

MOTIVATIONAL FACTORS AFFECTING RURAL WOMEN TO START-UP NEW VENTURE IN LIVESTOCK SECTOR

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ABSTRACT

Entrepreneurship is an engine for the economic growth of any country. Now rural people are focusing more on livestock and value-added products as compared to conventional crops. In Pakistan, livestock is a source of security and opportunity for employment and net cash for rural women. This study investigates the motivational factors affecting rural women to start up new ventures in the livestock sector. In this study, the triangulation approach was used for data collection. A multi-stage sampling technique was used for the collection of quantitative data from three districts of Punjab Pakistan through a structured interview schedule. A total of 396 women respondents were selected by using a simple random sampling technique. Study results revealed that women entrepreneurs faced many hurdles such as lack of training, credit, access to resources, freedom of mobility, and lack of decision-making power. Bivariate analysis showed that age, education, income, family support, livestock management training, micro-credit, participation in decision-making played a key role in women's entrepreneurship. Adequate training must be given to women entrepreneurs at the farm level, and guidance at all stages can be effective ways to cope with the problems of women entrepreneurs that hinder success in entrepreneurship.

Keywords: Women, livestock, Entrepreneurship, startup venture, Punjab, Pakistan

INTRODUCTION

Livestock plays a key role in fostering socio-economic growth in rural areas. Approximately eight million families are engaged in livestock-raising activities. These families generate more than 35 percent of their income from animal-based activities. It is an excellent source of net cash income. It is often only a great source of vibrant income for rural society. It performs a major and vital part in mitigating poverty. In 2017-18, livestock accounted for 58.9% of agricultural value-added goods and 11.3% of overall GDP production (Govt. of Pakistan, 2018). Day by day, livestock development in Pakistan is growing rapidly. It is an essential part of community rural people's livelihood. It has a vast population of 72 million animals including buffaloes and cows. The country is importing raw and fine livestock products from other countries such as dry milk and other dairy products. Nowadays, the demand for livestock goods is increasing gradually due to rising per capita income; population growth, urbanization, and export opportunities (Javed, 2017). Women are performing a dynamic role in economic advancement for the country. Their presence is very prominent in several life fields, such as in the agricultural and livestock sector, organized and unorganized working spaces, and especially in industrial organizations (Gayathridevi, 2014).

REVIEW OF LITERATURE

Ekpe et al. (2010) reported that women play a fundamental role in making sustainable change for the members of their families, societies, and society, but face other challenges such as low household

income, poverty, unemployment, and social discrimination they face. Women must face these issues, mostly in developing countries. As such, most women start work as entrepreneurial acts to support their family members. It has been revealed that women's entrepreneurship in a country can be an effective strategy for poverty decline. A Study conducted in Mandya District of India, Raghupathi (2013) found that a majority of 78.75% belonged to the middle age group (30-50 years). In the personal constraints of rural women, health issues were charted by 75%, non-cooperation of family members by 73.75%, lack of leisure time by 57.5%, dual duties by 70%. Women entrepreneurs' associated challenge study is a difficulty in accessing networks of companies that restrict their access to information and training opportunities, create strategic alliances and enter fresh markets (Still et al., 2006; Winn, 2005; Walker, 2006). Such a challenge is more pronounced when working in farming due to the difficulty of accessing suitable tools and technology to increase their production and market their goods (Doss, 2001; Ragasa, 2012; Quisumbing & Pandolfelli, 2010).

Tulachan and Karki (2000) observed that women face more problems in the livestock industry compared to men. They take advantage of lesser primary opportunities to participate in plans for training exercises and learning in the care of livestock and managerial matters. A large majority of women earn enough income from livestock farming for their family members. Rural women are generally aware of animal care and managerial actions because they are used to doing this work. It is a piece of routine matter that cares for and rears the animals. Continuously, rural women remain busy with livestock farming that is why they earn more money than their men. Rural females are empowered. They have the cash to spend on domestic necessities such as childcare and food. Suman (2008) noted that livestock production work is mainly in the hands of rural females. Rural females carry out most of the animal-related operations such as health care management, fodder collection, value-added, watering, household-level processing, feeding, and marketing. In recent years, rural women's involvement is increasing day by day not only in agriculture but also in its related sectors. Truly the work of animal husbandry is becoming feminized. They contribute nearly three-fourths of the labor requests in agriculture and its associated operational actions. Hoque et al., (2014) explained that women's entrepreneurship development is a necessary part of the human resource development process. Entrepreneurship among women has developed a recent and significant concern of the time. Women are aware of the reality of their rights and job position in their existence. An entrepreneur takes an interest in the farming sector as it not only provides financial support but also provides them with socially upgrading status in society. Women's entrepreneurship in Bangladesh's categorizing the major barriers for selected entrepreneurs were their family members, business issues, their society, and their religion. It is the need for time to study dimensions such as administrative inferiority, financing, political, religious and culture.

