

# Review Paper on Women in start-ups: Comparison, Challenges and Solutions

## Authors

**Shaffali Gupta:** Research Scholar, Dept. of Business Management, Chandigarh University, Email: shaffali.bm@cumail.in

**Dr. Simran:** Dept. of Business Management, Chandigarh University, Email: simran.jiwandah@cumail.in

## Abstract

Job creation has been very challenging task in developing countries, and country like India is not at all different therefore Government of India has always Supported and Motivated Entrepreneurship in the country. India is a land of Diversity and with its unique demographic characteristics India has always been centre of attraction for Entrepreneurs. Not only business houses shown interest but also government has supported this culture of business. Youth, businesses, Women everyone has got support and motivation from the govt. in the form of various schemes and financial support which enables them to avail the opportunity. This study is conducted to know where the women entrepreneurship stands, how the growth of women entrepreneurs is, what challenges they are facing in new start-ups and how they can be motivated and inspired to work and come-up with their best. This paper aims at Women Entrepreneurship in New Businesses, their challenges and tentative solutions because in the present times scenario is like; you name it, they own it. Women today is educated, self-made, decision makers, courageous. There is no field where they have not left their marks. This paper will help in identifying factors that will encourage women to showcase their talent of being entrepreneurs.

## Objectives of the study

Main focus of the paper is to enlighten the status of women entrepreneurs and women led start-ups in different countries. Hence the study is conducted to

- Analyse and find problems faced by women in this journey at personal and professional levels with comparative analysis.
- To provide and find best possible solutions through analysing already research done in different areas.

**Keywords:** Business Women, Entrepreneurship, Start-ups, Indian Economy, Women Entrepreneurs.

## Introduction

Modern era is women's era, undoubtedly women have showcased their talent in every arena with a power packed impression. This era belongs to women and entrepreneurs, everyday new entrants are coming up with their ventures. Developed countries have already set benchmarks but developing countries are not also very far away. Slowly and gradually Developing countries like India stepping ahead and leaving no stone unturned. Where women are being motivated and putting their feet forward as entrepreneurs on the other hand government and financial institutions also in support of creating Business Women. This term women entrepreneurs is not new; it was notified in late 60s and women have never turned back. In early 90s especially in

India when LPG policy took place this term started germinating rapidly and notified its presence. More and more women entrepreneurs started approaching. Moreover it also attracted researchers and scholars to work in this area and libraries are flooded with studies on women empowerment and women entrepreneurship. However today female role is not unnoticeable in any area still women have not been able to reach a level where they should have been. There are fields and countries where gender discrimination can be seen such as pharmaceutical industries, manufacturing units, engineering and others. That has given opportunities to researchers to enlighten the geographical areas and fields where women are underrated and less presented. Katherina (2018) while doing her comparative study in multiple countries examined that more studies have been performed in US and other European countries as compare to ample number of countries like UAE, Pakistan, Nepal and Many countries are still untouched. GEM, 2014 ; Though women entrepreneurs are coming up and showing growth in Developing countries like India but still there are constraints like gender discrimination, Finance, Family Support, Socio Cultural Environment that has been hindering the process. Study of literature indicates that in case of Start-ups Finance and risk taking attitude is utmost important (Ramdhani 2012). Few variables are still major issues in the growth of women as business women or entrepreneurs such as gender discrimination, lack of professional courses, education, and cultural factors. Many Countries like UK, US are nurturing its women entrepreneurs and few developing countries like India is joining the race. Hence this study is performed to see the country wise environment for women who want to become entrepreneurs or who have come up with new start-ups.

### **Research Methodology**

A detailed investigation of literature is performed, Data is derived from Google scholar, Research Gate and Emerald and other online journals in form of Systematic reviews, articles, reports and research papers. Keywords like Women Entrepreneurs, Start-ups by Women, Indian Economy, Problems faced by Women Entrepreneurs were taken. Papers were selected on following criteria:

- Country wise study performed on Women Entrepreneurs.
- Study included start-ups and Small Scale Enterprises.
- Study that focused on Businesses run by women and at early stage.

