

**Impact and Role of Family and Social Factors in the Success of Women Entrepreneurs: An Empirical Study of Selected Small Women Entrepreneurs**

**Mrs.Pooja Prakash Srivastava**

Research Scholar, IBS, ICFAI University,  
Rajawala Road, Selaqui, Central Hope Town – 248197, Uttarakhand, India  
[poojaprakash432@gmail.com](mailto:poojaprakash432@gmail.com)

**Dr. Rashmi Choudhary**

Assistant Professor, IBS, ICFAI University,  
Rajawala Road, Selaqui, Central Hope Town – 248197, Uttarakhand, India  
Email: [irashmi23@rediffmail.com](mailto:irashmi23@rediffmail.com),

**ABSTRACT**

Women entrepreneurship has been increasing with a rapid pace in India. Women in Indian society have more responsibilities as compared with men and that is why they need social and family support if they wish to start their own venture. This paper discusses about a variety of family and social factors that affect the success of women entrepreneurs. The study also presents that how level of education affects the impact of family and social factors on success of women entrepreneurship. Overall, the study focuses on the pivotal role of the family and society in the entrepreneurship journey of a woman and how they can act as a push factor for success for businesses run by women. A sample of 214 respondents has been considered by a “structured questionnaire” created on five-point interval scale. It was found from the study that more educated women have less impact of their family and society on their success as an entrepreneur. Further, there is a good level of encouragement and motivation from family to women entrepreneurs. However, financial support from husband is limited and social encouragement is less. At the same time, it is difficult for women to manage the work life.

**Keywords** - Underdeveloped, Enterprise, Discrimination, Entrepreneurship, Investing

**1. INTRODUCTION**

Women entrepreneurs are the major factor in the economic development of any developing nation. They have been acknowledged as an important source of economic growth. There are many aspects which motivates women to become entrepreneur and to start a new venture of joining the existing one. Women are involved in business due to many aspects which inspire them to have their own dignity and self-esteem in the society. Self-dependence, career consciousness, and self-respect are the key factors which motivate to women entrepreneur to choose a profession as a challenge. But sometimes, women join the enterprise due to family circumstances and take up responsibilities of business (Shettiger & Jayasheela,2012). Thus, some factors encourage women to set a new business or take up the existing one and stand on their own ground. But still in our society, independence is an unknown word the majority of women. They are mainly engaged to household works and household work only. Not only the men make construct a boundary in women’s life, but also in various cases

the women do the same to them. In rural areas support from the family to do something professionally is least to be expected for women. In the typical Indian families, various instance can be seen that the in laws of the bride places huge restrictions to them which makes it hard for them to do anything (Neha Dangi & Ritika, 2014). The situation is then urban areas is not very different. Here women are allowed to choose the profession they like but when it comes to becoming an entrepreneur, suddenly the support from their families gets withdrawn. The society needs to understand the importance of freedom and independence of women (Naik,1992). The restrictions on women does not only affect the life of a particular women, but also the whole nation because a family revolves around a woman and if every other woman lives in restriction, then neither can they flourish, nor the country. The society also thinks that women cannot be a good entrepreneur, so as a result very less amount of people will want to do business with them. In the other hand if a man becomes an entrepreneur, then one person or the other will show faith or trust in him and will do business. In our society, women have to prove themselves in the field only then they will be trusted. By no means, they will be able to get a head start which can make it easier for them to sail forward in life (Mishra & Kiran, 2014). Women entrepreneurs' assumes the risk. It is a condition of not knowing outcome of a decision or activity. She takes calculated risk and faces uncertainty confidently and assumes risk. Our society still needs to learn a few things about women. Women are gifted with many qualities which men lack. Women entrepreneurs have remarkable skill in organizing work and people. They are objective selection of individual in confirmative with their skills in solving specific problem. They bring together various factors of production, minimize lows and reduce the cost of production (Soundarajan,2014). A women entrepreneur formulates business plans and ensures its execution. She combines various factors of production and then producing a product for the market. But our society still thinks that women are still best suited for the household works only. Our society neglects the fact that women are gifted with skills, some of them make them superior to men. We can take example of Puja Nemani, the founder of cappuccino blast. Her life was like every other normal girl in a Marwari family. She did her graduations from Lucknow and masters form UK. But after she returned, she had a rage in her. She started her enterprise after coming to India with few chairs and tables, but with time it became the most liked spot for the youngsters of Lucknow. Her business continues to flourish. And late she was nominated for the most outstanding women entrepreneur of the year. Various instance must be taken form the girls who broke the chains and faced the challenge as well as encourage the other women of our country to become entrepreneurs (Thakur & Goswami., 2015).