Javed et al., (2006) noted that females face several hurdles as they have fewer possibilities to take advantage of opportunities. These females did not have the right to make choices on their own it is all about males; males are leading power in a society like Pakistan. This reason disturbs the performance of women in all life circles, mainly in livestock and agriculture. Due to that in the coming future days, women will have to face many more difficulties in the decision-making process. Objective: The main objective of the study was to find out the motivational factors causing the startup of a new venture by rural women in the livestock sector.

MATERIALS AND METHODS

The universe for the present study was rural areas of Punjab Pakistan. In this study, the triangulation approach was used for data collection. A multi-stage sampling technique was used for the selection of areas from the province of Punjab (Agresti & Finlay, 2008). Three districts, i.e., District Okara, District Kasur, and District Sheikhpura, were chosen from thirty-six districts of Punjab in the first phase through a simple random sampling method. These three districts had different locations and attributes that enabled the researcher to make a more representative sample. The second phase marked the selection of six tehsils from three selected districts, as two tehsils were selected by simple random sampling from each district. Tehsil Renala Khurd and Okara from the district of Okara, Tehsil Kasur and Pattoki from the district of Kasur, and Tehsil Ferozewala and Sharaqpur from the district of Sheikhpura were randomly selected. A total of 396 rural women entrepreneurs were selected for the sample. The sample size was determined through the Fitzgibbon table (Fitzgibbon and Morris, 1987). A well-structured interview schedule was primed according to the research objectives of the study.

The target population for this study consisted of rural women entrepreneurs from the livestock business. Women with livestock as a source of livelihood, registered in CVDs (civil veterinary dispensary) with their identity cards and taking advantage of any type of opportunity offered by the livestock and dairy development Department, Punjab. A list of women entrepreneurs was made from selected CVDs at the fourth stage. The total population of women entrepreneurs was 4005. The selection criteria for the respondent were those women who lived in villages, had livestock as a source of livelihood and registered with their identity cards in CVDs (civil veterinary dispensary), and took advantage of any type of opportunity offered by Livestock and Dairy Department Punjab (L&DD). Using a simple random sampling technique 33 women was chosen from each CVD.

Challenges Scale index

Twelve item scales were used to measure the challenges faced by the women in livestock entrepreneurship. Each question was answered on three items Likert scale. So, the score of an individual may range from 12 to 36. This was further divided into three major categories. The score ranged from 12-20 was ranked as a low level of challenges; 21-28 was ranked as a medium while 29-36 was adjusted as high-level challenges faced by the women in livestock entrepreneurship.

Challenges	12 items 3-point likert scale	12-20	21-28	29-36	.902
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RESULTS AND DISCUSSION

Univariate Analysis

Socio-economic factors such as the age of entrepreneurs, education, experience, family type, marital status, training, and skills had been recognized as factors affecting the business success (Panda, 2008; Saleem, 2012).

Table No. 1 Age brackets of the selected entrepreneur women

Age brackets (in years)	<i>F</i>	%
Up to 35	152	38.4
36-45	174	43.9
Above 45	70	17.7
Total	396	100.0

Table 1 indicates the age of the female entrepreneurs. The age of women entrepreneurs is divided into three groups in this respect: the 1st category covering those up to 35 years of age, the 2nd category falling into the 36-45 age groups, and the 3rd category was over 45. The 36 – 45 age groups had the highest proportion (43.9 percent) among women entrepreneurs. Approximately 38 percent of female entrepreneurs were up to age 35 and 17.7 percent were over age 45. Makhijani *et al.* (2015) reported similar findings. They also reported that most female entrepreneurs were middle aged women. They found that about 38 percent of female entrepreneurs were between the ages of 36-45. Luqman *et al.* (2013) showed similar findings with most respondents being middle-aged (35-50 years of age) (48.8%). Raghupathi (2013) found that a majority of 78.75 per cent belonged to the middle age group (30-50 years) in a study conducted in Mandya district of India.