Work done on women owned and describing challenges faced by women entrepreneurs taken and papers on same country with same objectives were not selected. After this analysis 21 papers were selected for analysis and study was done on these papers. And table is prepared quoting year and country of research, research methodology, objectives and Findings with the limitations related to that particular paper.

### **Review of literature**

Since decades various studies have been done on entrepreneur ship and women entrepreneurs, and the number of women doing business and setting up new ventures. But in developing countries like India lesser studies on women in new start-ups have been performed. A review of literature gives a fair knowledge about the work done and scope for future studies. Entrepreneurship is not a new term and studies are being done since ages. Various researchers have tried to enlighten the area and other countries. In this study we have tried to find same

researches done in different countries and find the scope for Indian Business Women starting new businesses.

Priyadarshini (2016) mentioned various challenges faced by Indian women entrepreneurs. This paper is based on secondary data and summarizes the present status and various government aids given to new entrepreneurs, discussed government steps taken in different five year plans. Not only government but also many institutions came in support for growth and nurturing women entrepreneurs. Ahmad Nawaz (March 2018), performed a qualitative study in Pakistan on 10 women entrepreneurs to know various challenges faced by them while doing or starting business. However number of respondents were low due to time constraint but in the study this paper concluded various challenges are like, funding, acceptance by society, family support, past experiences, communication faced by Pakistani Business Women. Salwa M. (2018) stated about Palestinian women, their challenges and motivational factors in her paper. This paper put light on another factor home based businesses. Not only it can be done from home, the office is setup at home. In this women can perform her dual duties of home and professional well effectively. Another study was done in Indonesia with 181 respondents by Cicilia larasati rembulan in 2018, with service and business class women. And their study showed none of the category face less challenges in the career. Be it any country or any category of women there are challenges faced by them. In 2012 Imed and Mauna aimed at studying women entrepreneurship in Tunisia and conducted a survey on 100 people (50 men and 50 women) and concluded that women have less risk taking abilities that results in lesser growth in their businesses. Katherina in Latin America (2018) performed a similar survey that was with 199 respondents and found though women start-ups created jobs and has equal importance as men but their reserved nature in taking risks led in smaller business. Conceptual paper by erinda (2013) highlighted various problems encountered by Albanian Women as Entrepreneurs. This is clear from the studies even after being highly educated there are some factors which does not enable women to come-up with their best. Here is the tabular representation of the studies based on selected factors.

S. N.	Authors & Year and Country	Topic and Methodology	Objective & Analysis	Findings	Limitations
1	Ahmad 2018 Pakistan	Challenges faced by females in business in Pakistan <b>Methodology:</b> Qualitative Research	<b>Objectives:</b> To find out difficulty faced by Pakistani women in business. 2) Various factors affecting business. <b>Analysis</b> analysed various challenges faced by business women	various challenges are like, funding, acceptance by society, family support, past experiences, communication	Study was done on basis of only 10 respondents, time constraint. Due to telephonic interview body language was not observed
2	Priyadarshini Padhi India	Indian Business Women and their Present Status <b>Methodology:</b> Literature review on secondary data	<b>Objectives:</b> Finding various challenges faced by women in start-ups and their present status in the society <b>Analysis:</b> This study evaluates various steps taken by Govt. and various problems faced by women entrepreneurs	Government support is provided only to urban small scale entrepreneurs, more steps required to promote women business holders	This study is based on secondary data only.