## **2. LITERATURE REVIEW:**

### **2.1. FAMILY AND SOCIAL FACTORS**

Everyone must have seen that the society and family have a very important role to play in the life of an entrepreneur, because an entrepreneur does not come automatically, an entrepreneur is made by their surrounding circumstances, family background and other factors. So, for this reason, the support from their family and the society is very important for them to grow because the fund that is needed by the entrepreneur will be given by society only and the society is also needed to present the product which will be made or brought by the entrepreneur. So, in those conditions, we need to understand the role of society and family (Prirakatheeswari, 2015). The support of family and friends is very much needed because when an idea strikes into the minds of any entrepreneur, then the idea

## Impact and Role of Family and Social Factors in the Success of Women Entrepreneurs: An Empirical Study of Selected Small Women Entrepreneurs

is applied in some new things. So generally, what happens, that the entrepreneur would not bring a huge plan, the entrepreneur will start the plan from 0. And in that zero level the fund which is required by the entrepreneur will be given by her family and friends only. So, if her family and friends understand and support her, then only an entrepreneur rises and achieves success. It is very important that how the family of the entrepreneur sees the future of that entrepreneur (Fazalbhoy, 2014). It is often seen that most of the families want their daughters to do a regular job, and does not want her to become an entrepreneur. They doubt that whether she will achieve success in this field, what if she starts the business and faces a huge loss? And many other questions strike in the mind of the family members of the entrepreneur. So mostly they have a negative point of view. So, they prefer a regular job, where she will have a consistency, job security, she will have a regular salary. So, they think that the risk is very minimum in a regular job than becoming an entrepreneur. In India, it is primarily a duty of women to look after the offspring and other members of the family. Due to her commitment towards the family, a woman is left with a very little energy and time for business. In context of married women, she has to maintain a balance between her business and family (Neetu Singh, 2013). Their success depends upon how her husband and family support her. Without the support and approval of husband, the female entrepreneur cannot succeed. Accordingly, the scholastic level and family background of husband completely influences women's entry into the industry. The attitude of the family members is very important because if the family has faith and trust on her, then only she will have the taste of success. The family members are the only factors who can encourage or discourage a particular entrepreneur. Women entrepreneurs have to play dual roles as a family organizer as well as manager of the women enterprise (Aldrich, H 1989). Therefore, they must be empowered to take all the major decisions of the family and enterprise. The family members of the women entrepreneurs should provide emotional support, help, sharing of domestic activities etc. for the effective functioning of their enterprise. Appropriate encouragement and need based assistance should be provided by the family members. Needless to say, a mere creation of jobs for women is not sufficient to promote women entrepreneurship rather it requires a change in the attitudes. Societal change is gradual and slow process (Neider, 1987). Unless attitudes are changed, credit allocation to women or subsidies will not bring much change. Instead of concentrating on incentives and exemptions to women entrepreneurs, government should start the programs which actually change social outlook of the women entrepreneurs (Belcourt, Burket, Lee-Gosselin, 1991).

### 2.2 CHALLENGES FACED BY WOMEN ENTREPRENEURS

Everyone must have noticed that, even in the local area is that maximum entrepreneurs or businesspersons are male. Females are rarely found in this field. Maximum of the business are conducted by men, because of this there are various kinds of challenges faced by the women entrepreneurs. Women always face the patriarchal society, in which the men are thought to be superior. In this kind of society, men are trusted to be more skillful, they are respected more, and men are preferred in comparison to women, this becomes a huge problem in our society which do not give room to woman to grow. Our society still struggles have that ancient mindset in which women are subjected to household and the men to conduct business and run the family which restrain them from moving forward (Berard, & Brown, 1994).

