

A SURVEY OF THE EFFECTS OF INSTITUTIONS WITH STRONG ENTREPRENEURIAL CONNECTIONS ON THE MOTIVATION OF FEMALE ENTREPRENEURS IN STARTING OWN ENTERPRISES.

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ABSTRACT

Female entrepreneurship has garnered significant attention from both academia and the public. The number of businesses and entrepreneurial ventures started by women has been rising steadily over the last several years. Female university entrepreneurs as a competitive factor in developing students' professional profiles will be analyzed in this article, with this foundation serving as its cornerstone. The study's authors identify characteristics shared by successful female university entrepreneurs in the areas of motivation, financial resources, and business acumen. Despite being thrifty, diligent, and aiming for business jobs, entrepreneurial women in college face obstacles when seeking financing. Investigates what universities and other organizations can do to inspire female students to adopt an entrepreneurial mindset. It examines the factors that encourage female students and graduates from institutions with strong ties to the entrepreneurial ecosystem to launch their own businesses. The study's overarching goal is to identify the most effective means of empowering women entrepreneurs, including but not limited to mentorship, access to capital, networking events, and entrepreneurship education. To demonstrate how supportive environments help female entrepreneurs overcome challenges including sexism, inadequate capital, and a lack of professional networks, the study analyzes case studies from schools known for their entrepreneurial efforts. The research found that colleges with strong entrepreneurial programs and industry connections may help female entrepreneurs in many ways, including providing resources, increasing self-assurance, and creating a welcoming atmosphere. The results of this research contribute to our understanding of how educational institutions might encourage more female entrepreneurs.

Keywords: *Women entrepreneurs, Motivation for entrepreneurship, Entrepreneurial entities, Robust entrepreneurial networks, Commercial enterprises, Female entrepreneurs.*

1. INTRODUCTION

Uneven remuneration for equal effort, a lack of powerful female role models in corporate leadership positions, and restricted access to financing are some of the challenges and impediments that women entrepreneurs encounter (Bader et al., 2022). Certainly, this is an issue that is gaining



prominence in the business and financial worlds. Although there has been improvement in gender parity, women continue to face more challenges than men do when attempting to climb the corporate ladder and assume leadership positions. Entrepreneurship by women offers an alternative approach to reducing these inequalities and fostering economic and social development in local communities. Considering the growing number of institutions that act as hubs for creativity, innovation, and economic growth, the role of universities in fostering an entrepreneurial mindset has been under close examination for some time. If the researchers want to encourage an entrepreneurial spirit among our students and the community at large, researchers need institutions that have strong ties to the corporate world. Still, research on the effects of these settings on female entrepreneurs is few. This study seeks to understand the factors that affect the proportion of women who choose to start their own businesses, specifically looking at the impact of universities and institutions that promote entrepreneurship. Despite a growing number of female entrepreneurs, they continue to face significant barriers when trying to break into traditionally male-dominated fields such as funding, mentorship, and opportunities. By strengthening entrepreneurial programs, developing strategic partnerships, and offering various types of support, educational institutions may inspire more women to become entrepreneurs, which is the study's main objective. Examining how entrepreneurial programs at universities have affected female entrepreneurs is the primary goal of this research. The results will show how universities may encourage more female entrepreneurs by creating environments that welcome all types of businesses (Cho et al., 2021).

2. BACKGROUND OF THE STUDY

A growing number of studies show that ideas and enterprises owned by women are making a big impact in the entrepreneurial world (Dano-Luna & Caliso, 2019). This social side gives rise to



prosperity, economic health, job creation, and social change. Although entrepreneurship is an important issue, estimates show that only 10% of research on the subject focuses on women. Many also believe that the topic is understudied. In Sweden, women constitute one-third of all firm founders and more than 25% of all business owners. Regardless, along with most Scandinavian countries, the country ranks among the most gender-equal in the world. Societies have developed technologically and innovatively at varied speeds, as can be seen when one examines the historical correlation between entrepreneurship and social transformation. So, this research is based on the idea that context matters when it comes to entrepreneurialism and its significance. Examining female entrepreneurship through the lens of sociocultural effects is the goal of this paper. Both the paucity of prior work in the field and the abundance of significant global events during the last several decades served as impetuses for this academic pursuit. Women business owners and the role they play in a changing world. The study will mostly use an inductive approach, with a little amount of deductive reasoning, to examine this issue. It will be based on the acceptance of Baumol's (1990) hypothesis. From 1990 to 2020, the research will examine female entrepreneurs and their journeys in starting a business. Using technique, the data will be analyzed. Using the idea of the top echelons as a foundation, the primary goal of this research is to identify the elements that contribute to women's entrepreneurial success (Abrigo & Francisco-Abrigo, 2019).