3	Salva 2018 Palestine	Motivation and Limitations for Palestine Women Entrepreneurs  <b>Methodology:</b> Descriptive and exploratory	<b>Objectives:</b> To examine home based businesses in Palestine by Women <b>Analysis:</b> Author have compared Big and small entrepreneurs based on their characteristics	Palestine women are getting more educated and talented but still there is need to focus more on women entrepreneurs as compare to men	less support towards female business owners
4	Noor 2017 Malaysia	Women Entrepreneurs in Malaysia <b>Methodology:</b> Conceptual Study	<b>Objectives:</b> To search various motivating factors and challenges faced by Malaysian Women <b>Analysis:</b> Through literature review authors have tried to find out various motivators to Malaysian women and analysed limitations	Women entrepreneurs are hesitating in risks, they need to be more actively risk takers	This study is based on secondary data only.
5	Cicilia larasati rembulan Indonesia	conflict between family and work for entrepreneurs and working women <b>Methodology:</b> quantitative study with comparison	<b>Objectives:</b> to find out various conflicts faced at home for working women and entrepreneurs <b>Analysis:</b> Survey was done on 189 women, out of them 91 were entrepreneurs.	Their survey results showed there is not much difference between challenges faced by both categories of women.	The income level and position of all respondents were not same so the results may vary
6	Imed and Mauna 2012 Tunisia	Promoting Business Women <b>Methodology:</b> quantitative with 100 sample size	<b>Objectives:</b> Purpose of this paper is to search factors that may affect entrepreneurs <b>Analysis:</b> In this paper a comparative study is performed based on challenges faced by men n women and their perceptions	it was observed women face more challenges than men	The survey was conducted in Tunisia results will differ country wise.
7	Katherina 2018 Latin America	Start-ups by women and their contribution in job creation <b>Methodology:</b> Online survey was done, 199 respondents	<b>Objectives:</b> This study aimed at roll of women in new businesses and job creations <b>Analysis:</b> their survey resulted in saying that both start-ups by males and females led in creating jobs hence of equal importance	women are comparatively less strong, have smaller businesses, less risk takers	The survey was performed online hence body language is not studied.
8	Erinda 2013 Albania	Problems encountered by Albanian Entrepreneurs <b>Methodology:</b> Conceptual	<b>Objectives:</b> showing Present scenario for women in Albania doing business <b>Analysis:</b> analysis was done based on secondary data and previous researches	This study highlighted various problems faced by Albanian women like: desire to please everyone, not being taken serious, funds,	This study shows only conceptual view of the country

				being misunderstood	
9	Tulus 2009 Asian Developing countries	Business Women start-ups <b>Methodology:</b> Data analysis and review of literature	<b>Objectives:</b> women in SMEs in Developing Countries <b>Analysis:</b> Data of various developing countries of Asia is analysed in regard to SMEs	Aims at finding the role of Women in SMEs in Developing Asian countries	Limited Data and time
10	Ghazala Khan Rana Tahir Pakistan	Challenges faced by Young Entrepreneurs in Pakistan <b>Methodology:</b> Literature Survey and Secondary Data	<b>Objectives:</b> Paper aims to introduce women friendly business environment in Pakistan <b>Analysis:</b> Author have examined previous studies and statistical state wise data and tried finding various factors influencing female young business owners	In Pakistan women need more training and short-term courses for entrepreneurship.	This paper solely based on secondary data
11	Hemant, jyoti and Shailesh 2014 India – Gujrat	Innovation in Women Entrepreneurship <b>Methodology:</b> Exploratory Research	<b>Objectives:</b> Exploring Gujrat Business Women and Innovations <b>Analysis:</b> Authors did literature survey and examined areas of possible innovation.	Conclusion of this study explains in Gujrat Government is taking efforts and promoting its women as entrepreneurs	limited Data
12	Ruqaya Al-Sadi Rakesh Belwal Raya Al-Badi Oman	Woman Entrepreneurship in the Al-Batinah Region of Oman: An identification of the Barriers <b>Methodology:</b> Quantitative Survey and Analysis	<b>Objectives:</b> Find out barrier is women success as an entrepreneur <b>Analysis:</b> Authors Surveyed 101 women with questionnaires and interview 22 women for analysis	Though women in Oman are educated but need to be trained and they need awareness programs related to various business activities	This study is geographically limited
13	Helen Lawton and Viviana 2015 US	Female academic Entrepreneurship <b>Methodology:</b> Exploratory and Literature Review	<b>Objectives:</b> Purpose of the study is to analyse the experiences of women as entrepreneurs. 2 <sup>nd</sup> to know the challenges the business women success. <b>Analysis:</b> A comparative analysis is made of various researches done in different countries.	US women are not lesser than men in any manner, US provides better place and opportunities to its Entrepreneurs.	This research was conducted on papers of Sweden, Italy and US. More countries can be taken in studies.
14	Katherina 2016 Multiple countries	Women led Start-ups <b>Methodology:</b> detailed literature survey.	<b>Objectives:</b> To explore the challenges faced by women in different countries. <b>Analysis:</b> A systematic review id done on 22	US women are more educated. And more studies have been performed in US	Less studies have been performed on start-ups by women