Lack of opportunity one big problem faced by women entrepreneurs often face a particular problem, which. If there is a comparison, then men get more opportunity than women. Because women have many responsibilities, and the people think that she might fail if they give opportunity to her because

she already has lot of responsibilities. But In case of men, they easily get opportunities because they have far less responsibilities than a woman. So, lack of opportunities is a factor for the less numbers of active women entrepreneurs (Bowen, and Hisrich, 1986).

The biggest factor which becomes the hindrance in the life of women entrepreneur is social barrier. There are various kind of questions arise when a woman tries to earn her living. The women are stopped, they are not treated well in comparison to men (Buttner, and Moore, 1997). There is a lack of proper ways of funding projects headed by women. The attitude of the creditors has a huge impact in the growth of women entrepreneurs. The creditors often doubt the abilities of women entrepreneurs, and do not want to entrust their money to a woman. So, the female entrepreneurs often face problem to borrow products or raw materials in comparison to men (Charest, 1995).

The responsibilities towards the family are given more to women than men. The women take care of the family more than men, at last the responsibilities towards the family drags a woman down and stops her from chasing her dreams. So helplessly they support and nourish the family selflessly sacrificing her own dreams (Comper, 1991). Many of the women entrepreneurs have unorganized set up. They have to face opposition from well-settled industries. So, this type of cut throat competition results in the liquidation of women enterprise. Literacy rate among women is very low due to lack of proper education, majority of the women are not aware about the latest technological development, marketing knowledge, innovative schemes, alternative markets, etc. Our society must have a great concern about the education of women. Lack of information and education creates problem. In setting up and running business enterprises (Fishcer, Reuber, Dyke, 1993).

Women have as compared to men, low ability to bear economic risk as they have led a protected life. Many times, they face bias attitude in the selection of entrepreneurial training. Risk bearing is an essential requisite of a successful entrepreneur. Tough resistance from men stops the women to go any further. Here, women are challenged more than men are. Which means they are being dominated more than men and compared more. So, this kind of thinking should get a halt and everyone must be seen as equal. Women also needs to march forward and should choose to become an entrepreneur. There are many women entrepreneurs who have broken the shackles of the stereotype thinking of this society (Hisrich, 1986).

Women entrepreneur in most cases fails due to the shortage of finance. Not only finance, women entrepreneur faces many problems such as shortage of raw material, capital and obtaining clients because it is still believed by our society that women are best suited for household chores. If women are not trusted or not given proper opportunities, then neither the family will move ahead nor the country. They hesitate to invest money in the business venture initiated by women entrepreneurs. Family members do not boost women industrialists. They dither to finance money in the business project introduced by women entrepreneurs. Bank and other monetary organizations do not consider women entrepreneurs as proper candidates for location up their projects and they are tentative to provide financial support to unmarried women or girls as they are unconvinced as to who will refund the loan (Hisrich, and Brush, 1994).

One of the major handicaps for women entrepreneur is her incompetence to travel from one place to another for business purpose. Moving alone and requesting for a room to stay out in the night are still observed with doubtful eyes for women. Women are lagging behind in the arena of edification (Goffee, and Scase, 1985). Even if she is sophisticated, she may not have practical and business education. It is assumed that man is the bread leader for the family. Low-level risk captivating boldness is additional influence moving women folk's conclusions to get into trade. Low-level

## Impact and Role of Family and Social Factors in the Success of Women Entrepreneurs: An Empirical Study of Selected Small Women Entrepreneurs

education delivers low-level assurance and self-reliance to the women to absorb in business. Women do not get equivalent treatment in a male-controlled society. It is believed that ability informed to a girl is a lost when she gets married. Women's family and personal responsibilities are occasionally a countless barrier for ensuing in business career (Hurley, 1991). Women's family commitments also bar them from becoming successful businesspersons in both established and developing nations. Stiff opposition in the market and lack of suppleness of women style the requirement of women entrepreneurs on intermediaries indispensable. They have to depend on office staffs and mediators, to get belongings done. Especially the marketplace and sales side of commercial. High values of material, low-productivity, underutilization volume etc. explanation for high-cost manufacture. Women businesspersons find it difficult to obtain material and other essential inputs. If it is a scarce reserve needs to be introduced from additional countries (Hisrich, and O'Brien, 1981).