3. PURPOSE OF THE RESEARCH

This research aims to discover how innovation hubs, incubators, and accelerators entrepreneurship programs found at universities—assist women in developing an entrepreneurial mindset. It delves



even deeper into the ways in which these links to entrepreneurship influence the growth of women company owners' self-assurance, competence, and capital availability. Finding out if women have a better chance of succeeding as entrepreneurs if they go to schools with strong entrepreneurial networks and, if so, whether such networks really help is the main goal of this study. By shedding light on the possible ways in which educational institutions may affect women's access to entrepreneurship, this study aims to solve the problem of inadequate resources for female entrepreneurs. The major objective of this study is to investigate the ways in which schools that have significant connections to the entrepreneurial environment impact the goals and actions of female students. Discovering how these organizations help female entrepreneurs via their programs, scholarships, mentorships, and networking opportunities is the main goal of the study. The project's backers argue that universities can help female business owners overcome stereotypes, sexism, and financial obstacles.

4. LITERATURE REVIEW

Colleges with significant ties to entrepreneurship, such as incubators, accelerators, and partnerships with notable professionals in the sector, create an atmosphere that supports and promotes entrepreneurs of both genders, according to the report. Female entrepreneurs are more likely to successfully launch their businesses if they have access to these kinds of ecosystems, studies show. Participation in networking events, guidance from seasoned businessmen, and



platforms to showcase initiatives are all resources that women entrepreneurs may find in these ecosystems. Mentoring and peer support play an essential role in encouraging women to launch their own enterprises, according to study. Universities should make gender inclusion a priority and work to connect female students with female business owners or corporate mentors to create an environment where women feel comfortable pursuing their entrepreneurial aspirations. Furthermore, studies have shown that the mindsets of female students are positively impacted and that they are better prepared to take advantage of opportunities and overcome challenges when they start their own businesses if entrepreneurship is taught as part of the core curriculum at colleges and universities, particularly in STEM fields. Colleges and institutions also need to keep trying to close the gender gap, according to the data. There has been an uptick in entrepreneurial education programs, but research shows that women still make up a small percentage of participants. Consequently, the assessment highlights how institutions with strong entrepreneurial links may help close the gender gap in entrepreneurship by providing inclusive environments where women can gain the confidence to launch their own companies. This study aims to fill a knowledge vacuum on the specific influence of these university links on female entrepreneurship and, by extension, provide light on successful approaches for supporting female-led enterprises (Hossain et al., 2020).

5. RESEARCH QUESTIONS

- What is the impact of industry partnerships on the motivation of female entrepreneurs for starting their own enterprises?



6. RESEARCH METHODOLOGY:

6.1 Research design:

The researchers used SPSS version 25 for the quantitative data analysis. The initiation and development of this statistical association were elucidated by the combined use of the odds ratio and 95% confidence interval. The p-value was found to be below 0.05, the criterion for statistical significance. The descriptive analysis of the data allowed a thorough comprehension of its principal attributes. The characteristics of quantitative approaches include the use of computing tools and mathematical, statistical, or arithmetic analyses for the objective assessment of surveys, polls, or questionnaire responses.

6.2 Sampling:

After pilot research with 30 Chinese Researcher, 1053 Rao-soft pupils were included in the final Investors. Male and female Researcher were picked at random and then given a total of 1342 surveys to fill out. A total of 1112 questionnaires were used for the calculation after 1132 were received and 20 were rejected due to incompleteness.

