the values of 4.48 and 1.19 respectively. These findings are giving a meaning of agreeing that female entrepreneurial is greatly affected with the immediate analyzed challenges in Malaysia. This is due to the reason that, 1.19 Std. Deviation, maintains the meaning obtained from the mean value and from mean value which is above agree slightly towards strongly agree of 4.48 depicts the challenging of entrepreneurial environment in Malaysia. In the other words, the descriptive statistics of this study, are in two sides; thus, against the IVs but towards the DV. Being against the IVs is proven by the low median scores obtained from each variable. That is, the score of below 2 which is towards disagreeing; thus, such variables are not in favour of female entrepreneurial, the scores which are also supported by the score of standard deviations in each of the three IVs. However, as just mentioned above that the results of descriptive statistics are towards the DV means, most of the participants of this study are agreeing to strongly agreeing that those IVs (challenges) are affecting females in their entrepreneurial activities. The descriptive statistics have not covered the strength of effects and its direction as well as its extent of effect; the matters which are yet to be covered in the next sections of correlation analysis and regression analysis.

Correlation

It is the measure of linear relationship between independent variables and dependent variable. It is through correlation the strength and direction of relationship between variables is identified. The response of strength and direction are identified using “**Guilford’s rule of thumb**” According to it, the P value of 0.05 or below is considered to be significant level and the r value which is below 0.2 is considered as very weak correlation, the r value of between 0.2 and 0.4 is a weak correlation, the r value of more than 0.4 to 0.7 is interpreted as moderate correlation, then above 0.7 up to 0.90 is high correlation and above 0.9 to 1 is a very high correlation.

Applying Guilford’s rule of thumb in this study, effects of challenges and female entrepreneurial in Malaysia are correlated at -0.89 (see table 4 below), which means high correlation. In this, the study has measured the combined pairwise correlation by combining all independent variables (Economic challenge, Resource Challenge and Cultural Challenge) with the abbreviation of EoC to mean Effects of Challenges related to DV FE to mean Female entrepreneurial hence “The Effects of Challenges (EoC) on Female Entrepreneurial (FE) in Malaysia. Therefore, there is a direct relationship between EoC and FE in Malaysia; thus, as EoC increases, FE decreases to mean that, there is an increase of FE with the decreased EoC.

Table 4: Pairwise Correlation Outputs

Variables	Effect of Challenges (EoC)	Female Entrepreneurial (FE)
EoC	1.00	
FE	-0.89	1.00

Regression Analysis

Regression is used to measure the extent of effect that independent variable has on dependent variable. When EoC and FE were regressed, R value was obtained to be 0.79 and R-Square to be 0.62. Converting this to 100%, it therefore means a unit implementation of EoC affects FE by 62%.

Test of Significance

Significance is employed in order to tell whether the variables considered have important information to tell. All variables involved were tested. The significance level of EoC was found to be 0.026 and that of FE was found to be 0.012. Conclusively, both independent and dependent variables were significant; meaning that, they both had important information to tell about the subject matter under review; the information which is informed on correlation and regression analysis above.

Table 5: The test of significance

Model	T	Sig.
EoC	8.61	0.026
FE	7.17	0.012

** Sig at P 0.05

6. CONCLUSION

The purpose of conducting this study which relied on an investigation of “the effect of challenges encounters female entrepreneurial in Malaysia” has been succeeded. This success has brought forth by the presence of analytical details, which informs about the subject matter. Evidently, it can be concluded that, the three challenges namely economic challenge, resource challenge and cultural challenge affects female entrepreneurial in Malaysia in a negative way. Thus, their presence is seen to minimize the astonishing contribution of female entrepreneurs in the country and that minimization discourages overall efforts of encouraging female’s participation in entrepreneurship not only in Malaysia but also in the entire world. However, the detailed evaluation of this study ascertained the promised increase in the trend of female entrepreneurial though at challenging environment. It is therefore the work of those concerned to implement various attributes which will rather encourage female entrepreneurship.

Achievement of research objectives

There are three specific objectives which were set to be achieved in this study by being backed up with study’s findings. Such achievements are stated as follows:

1st Objective.