### 3. OBJECTIVES

1. To determine the role of social and family factors in the success of women entrepreneurs.
2. To know how the family and society supports women entrepreneurs in their success.
3. To find out the association of Type of Education on Influence of Family and Social Factors on Entrepreneurship

### 4. METHODOLOGY

Present study is descriptive in nature. A survey method was used to collect the primary data from the respondents, for which a structured questionnaire was developed. The questionnaire contained two types of questions (measured on two different scales) – Nominal (categorical Scale) and Interval Scale. In case of interval scale five-point scale from “Strongly Agree to Strongly Disagree” was used. The sample size for the current study is 214. This sample size was decided based upon the contemporary paper in the field and the statistical tools applied. In the present study, appropriate univariate and bivariate tools have been applied namely mean, one sample test (t-test) and chi-square test, which does require a large sample size.

The sampling method used in the study was judgment sampling. There were two judgment criteria, first, the women entrepreneurs should be more than 25 years old and second, they must be married (so that role of their family along with husband can be measured).

The mean and t-test have been used to find the magnitude of the various family and social factors that affect the success of women entrepreneurs. Chi-square test was applied on the categorically measured variables such as education level and impact of family and social factors on success of women entrepreneurs.

### 5. FINDINGS OF THE STUDY

Table 1 shows that the number of respondents within the age group of 25 to 35 years is 40.65%, those between 35 to 45 years are 43.93% and above 45 years are 15.42%. Regarding the age of the business, 32.24% are the business with age less than 5 years, the age of 35.98% of the businesses is between 5 to 10 years and 31.78% are of 10 years and above. With reference to the type of business, 70.56% of them are in manufacturing business and 29.44% are in service industry business.

**Table1 Demographic profile of the respondents**

Variables	Number of respondents	%age
<b>Age</b>		
25 to 35 years	87	40.65%
35 to 45 years	94	43.93%
45 and above	33	15.42%
<b>Total</b>	<b>214</b>	<b>100%</b>
<b>Age of Business</b>		
Less than 5 year	69	32.24%
5 to 10 years	77	35.98%
10 years and above	68	31.78%
<b>Total</b>	<b>214</b>	<b>100%</b>
<b>Type of Business</b>		
Manufacturing Industry	151	70.56%
Service Industry	63	29.44%
<b>Total</b>	<b>214</b>	<b>100%</b>
<b>Type of Education</b>		
Less Educated (Up to Intermediate or College dropout)	81	37.85%
Traditional Degree Holders (UG, PG – Non Professional)	70	32.71%
Professionally Educated (Professional or Technical degree)	63	29.41%
<b>Total</b>	<b>214</b>	<b>100%</b>

In the present study the impact of education will be assessed on the influence of the family and social factors on women entrepreneurs. There are around 38% women entrepreneurs who are Less Educated (Up to Intermediate or College dropout), followed by 33%, who are Traditional Degree Holders(UG, PG – Non-Professional) and around 29% who are Professionally Educated(Professional or Technical degree).

**Table 2 Role of Family and Social Factors in the Success of Women Entrepreneurs**

Sr. No.	Statements	Mean Score
1.	My family motivates me to be an independent women in the society	4.21
2.	Support of my husband help in concentrating on my work	4.19
3.	My family help me in making a balance between work and family life	3.73
4.	Support of my husband helps me in taking business risks	4.10
5.	Encouragement of my family helps me to be self-confident	4.44
6.	Male dominated society discouraged me in early years of business	4.22
7.	My husband supports me financially that helps me in taking financial risks	4.13
8.	Being a women entrepreneur, there is lack of trust from other business enterprises	3.10
9.	Orthodox mentality of the society demotivates me in hard times	3.45
10.	It is difficult to match family and business timings	4.01
11.	Kids of small age makes difficult for a mother to enter into a business	3.99