Table No. 2 Classification of the sampled entrepreneur women concerning their educational level

Educational Level	<i>F</i>	%
Illiterate	126	31.8
Primary	81	20.5
Middle	120	30.3
Matric	69	17.4
Total	396	100.0

Table 2 showed that most of the respondents were literate in study that indicates women's interest in education. It was observed that the male members of the study area educate their female family member enough so that they can read and write. Bhardwaj (2014) argued that high education is one of the primary sources of creative and progressive entrepreneurial concepts. Training and

professional upgrading also favorably affect women's entrepreneurial operations. Luqman *et al.* (2013) revealed similar findings that the educational level of rural women in the areas was low as more than half was found to be illiterate. Meher and Sahoo, (2008) investigated that around thirty-two percent sampled women were illiterate, about one-fifth (20.5%) were primary, slightly less than one third (30.3%) were middle, and 17.4% sampled women were matriculated. Study revealed that degree of formal education was deemed important as formal education was always considered an important plus point in building an individual's entrepreneurial career. An entrepreneur's communication skills, technical advances, manufacturing efficiency and marketing capacity depend primarily on his / her educational level.

Table No. 3 Marital status of the entrepreneur women

Marital status	<i>F</i>	%
Married	286	72.2
Single	8	2.0
Separated	6	1.5
Divorced	17	4.3
Widow	79	19.9
Total	396	100.0

In addition to other specific personal characteristics such as age and education, women entrepreneurs' marital status also plays an important role in starting up the business. Considering the study results, a large percentage (72.2%) of female entrepreneurs were married, about one-fifth (19.9%) was widowed, only 2.0% were single, followed by 1.5% separated and 4.3% divorced. It is evident from data that married females were more involved in entrepreneurship. This may be the reason that females of the study area want to earn for their family. Makhijani *et al.* (2015) varied the results above. They found the single female entrepreneurs (36%), married (25%) and divorced (17%), while 16% were Widow.

Motivational factors causing startup of new venture.

Table No. 4 Classification of the sampled population concerning to the reasons for entrepreneurship intention

Reasons	1		2		3		Mean	S.D.	Rank
	<i>F</i>	%	<i>F</i>	%	<i>F</i>	%			
Economic independence	0	0.0	88	22.2	308	77.8	2.78	.41	1
To support the family	0	0.0	104	26.3	292	73.7	2.74	.44	2
Establishing own credit money	12	3.0	120	30.3	264	66.7	2.64	.54	3
To upgrade the status in society	3	0.8	140	35.4	253	63.9	2.63	.49	4
To Achieve the excellence level of work	10	2.5	167	42.2	219	55.3	2.53	.54	5
To get social identity	12	3.0	167	42.2	217	54.8	2.52	.55	6
To take Confidence	10	2.5	198	50.0	188	47.5	2.45	.54	7
Greater freedom and mobility	14	3.5	208	52.5	174	43.9	2.40	.55	8
Just to time spare	123	31.1	136	34.3	137	34.6	2.04	.81	9

1= Not at all 2= To some extent 3= To great extent

An integrated attribute of the businesswoman who can contribute values both in the family and in social life is a strong desire to do something good. Although they were primarily motivated to