	like US, UK, Germany		papers from countries like US, UK, Germany, Spain	as compare to other countries.	
15	K krithiga, Dr. V Velmurugan May 2018 India – Manufacturing Sector	Study on Stress and Coping Strategies by Female Entrepreneurs <b>Methodology:</b> Study on Secondary Data	<b>Objectives:</b> Focus is given on studying various stress giving factors and finding ways to resolve them <b>Analysis:</b> A detailed study is performed on 34 papers and studies.	Undoubtedly Manufacturing plants are stress givers and the Authors have provided various tools though analysing the researches done in the field.	This Paper rely only on secondary data.
16	Carolyn, Kevin and Andrew 2011 Nepal	Sustainable woman empowerment in Nepal <b>Methodology:</b> Research is done through a survey carried out in 3 months	<b>Objectives:</b> Aiming at sustainability of teahouse owners who are women. <b>Analysis:</b> Through a survey performed in 3 months in Nepal and results are concluded by combining theoretical and practical aspects.	This paper focused on finding how hospitality can positively influence businesses.	Time and language barriers
17	Murat Sakir 2008 UAE	Emirati Women Entrepreneurs in UAE <b>Methodology:</b> Qualitative research through secondary data and survey done by interviewing 17 business entrepreneurs in UAE.	<b>Objectives:</b> Finding various motivational factors for Emirati Women to do business. <b>Analysis:</b> Through telephonic intensive interview with 17 business women data is collected and analysed.	Main motive of women in UAE doing business is to avail independence and status in the society.	Fewer studies performed. Hence less data availability.
18	Terri and Martha 2004 Poland and Czech	Comparative study on women entrepreneurs in Poland and Czech <b>Methodology:</b> Secondary Data Analysis and Interview with Polish and Czech women	<b>Objectives:</b> Comparison in two countries and search various hurdles and solutions to them. <b>Analysis:</b> In-depth interviews were conducted with 6 women from Czech and 8 Polish along with questionnaires filled.	In this paper researcher found one important missing element in the business culture that is Humour. This can lighten up the environment that can give better results. Many studies have already been conducted in European countries and developing Asian countries.	This study is limited to only 2 European countries and only 14 women entrepreneurs were interviewed.

19	Vijai Aazhvaar Jan 2018 India	Women Entrepreneurs in India: Opportunities and threats <b>Methodology:</b> Literature Survey	<b>Objectives:</b> Aiming at the opportunities and threats for WE in India <b>Analysis:</b> Secondary data analysis	Women empowerment is much discussed topic nowadays still women and there is yet not fully utilised. They do face more challenges as compare to men.	Study is limited to One country and secondary data.
20	Dianee, Eugene and Saddiga 2013 Sudan	Study of Sudanese Business Women <b>Methodology:</b> Survey and Primary research with reference from Literature review	<b>Objectives:</b> Investigation is done on women in Sudan coming up with new ventures, already running businesses and their problems <b>Analysis:</b> With 48 sample size self-made questionnaire were given to respondents with local factors considerations.	Authors concentrated on factors like family issues, family support and how these can be used in favor	Geographically limited to one country and online survey was done
21	Kerstine and Friedrike 2012 Germany	Successful women entrepreneurs in Germany <b>Methodology:</b> Primary Survey and Literature Review	<b>Objectives:</b> To explore more about success of business women and motivating them <b>Analysis:</b> In 4 regions of Germany and 31 detailed interviews and 23 expert interviews data is collected and analysed.	Finance, Family Support, Society acceptance play important role in the success.	Similar studies can be conducted in other countries as well

As the study examined the work culture for would be Women entrepreneurs and new ones as well but nothing come for free. Women have faced may obstacles in making a remarkable position in the male dominating societies. Here are some of them listed below:

- Lack of Family Support and Understanding
- Fund Management
- Lack of education and lesser risk taking ability
- Tradition and Cultural barriers

Male dominance is one of the major aspect which acts as an obstacle in this growth, even in this era men are considered superior gender which creates hurdles in the growth of women empowerment and women owned business. However there is always scope of rectifying the limitations and though this study we have tried to examine proposed solutions to the limitations.