## Impact and Role of Family and Social Factors in the Success of Women Entrepreneurs: An Empirical Study of Selected Small Women Entrepreneurs

12.	Due to undeveloped culture of the society it is difficult to get sufficient women workers	3.55
13.	Society hesitates to invest money in the businesses running by a women, due to lack of faith and confidence	3.51
14.	My family helps me in the activity of my business	3.66
15.	There is less acceptability in family and society regarding entrepreneurial education	3.49

Table 2 shows the Mean value for the statements with reference to the “Role of Family and Social Factors in the Success of Women Entrepreneurs.” As per the response of the respondents, highest mean score of 4.44 is recorded for the statement, “Encouragement of my family helps me to be self-confident,” as women face difficulties in early days of their business, it is shown in the statement, “Male dominated society discouraged me in early years of business” with the mean score of 4.22. The motivation of family is important; the mean score is 4.21 for the statement “My family motivates me to be independent women in the society.” Without support of the family it is difficult to be successful, that is proved by the statement “Support of my husband help in concentrating on my work” with the mean score of 4.19, “My husband supports me financially that helps me in taking financial risks” recorded the mean score of 4.13. Taking business risks is difficult without family support that is shown in the statement “Support of my husband helps me in taking business risks” with the mean score of 4.10. During the new setup of the business, it is difficult to handle both family as well as business, which is shown in the statement, “It is difficult to match family and business timings” with the mean score of 4.01. For a mother sometime it becomes difficult to take out time for her and that is shown in statements, “Kids of small age makes difficult for a mother to enter into a business” score the mean value of 3.99. In difficult times, family is a big support who can help in making things easy, “My family help me in making a balance between work and family life “My family help me in making a balance between work and family life” the mean score of 3.73, “My family helps me in the activity of my business” mean score of 3.66. The undeveloped nature of the society is a big problem for women entrepreneurs, as shown in statement, “Due to undeveloped culture of the society it is difficult to get sufficient women workers” the mean score is recorded as 3.55; “Society hesitates to invest money in the businesses running by a women, due to lack of faith and confidence” mean score is 3.51. Statement “There is less acceptability in family and society regarding entrepreneurial education” and “Orthodox mentality of the society demotivates me in hard times” has the mean score of 3.49 and 3.45 respectively. As trust of society is very important, and women always face issues with it “Being a women entrepreneur, there is lack of trust from other business enterprises” recorded the lowest mean score of 3.10.

**Table 3 Role of Family and Social Factors in the Success of Women Entrepreneurs**

Sr. No.	Statements	Mean Score	t Value	Sig
1.	My family motivates me to be an independent women in the society	4.21	12.573	0.000
2.	Support of my husband help in concentrating on my work	4.19	17.032	0.000
3.	My family help me in making a balance between work and family life	3.73	3.474	0.000
4.	Support of my husband helps me in taking business risks	4.10	9.348	0.000
5.	Encouragement of my family helps me to be self-confident	4.44	11.525	0.000
6.	Male dominated society discouraged me in early years of business	4.22	10.669	0.000
7.	My husband supports me financially that helps me in taking financial risks	4.13	10.976	0.000
8.	Being a women entrepreneur, there is lack of trust from other business	3.10	-6.805	0.000

	enterprises			
9.	Orthodox mentality of the society demotivates me in hard times	3.45	-0.744	0.229
10.	It is difficult to match family and business timings	4.01	7.140	0.000
11.	Kids of small age makes difficult for a mother to enter into a business	3.99	6.690	0.000
12.	Due to undeveloped culture of the society it is difficult to get sufficient women workers	3.55	0.583	0.280
13.	Society hesitates to invest money in the businesses running by a women, due to lack of faith and confidence	3.51	0.122	0.451
14.	My family helps me in the activity of my business	3.66	2.208	0.014
15.	There is less acceptability in family and society regarding entrepreneurial education	3.49	-0.143	0.443