do something economic to support their husbands and share their burden, some women were also self-motivated by their own business activities and the choice of types of firms for different reasons (Roy and Manna, 2014). The above table reflects the reasons for the intention of entrepreneurship. It was discovered that the majority of females began entrepreneurship towards financial independence ($2.78 \pm .41$), supporting the family ($2.74 \pm .44$), creating own credit money ($2.64 \pm .54$), upgrading the position in culture ($2.63 \pm .49$), achieving the level of excellence in job ($2.53 \pm .54$) and gaining social identity ($2.52 \pm .55$) and falling between the categories of 'to a great extent' and 'to some extent' but tended more toward to a great extent category. And these reasons ranked 1st to 6th, respectively. However, remaining reasons for entrepreneurship intention such as take confidence ($2.45 \pm .54$), greater freedom and mobility ($2.40 \pm .55$) and just to time pass ($2.04 \pm .81$) were ranked 7th to 9th, respectively and fell between the categories of 'to a great extent' and 'to some extent' but tended more toward to some extent category. It means that most women have started entrepreneurship for economic independence, supporting the family, setting up their own credit money, and upgrading the status in society. ILO (2003) had found similar findings. They confirmed that women's main motivating factors in starting their own businesses were supporting their families, being self-employed, and generating their own income. Personal savings and family loans / contributions were the main financial sources for the start-up and growth of women-operated enterprises. It was concluded during the focus group discussions that most women began entrepreneurship for financial independence, supporting the family, setting up their own credit money and upgrading their role in society.

Table No. 5 Ranking order of entrepreneurship's role in building women empowerment

Role of Entrepreneurship	Mean	S.D.	Rank
Economic freedom	4.58	.78	1
Improved standard of living	4.46	.87	2
Self-confidence	4.26	.89	3
Increased social interaction	4.13	.98	4
Sense of achievement	4.10	1.02	5
Enhance awareness	4.02	.97	6
Decision-making capacity in family and community	4.02	1.04	7
Increased participation in social meetings	3.95	1.01	8
Involvement in solving problems related to women and community	3.94	1.04	9
Development in leadership qualities	3.93	1.12	10
Engaged in political activities	3.20	1.60	11

The ranking of women's empowerment in various dimensions is listed in the table 5 which show that economic freedom ($4.58 \pm .78$), improved standard of living ($4.46 \pm .87$), self-confidence ($4.26 \pm .89$), increased social interaction ($4.13 \pm .98$), sense of achievement (4.10 ± 1.02), enhance awareness ($4.02 \pm .97$) and decision-making capacity in family and community (4.02 ± 1.04) were ranked 1st to 7th, respectively, and fell between the categories of very high and high but tended more toward high category. However, Increased participation in social meetings (3.95 ± 1.01), involvement in solving the problems related to women and community (3.94 ± 1.04), development in leadership qualities (3.93 ± 1.12) and engaged in political activities (3.20 ± 1.60) were ranked 8th to 11th, respectively.

Table 6 represented relation association among age of the entrepreneur women and their entrepreneurial achievement. χ^2 value ($\chi^2 = 9.09$) a significant ($p = .051$) which describes association among age of the entrepreneur women and their entrepreneurial achievement. χ^2 value showed a significant and positive relation among the variables. The value of positive Gemma test showed that the relationship between variables is positive. Hence, it is concluded that as the age of the women entrepreneurs increases, their entrepreneurial achievements also increase.

Bi-Variate Analysis**Table No. 6 Relation among age of the entrepreneur women and their entrepreneurial achievement**

Age (in years)	Entrepreneur's achievements			Total
	Low	Medium	High	
Up to 35	34	84	34	152
	22.4%	55.3%	22.4%	100.0%
36-45	22	100	52	174
	12.6%	57.5%	29.9%	100.0%
Above 45	15	32	23	70
	21.4%	45.7%	32.9%	100.0%
Total	71	216	109	396
	17.9%	54.5%	27.5%	100.0%

Chi-square (χ^2) value = 9.09 d.f. = 4 P-value = .051* Gamma (λ) value = .157 P-value = .053** = Significant

It tells that majority of higher age (above 45) entrepreneur women were having more entrepreneurial achievements as compared to young entrepreneur. So, the null-hypothesis is rejected and alternate hypothesis i.e. "Age of the entrepreneur women is associated with their entrepreneurial achievements" is accepted. Similar results were found by Seemaprakalpa (2013). She explained that age is positively and significantly correlated with the entrepreneurial achievements.