6.3 Data and Measurement:

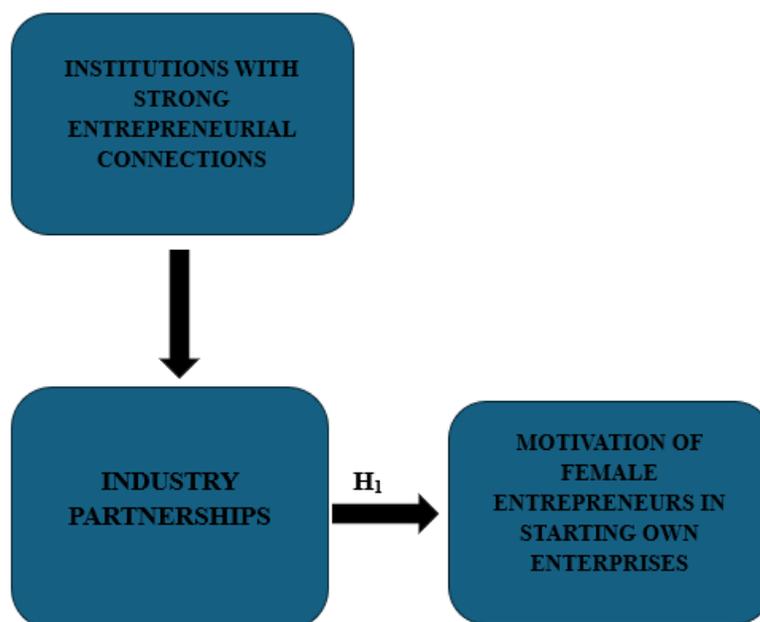


The study used a questionnaire as its primary data gathering tool. The survey had two sections: (A) General demographic data and (B) Responses about online and offline channel attributes evaluated using a 5-point Likert scale. Secondary data was acquired from many sources, mostly via online databases.

6.4 Statistical Software: The statistical analysis was conducted using SPSS 25 and MS-Excel.

6.5 Statistical Tools: To grasp the fundamental character of the data, descriptive analysis was used. The researcher is required to analyze the data using ANOVA.

7. CONCEPTUAL FRAMEWORK





8. RESULT

- **Factor Analysis**

One typical use of Factor Analysis (FA) is to verify the existence of latent components in observable data. When there are not easily observable visual or diagnostic markers, it is common practice to utilise regression coefficients to produce ratings. In FA, models are essential for success. Finding mistakes, intrusions, and obvious connections are the aims of modelling. One way to assess datasets produced by multiple regression studies is with the use of the Kaiser-Meyer-Olkin (KMO) Test. They verify that the model and sample variables are representative. According to the numbers, there is data duplication. When the proportions are less, the data is easier to understand. For KMO, the output is a number between zero and one. If the KMO value is between 0.8 and 1, then the sample size should be enough. These are the permissible boundaries, according to Kaiser: The following are the acceptance criteria set by Kaiser:

A pitiful 0.050 to 0.059, below average 0.60 to 0.69

Middle grades often fall within the range of 0.70-0.79.

With a quality point score ranging from 0.80 to 0.89.

They marvel at the range of 0.90 to 1.00.

Table1: KMO and Bartlett's Test



Testing for KMO and Bartlett's

Sampling Adequacy Measured by Kaiser-Meyer-Olkin .860

The results of Bartlett's test of sphericity are as follows: approx. chi-square

df=190

sig.=.000

This establishes the validity of assertions made only for the purpose of sampling. To ensure the relevance of the correlation matrices, researchers used Bartlett's Test of Sphericity. Kaiser-Meyer-Olkin states that a result of 0.860 indicates that the sample is adequate. The p-value is 0.00, as per Bartlett's sphericity test. A favourable result from Bartlett's sphericity test indicates that the correlation matrix is not an identity matrix.

Table: KMO and Bartlett's

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.860
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.000



The overall importance of the correlation matrices was also validated by Bartlett's Test of Sphericity. The Kaiser-Meyer-Olkin sampling adequacy is 0.860. Employing Bartlett's sphericity test, researchers obtained a p-value of 0.00. A notable result from Bartlett's sphericity test indicated that the correlation matrix is not valid.

❖ INDEPENDENT VARIABLE

• Institutions With Strong Entrepreneurial Connections

Organizations that actively promote an atmosphere that is favorable to entrepreneurship are known as "institutions with strong entrepreneurial connections." These institutions often include educational institutions, business hubs, and innovation centers. By connecting would-be business owners with mentors, capital, industry alliances, and networking events, these organizations strengthen the ecosystem. Their curriculum, courses, and certificates are designed to teach people how to start and run their own businesses, with an emphasis on entrepreneurship education. Incubators and accelerators are commonplace in these types of organizations, and they serve to back fledgling businesses, spur innovation via R&D programs, and open doors to overseas markets via partnerships. These organizations are crucial in empowering entrepreneurs, propelling economic development, and solving social problems via entrepreneurial means by cultivating an environment of creativity, innovation, and cooperation. (Kemper et al., 2019).