Table 3 shows that all the statements with reference to the “Role of Family and Social Factors in the Success of Women Entrepreneurs,” it is found that mentioned statements, “My family motivates me to be an independent women in the society,” “Support of my husband help in concentrating on my work,” “My family help me in making a balance between work and family life,” “Support of my husband helps me in taking business risks,” “Encouragement of my family helps me to be self-confident,” “Male dominated society discouraged me in early years of business,” “My husband supports me financially that helps me in taking financial risks,” “It is difficult to match family and business timings,” “Kids of small age makes difficult for a mother to enter into a business,” “My family helps me in the activity of my business” are found to be significant as their significant value is less than 0.05. The statements which is negatively significantly is “Being a women entrepreneur, there is lack of trust from other business enterprises,” and statements that are found to be insignificant in the study are “Orthodox mentality of the society demotivates me in hard times,” Due to undeveloped culture of the society it is difficult to get sufficient women workers,” “Society hesitates to invest money in the businesses running by a women, due to lack of faith and confidence,” and There is less acceptability in family and society regarding entrepreneurial education.”

## 6. ASSOCIATION OF TYPE OF EDUCATION AND INFLUENCE OF FAMILY AND SOCIAL FACTORS:

The study also explains how the type of education is associated with the influence of family and social factors on business. The following hypotheses were set:

- Ho There is no significant association between the Type of Education and Impact of Family and Social Factors on Business
- Ha There is a significant association between the Type of Education and Impact of Family and Social Factors on Business



Impact and Role of Family and Social Factors in the Success of Women Entrepreneurs: An Empirical Study of Selected Small Women Entrepreneurs

**Table 4 Chi Square Test to check the Role of Family and Social Factors in the Success of Women Entrepreneurs**

Impact of Family and Social Factors on Business	Education			Total
	Less Educated	Traditional Degree Holders	Professionally Educated	
Low Impact of Family and Social Factors	15	19	39	<b>73</b>
Moderate Impact of Family and Social Factors	23	37	14	<b>74</b>
High Impact of Family and Social Factors	43	14	10	<b>67</b>
<b>Total</b>	<b>81</b>	<b>70</b>	<b>63</b>	
Value of Chi-square				51.4007
Degree of freedom				4
p value				.00001

Table 4 shows the contingency table of Chi-Square test and the calculated value of the chi-square at 4 degree of freedom. The value of chi square is 51.4007 which is higher than the critical value hence the null hypothesis (Ho) is rejected and alternate hypothesis is accepted. It was concluded, “*There is a significant association between the Type of Education and Impact of Family and Social Factors on Business*”. The women who have the professional education are less affected by the family and social factors.

## 7. CONCLUSION

Being a women entrepreneur in India is very difficult task as India is a male dominated society. Women are generally denied of higher education, especially in rural areas and underdeveloped countries which creates hindrance in the path of their success. There has been observed a growing change in the mentality of the people as the notion of equality becomes more prominent, families today demand an educated working lady to become part of their household. Society as a whole took part in changing this orthodox mentality and promoted women empowerment. In a vast population like India with such varieties in culture, the number of success story still remains an exception. Positive trends have been observed throughout India, even in states like UP where women are considered to be marginalized story of success from cities like Kanpur inspire many other women and young girls to partake the initiative towards a better future. (Licunana, 1992). It was found that family is a big support for women in business but cannot do business on behalf of women; a woman has to be much stronger. Further, the women who have the professional education are less affected by the family and social factors.

## 8. REFERENCES

1. Manjunath Shettiger & Jayasheela, (2012). Vacancy of Entrepreneurship Training in Micro-Enterprises Development, Southern Economist, Journal, Vol.50.