### Conclusion and Findings

The common problems in most of the countries for new start-ups such as Funding, Risk taking ability, family support, Government aids, Peoples prospective can be overcome by creating the understanding and creating awareness about the arena. Few steps can be taken to overcome such barriers like:

- By Providing professional knowledge and courses to women regarding entrepreneurship.
- Through motivating them by giving government support in funding and other schemes

- Creating opportunities where females can show their talent.
- By giving them a platform that enables them in becoming an entrepreneur.

This study of indicates that in last two decades the business related activities has increased without any doubt, not only women and individuals but the government and institutional support has also increased to promote new start-up holders. We can categories counties in 2 segments in terms on environment Favourable and Unfavourable. Countries like US, UK, Germany, France, UK and many more has provided favourable ambience where as other countries like Malaysia, India, Pakistan, Nigeria etc. still has scope in providing better opportunities and support.

### **Limitations and Scope of Future Studies:**

Limitations: One of the major shortcoming was the amount of work done in the area of start-ups by women. This is still an emerging area and it is gaining attention of researchers but till now lesser exploration is done in this regard. Another limitation was in some countries this subject is yet not touched hence unavailability of data was there.

But this indicates the scope of future studies as well.

- There are many factors and obstacles which led in lesser women participation as compare to men. Researchers can work on those obstacles and enlighten the proposed findings.
- As compare to developed countries developing countries have more scope to study on. There are countries where very less or no research is performed on this issue hence it offers a great scope to work on.



**References:**

1. nawaz-2018-challenges-faced-by-women-entrepreneurs-in-pakistan:-a-qualitative-study-transformation-of-hrm-roles-in-pakistan-view-project-challenges-faced-by-women-entrepreneurs-in-pakistan:-a-qualitative-study
2. barghouthi-barghouthi-2018-holistic-performance-management-and-its-impact-on-customer-satisfaction-in-medical-analytical-laboratory-view-project
3. rembulan-rahmawati-2016-work-family-conflict-of-women-entrepreneurs-and-women-employees
4. kuschel-labra-women-led-startups-and-their-contribution-to-job-creation-entrepreneurship--m13-new-firms-and-start-ups--11-firm-strategy
5. padhy-women-entrepreneurship-in-india:-present-status,-problems-and-prospects
6. tambunan-2009-women-entrepreneurship-in-asian-developing-countries:-their-development-and-main-constraints
7. husna-rahim-2017-motivator-and-challenges-of-women-entrepreneurs
8. imeraj-gruda-2013-challenges-of-women-entrepreneurs-in-albani
9. smith-henry-2015-female-academic-entrepreneurship:-reviewing-the-evidence-and-identifying-the-challenges
10. khan-tahir-naveed-2018-gathering-primary-data-from-labor-force-survey
11. kuschel-lepeley-2016-women-start-ups-in-technology:-literature-review-and-research-agenda-to-improve-participation
12. Int. J. Entrepreneurship and Small Business
13. sakir-erogul-mccrohan-2008-preliminary-investigation-of-emirati-women-entrepreneurs-in-the-uae 2008
14. goyal-jai-parkash-2011-women-entrepreneurship-in-india-problems-and-prospects
15. bulsara-chandwani-omen-entrepreneurship-and-innovations-in-india:-an-exploratory-study
16. vijai-2018-problems-and-opportunities-of-women-entrepreneurs-in-india
17. Bodhi International Journal of Research in Humanities, Arts and Science
18. krithiga-velmurugan-2018-a-review-on-stress-and-coping-strategies-of-women-entrepreneurs:-manufacturing-sector
19. al-sadi-belwal-2011-woman-entrepreneurship-in-the-al-batinah-region-of-oman:-an-identification-of-the-barriers
20. lituchy-reavley-2004-women-entrepreneurs:-a-comparison-of-international-small-business-owners-in-poland-and-the-czech-republic
21. Women's Entrepreneurship and Economics: New Perspectives, Practices, and Policies
22. welsh-memili-2013-sudanese-women-entrepreneurs.