❖ FACTOR



- **Industry Partnerships**

By "industry partnerships," we mean cooperative interactions between companies, groups, and other industry players with the goal of attaining mutual advantages via the pooling of resources, knowledge, and possibilities. To increase innovation, operational efficiency, and market reach, firms often match their aims and objectives in these collaborations. By facilitating access to preexisting networks, cutting-edge technology, capital, and mentoring, industry alliances play an essential role in the expansion and success of entrepreneurial endeavors. They pave the way for novel goods, services, or business models to emerge via R&D projects, co-branding efforts, and joint ventures. By forming strategic alliances with other businesses in their field, entrepreneurs may speed up their operations, lower their risk, and get access to preexisting market infrastructures. For instance, a smaller company looking to grow could team up with an older, more established company to make use of the latter's distribution network or production capacities. More than that, these partnerships may help you reach new customers, raise awareness of your business, and get access to expert advice and resources. Female entrepreneurs often benefit from industry alliances since they help them overcome obstacles including lack of mentoring, money, and networks. In a male-dominated corporate environment, women may level the playing field and compete more successfully by forming partnerships with important people in the sector. This will increase their credibility and exposure. Entrepreneurs may be empowered to build solutions that suit market requirements and solve social concerns via these collaborations, which also allow knowledge transfer and innovation. Partnerships in the business world may also encourage a spirit of teamwork and mutual benefit, whereby different companies pool their resources to boost growth, compete better, and benefit everyone. To access foreign markets, navigate regulatory frameworks,



and manage global difficulties in today's more globalized economy, such collaborations are essential. If entrepreneurs want to succeed in today's dynamic and cutthroat business environment, they need the resources, support, and tools that industry collaborations can provide. (Li et al., 2020).

❖ DEPENDENT VARIABLE

• Motivation Of Female Entrepreneurs in Starting Own Enterprises

Numerous factors, such as economic need, societal expectations, and individual aspirations, motivate women to start their own enterprises. Many women are driven by the opportunity to pursue their passions, have autonomy over their work schedules, and strike a work-life balance. When faced with workplace bias or a lack of promotion opportunities, some individuals choose to go out on their own in the corporate world. Entrepreneurs often want to launch their own companies with the goal of resolving a market need, particularly one that impacts marginalized groups or women. An additional source of inspiration might be a desire to make a good difference in the world. For example, many women who go into business for themselves do so with the aim of promoting equality, diversity, and social transformation. Women are more likely to pursue their passions and take measured risks when they have mentors, a solid support system, and the means to do so. When considered together, these factors provide a strong case for women to seek out entrepreneurship to achieve personal fulfillment, have a positive social effect, and progress economically. (Umar et al., 2022).



- **Relationship Between Industry Partnerships and Motivation of Female Entrepreneurs in Starting Own Enterprises**

There is a strong and reciprocal link between industry alliances and the factors that encourage female entrepreneurs to launch their own businesses. By providing access to resources, networks, and knowledge that could be hard to get by on one's own, industry alliances are crucial in inspiring women to start their own businesses (Dileo & Pereiro, 2019). The capacity to build strategic partnerships with well-established organizations or players in each market may greatly lower entrance barriers and boost the chances of success for female entrepreneurs. Building confidence and fueling entrepreneurial ambition are both made possible via these collaborations, which provide tangible support in the form of money, distribution networks, technical assistance, and marketing outlets. Female entrepreneurs often launch their own firms to break free of cultural norms, prejudices, and restricted access to finance. To overcome these challenges, industry alliances facilitate women's access to capital, mentorship, and other resources, as well as link them to the larger business ecosystem. One way that female entrepreneurs may get an advantage over their male counterparts is by forming strategic alliances with well-established businesses. This will increase their exposure and credibility, which can help them break into sectors where they may not have much expertise or connections. Women business owners may gain a great deal from the mentoring possibilities provided by these partnerships, since they allow them to work side by side with seasoned professionals in their field. In addition to guiding them away from typical problems, this backing gives them the self-assurance and drive they need to keep going after their company dreams. Partnerships within industries may also help female entrepreneurs get access to untapped markets and income sources, which can spur them on to more innovation, expansion, and product



diversification. The validation of female entrepreneurs' company ideas and ambitions via these relationships also promotes a feeling of empowerment. When they see that big companies or organizations are prepared to work with them, it boosts their confidence in their initiatives' abilities and motivates them to keep going even when things get tough. The advancement of women in business is in line with the current trend toward gender equality as it allows them to take advantage of the same chances and resources that men have had for a long time. The significance of cooperation and support in fostering women's entrepreneurial aspirations is ultimately shown by the correlation between industry alliances and the motivation of female entrepreneurs. In an ever-changing and competitive industry, female entrepreneurs may boost their enterprises' chances of success, innovation, and economic impact by building a network of strategic alliances. (Wu et al., 2020).