2. Neha Dangi & Ritika, (2014), Women Entrepreneurship and Growth and Performance of MSMEs in India, International Journal of Advance Research in Computer Science and Management Studies, Vol. 2 (4).
3. Garima Mishra & Kiran, (2014). Rural Women Entrepreneurs: Concerns & Importance, International Journal of Science and Research, Vol:3(9).
4. Soundarajan, (2014). A Study on the Development of Women Entrepreneurs in Tamilnadu, Tactful Management Research Journal, Vol:2(7).
5. Yaswant Singh Thakur & Priti Goswami., (2015). Women Entrepreneurship in micro, small and medium enterprises in india, International Journal in Management and Social Science, Vol:3(7).
6. Prirakatheeswari, (2015). Problems and Prospectus of Women in India in the era of Globalization, Pacific Business Review International, in Business and Management Vol:8(2).
7. Sabiha Fazalbhoy, (2014). Women Entrepreneurship as the way for Economic Development, Annual Research Journal of Symbiosis Centre for Management Studies, Vol:2(1).
8. Neetu Singh, (2013), Role of Women Entrepreneurs in Manufacturing Industries with Special Reference to Kanpur, International Journal of Techno-Management Research, Vol: 1(2).
9. Aldrich, H (1989) "Networking among Women Entrepreneurs". In Women owned Businesses. Ed G. Hagan, and D. Sexton, New York, Praeger, 103-32.
10. Belcourt, M, Burket, R.J., Lee-Gosselin, H. (1991) The Glass Box: Women Business Owners in Canada. Background paper published by the Canadian Advisory Council on the Status of Women.
11. Berard, J, & Brown, D (1994). Services to women Entrepreneurs: The Western Canadian Case. Manitoba office, Western Economic Diversification Canada.
12. Bowen, D., and Hisrich, R. (1986) "The female entrepreneur: A Career Development Perspective", The Academy of Management Journal, 11, 2, 393-406.
13. Buttner, E.H., and Moore, D.P. (1997) "Women's Organization Exodus to Entrepreneurship: Self-Reported Motivations and Correlates with Success". Journal of Small Business Management, 35 (1) 34-46.
14. Charest, M (1995). CEO examines the quality of life for women in today's environment. Excerpts from keynote address to the Concordia Women and Work Symposium. Reprinted in Women in Management, 5 (4), 1-3.
15. Comper, A (1991) Women and Banking: From Rhetoric to Reality. In Managing Change through Global Networking, (ed) L. Heslop, Canadian Consortium of Management Schools.
16. Fishcer, E., Reuber, R., Dyke, L., (1993), "A Theoretical Overview and Extension of Research on Sex, Gender and Entrepreneurship", Journal of Business Venturing, 8, 151-168.
17. Goffee, R and Scase, R. (1985) Women in Charge: The Experiences of Women Entrepreneurs, London: Allen & Irwin. International Journal of Techno-Management Research, Vol. 01, Issue 02, September 2013 ISSN: 2321-3744 21 IJTMR [www.ijtmr.com](http://www.ijtmr.com)
18. Hisrich, R. (1986) The Woman Entrepreneur: Characteristics, Skills, Problems, and Prescriptions for Success. In Sexton, D. and Smilor, R, ed, The Art and Science of Entrepreneurship, Cambridge: Ballinger.
19. Hisrich, R and Brush, C. (1994). "The Woman Entrepreneur: Management skill and Business Problems", Journal of Small Business Management, 22 (1), 30-37.
20. Hisrich, R. and O'Brien, M. (1981) The Woman Entrepreneur from a Business and Sociological Perspective. In Vesper, K. ed Frontiers of Entrepreneurship Research, Wellesley: Babson College Centre for Entrepreneurial Studies.

Impact and Role of Family and Social Factors in the Success of Women Entrepreneurs: An Empirical Study of Selected Small Women Entrepreneurs

21. Hurley, A. (1991) Incorporating Feminist Theories into Sociological Theories of Entrepreneurship. Paper presented at the Annual Academy of Management Meeting, Entrepreneurship Division, Miami: Fla, August. Kent, C. (1988) Business Education for Women Entrepreneurs. *Journal of Business Education*,
22. Licunana, V (1992). *Women Entrepreneurs in Southeast Asia*. Asian Institute of Management, Manila, Philippines.
23. Naik, A. (1992) *Development Programme for Women in Management*. Study Report on Women in Management, Centre for Organization Development, Hyderabad, India.
24. Neider, L. (1987) "A Preliminary Investigation of Female Entrepreneurs in Florida". *Journal of Small Business Management*, 25 (3), 22-29