The first objective purposed to assess the effect of economic challenge on female entrepreneurial in Malaysia. This objective has been achieved by identifying two elements (all practiced by the government) which affect female entrepreneurial. These are government policies and taxation. It has been established that, despite the good will of Malaysian government on encouraging entrepreneurship, still the policies implemented are not pleasing female entrepreneurs and taxation is blamed to be unfriendly too.

2nd Objective

The second objective purposed to ascertain the effect of resource challenge on female entrepreneurial in Malaysia. This objective was also conducted successfully and conveyed meaningful information. There resources that female entrepreneurs are found to encounter challenges are financial resource and human capital resource. These have seen to harden the progress of female entrepreneurial because a need of such resources is inevitable for the wellbeing of entrepreneurship at large.

3rd Objective

The third objective purposed to investigate the effect of cultural challenge on female entrepreneurial in Malaysia. This objective was also succeeded and its successfulness is seen from the clarification of Malaysian culture and its beliefs aligned with its effect on female entrepreneurial. Malaysia as a South East Asia country has found to be attached with Eastern culture. In this culture, females are seen to be left behind in businesses and other activities; the fact which has been proven by a 20% participation of females in 2014 Malaysian visionaries, leaving 80% male with an additional advantage of 60% over females. This is different from Western culture where equal opportunities are given and equity approach is implemented to uphold female entrepreneurial.

Implication of the study

There are two main areas that this study has implied. These are called theoretical implication and practical implication. This study has provided a theoretical contribution by adding knowledge in an existing body of knowledge. More importantly, the notion of entrepreneurial by giving a combined perspective of entrepreneurial where “Holistic, Opportunity Obsessed and Leadership balanced perspective” of Timmons (1999), the perspective of Coulter (2001) from the perspective of “Sense of innovation in perusing opportunities”, the perspective thus, “Value created in exploiting the

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existing or completely new market” of Shane (2003) and the perspective thus “Vision, dynamicity, creation and change” of Kuratko & Hodgetts (2004) are all evaluated in the context of value which is the point of linkage between various perspectives of entrepreneurial that other studies never explained Therefore this study has evidently made theoretical implications.

In the practical implications; this study has added a practical implication by featuring variables which touches all concerned in a direct manner. For example, taking economic challenge as a variable; two elements highlighted that are policies and taxation are direct calling the involvement of those concerned, this encourage responsibility for instance policy makers who are made to understand that their entrepreneurial policies are not favoring female entrepreneurs hence encouraged to reform. Also, by considering resource challenge as another resource; those responsible like commercial banks are called to come up with strategies that easier females to access their financial resource. By considering cultural challenges the study reminds the society of addressing bad conducts like failure to respect female entrepreneurs, the thing which does not only harm female entrepreneurs but also the entire economy because this study’s findings, informs that: female entrepreneurs help the world in eradicating poverty through the creation of employment opportunities and overall growth of economic process.

Limitations

This study is presented on the mere basis of entrepreneurs’ opinion. That, the findings used to establish facts regarding the subject matter under review is analyzed from the answers made by entrepreneurs as the main participants reached by the questionnaires of Hossain et al., (2018). This means, the opinion of other stakeholders is not incorporated, thus, the study may have informed different conclusion if other stakeholders were involved. Nevertheless the study provide insights of the situation from those who are the immediate practicers to entrepreneurial activities. But for the combined and critical approaches a need to study other stakeholders is required where when combined with this, the two perspectives can easily be established hence widens the concept of female entrepreneurial in the business world.

This study is limited to secondary data; that, data used are reviewed from Hossain et al., (2018) which was due to the challenge of obtaining primary data from various stakeholders that might need more time. Secondary data became an ideal option because majority of scholars have produced data regarding female entrepreneurs as a result of extracting them to use in the context, purpose and objective of this study. However, as stated earlier above, there is a need to reach other stakeholders and this reach can be reached effectively when primary data get employed to stand as the method for data collection.

Recommendation of an area for further studies

This current study gave detailed analysis of this subject matter based on the opinions of entrepreneurs themselves. This is to say, the study is not on the basis of other stakeholders like police makers, government official and officers in the financial institutions. To deepen this subject matter, the study recommends the considerations of these stakeholders in the further studies. By doing so, researchers, scholars, authors, leaders, practitioners and others will be able to bridge the gap between two sides of those concerned in entrepreneurial. By studying this, the two limitations identified above are going to be eliminated because other studies will cover them.

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