Since the above discussion, the researcher formulated the following hypothesis, which was to analyse the relationship between knowledge management with efficient management of tacit knowledge.

- ***H₀₁: There is no significant relationship between Industry Partnerships and Motivation of Female Entrepreneurs in Starting Own Enterprises.***
- ***H₁: There is a significant relationship between Industry Partnerships and Motivation of Female Entrepreneurs in Starting Own Enterprises.***

Table 2: H₁ ANOVA Test

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	500	5655.517	635.488	.000
Within Groups	492.770	611	5.356		
Total	40081.390	1111			

This research yields substantial results. The F statistic is 635.488, indicating significance with a p-value of .000, which is below the .05 alpha threshold. This signifies that “*H₁: There is a significant relationship between Industry Partnerships and Motivation of Female Entrepreneurs in Starting Own Enterprises*” is accepted and the null hypothesis is rejected.

9. DISCUSSION

Analyses the potential role of educational institutions in supporting female entrepreneurs by providing them with the inspiration and tools they need to launch their own businesses. University environments that foster strong entrepreneurial ecosystems are more likely to produce imaginative and self-assured aspiring students. Interactions with industry, mentorship programs, funding networks, and startup incubators and accelerators are all part of these ecosystems. For women, these relationships may have a multiplicative effect, helping them overcome persistent barriers such a lack of role models, financial support, and professional networks. Female company owners should have access to mentorship programs and inclusive entrepreneurship classes, according to the research. These programs empower women to start and grow their businesses by teaching them



important skills like financial literacy, business planning, and market analysis. Furthermore, women are more likely to take calculated risks in pursuit of their entrepreneurial aspirations when they have entrepreneurial role models and peer networks within academic settings. Additionally, the theme explores how schools with strong ties to entrepreneurship work to eliminate gender bias and cultural expectations so that women have equal opportunities to start their own businesses. In addition to providing tools, these schools actively work to promote cultural and institutional shifts that support women entrepreneurs. The results stress the significance of creating inclusive environments where female entrepreneurs may flourish in a supportive and empowering setting. According to the study's findings, universities are great places for female entrepreneurs to flourish because they provide a welcoming space where they can think creatively about business ideas and make the most of the numerous tools and networks at their disposal. By tapping into the entrepreneurial spirit of their graduates, schools and universities may play a role in reducing the gender gap in company ownership and innovation. This roundtable discussion brings together leaders in academia, government, and industry to exchange ideas on how to effectively support female entrepreneurs via academic initiatives.

10. CONCLUSION

Highlights the vital role of schools in shaping and supporting female business owners. To increase the likelihood that their female student bodies would start their own firms, colleges with strong entrepreneurial ecosystems provide a variety of services, including mentorship, access to funding, networking events, and specific academic programs. Because of the welcoming environment and



useful resources, they provide, these universities encourage women to seek careers in entrepreneurship. Using academic support, industrial ties, and entrepreneurial networks, women entrepreneurs were able to more readily surmount challenges such as a dearth of professional networks and finance. University programs that foster an entrepreneurial mindset and give personalized resources might help turn entrepreneurial ideas into profitable businesses. For future female entrepreneurs to get the support they need, it is essential that these ecosystems include female mentors and role models. This kind of study argues that more resources should be allocated to initiatives run by universities that inspire women to become entrepreneurs. Universities should maintain and strengthen their links to the entrepreneurial community so that they may continue to provide women with the education, confidence, and opportunities they need to succeed in business. To encourage innovation, economic growth, and social change while reducing the gender gap in entrepreneurship, the study suggests new legislation, greater funding, and more collaboration between colleges, companies, and startup founders. To empower women company owners, the findings highlight the need of universities creating entrepreneurial environments that are inclusive of all students.

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