Table No. 7 Relation among education level of the entrepreneur women and their entrepreneurial achievement

Education	Entrepreneur's achievements			Total
	Low	Medium	High	
Illiterate	24	71	31	126
	19.0%	56.3%	24.6%	100.0%
Primary	28	47	6	81
	34.6%	58.0%	7.4%	100.0%
Middle	15	62	43	120
	12.5%	51.7%	35.8%	100.0%
Matric	4	36	29	69
	5.8%	52.2%	42.0%	100.0%
Total	71	216	109	396
	17.9%	54.5%	27.5%	100.0%

Chi-square (χ^2) = 41.32 d.f. = 6 P-value = .000** (λ) value = .258 ** = Highly significant

Table 7 represented relation among education of the entrepreneur women and their entrepreneurial achievement. X2 value (41.32) a highly significant ($p = .000$) which describes association among education of the entrepreneur women and their entrepreneurial achievement. (λ) Value of statistics showed a significant and positive relation among the variables. It tells that majority of educated (middle and matric) entrepreneur women were having more entrepreneurial achievements as compared to illiterate entrepreneur.

Table No. 8 Relation among women empowerment and their entrepreneurial achievement

Women empowerment	Entrepreneur's achievements			Total
	Low	Medium	High	
Low	28	23	6	57
	49.1%	40.3%	10.5%	100.0%
Medium	38	87	26	151
	25.2%	57.6%	17.2%	100.0%
High	5	106	77	188
	2.6%	56.4%	41.0%	100.0%
Total	71	216	109	396
	17.9%	54.5%	27.5%	100.0%

Chi-square (χ^2) value = 97.22 d.f. = 4 P-value = .000** Λ value (λ) value = .672 ** = Highly significant

The value of positive Gemma test showed that the relationship between variables is positive. Hence, it is concluded that as the education of the women entrepreneurs increases, their entrepreneurial achievements also increase. So, the null-hypothesis is rejected and alternate hypothesis i.e. "Education of the entrepreneur women is associated with their entrepreneurial achievements" is accepted.

Table 8 represents relation among women empowerment and their entrepreneurial achievement. ($\chi^2 = 97.22$) a highly significant ($p = .000$) which describes association among women empowerment and their entrepreneurial achievement. The value of Gemma statistic showed a significant and positive relationship among the variables. It tells that the majority of those women who had high-level empowerment were having more entrepreneurial achievements as compared to those women who had less empowerment. It is clear from the above findings, women who had less empowerment having low (49.1%), medium (40.3%) and high (10.5%) level entrepreneurial achievement; on the other hand high empowered women were having low (2.6%), medium (56.4%) and high (41.0%) level entrepreneurial achievement. So, the null-hypothesis H_0 is rejected and hypothesis H_1 "Women empowerment is associated with their entrepreneurial achievements" is accepted.

CONCLUSION

The study results showed that women were principally responsible for livestock management in their households. The research showed the importance of livestock in Pakistan's agricultural economy and the considerable scope for enlargement by making greater use of women's capabilities. It was found that entrepreneur women faced many challenges. The majority of the women faced a shortage of training ($2.52 \pm .58$), a Lack of assistance ($2.47 \pm .60$), Mobility constraints ($2.46 \pm .62$), Male-dominated society ($2.45 \pm .58$), a Lack of infrastructure ($2.45 \pm .62$) and a Lack of access to resources ($2.45 \pm .62$) and these obstacles were respectively ranked 1st to 6th. Most of the women faced a Lack of proper education and information ($2.52 \pm .30$), a Lack of recognition of women's work ($2.50 \pm .29$), and a Lack of family cooperation ($2.30 \pm .42$). It was found that women were having a lack of proper guidance ($2.62 \pm .36$) and lack of pieces of training ($2.58 \pm .35$). It was found that lack of credit facility and complex loaning procedures were the major issues faced by the women. A major part (47.5%) of entrepreneur women was satisfied and 36.1 percent were highly satisfied regarding their entrepreneurship. A large proportion (53.8 percent) of women entrepreneurs was pleased with their work and 28.3 percent were highly satisfied. Chi-square analysis shows that there was a significant and positive relationship between age, education, family structure, income, working experience, training, credit, awareness of modern management technique, awareness about livestock government services, role of mass media in generating awareness. However, challenges in entrepreneurship were negatively associated with the entrepreneur's achievements.

RECOMMENDATIONS

To promote entrepreneurship at the field level, family cooperation must be provided. It is important to recognize women involved in entrepreneurship at all stages.

- Need to train women's groups in risk management.
- Need for alternative models of supplying insured animals for female entrepreneurs in Mandi.
- Insurance coverage is required for initiatives to avoid unexpected losses.
- New ventures require better technical training and continuous support.
- Need for installment provision of animals.

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