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ROLE OF WOMEN ENTREPRENEURS IN ECONOMIC ACTIVITIES:
ANALYZING THE FACTORS AFFECTING WOMEN EMPOWERMENT
AND THE WAY FORWARD

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**Keyword: Empowerment, women entrepreneurs, entrepreneurship, entrepreneurial
activities, economic factors, Pakistan, Social support, Educational issues, Technological
issues, Security issues, women empowerment**

Abstract

This study's primary purpose is to investigate small-medium enterprises' involvement in increasing females' financial strength. Females need to confront distinctive sorts of difficulties to begin and proceed with their SMEs because of society's current social norms. Accordingly, females are still in the 'beginning period' of entrepreneurship improvement in Pakistan. Quantitative method has been used in this study. Smart PLS has been applied for data analysis. The study concludes that the factors like low access to finance, lack of family support, unfavorable social structure, educational issues, lack of access to market network, low technical know-how, and security issues and low participation in economic activities act as hurdles in making women financially strong and independent in case of Pakistan. The Structural equation model explains the mediation effect of women entrepreneurship with

women empowerment. The paper is helpful for policymakers to introduce new policies for women to start their businesses. It is also suggested that how women can be given more power to make them stronger for carrying out business activities on their own.

Introduction

The expansion of female entrepreneurship is necessary for empowering females and making them financially stronger. It is assumed that female SMEs improve financial position of women and increase possibilities for them to provoke and run their own SMEs. It is additionally viewed as the main growth component of developing countries such as Pakistan (Zafar and Mustafa 2018). Poverty among women remains a reason for the government and the general community. 55.8% of females in Pakistan exist beneath the poverty line (UNDP, 2015). In Pakistan, women should learn techniques to gain extra money to increase household earnings and pay for primary education, clothing, and food (Nasir, Iqbal, and Akhtar 2019). Therefore, in Pakistan, female entrepreneurs are involved with SMEs in the latest instances, and Pakistan's government emphasizes women's development.

Consequently, female entrepreneurship is rising in the country. Women face difficulties in breaking out of the poverty setup because of incompetent market aspects, and the problem worsened through social, religious, and social norms (Alkire and Robles 2017). However, women enterprises with small size, absence of ability, and technology improvement have negative aspects challenging with massive organizations in the domestic and international domain (Noor and Isa, 2020).

Women are faced the many hurdles to run their organization such as social and cultural, financials, market access, family issues particularly in Pakistan. Therefore, in Pakistan women confronted lot of issues in business as compare to other countries (Khan et al. 2020).

The aim of the paper to examine the relationship between factors affecting women in SMEs (access to finance, family and social support, educational issues, access to market networks, technology skills, and security issues) and the empowerment of women through their entrepreneurship how a woman does end up a profitable SME entrepreneur in Pakistan. The study to examine the mediating effect of women entrepreneurship with above challenging factors and women empowerment. There is gap still remained in this area women empowerment through entrepreneurship.

The study will be helpful to understand the issues which women are facing in empowering themselves in entrepreneurship. There are many factors are discussed in this study that helpful for policy makers to understand the necessity to improve this area. Women will be involved in business then they could be more empower and self- influencing behaviors. They can take part in leading the any organization or solve the any issue of their lives. The study will be beneficial to pursue the other adapt the empowering behaviors in any stage of their lives. Moreover, the study can add the value in women entrepreneurship that can lead to empowering behavior toward economies growth in Pakistan or developing countries. Further, it can be adding value in education sector to training in education for enhancing the empowering behaviors to survive with social norms in conservative culture.

Literature Review

Women Entrepreneurship in SMEs Women Empowerment

Woman entrepreneurship initially seemed in the literature of entrepreneurship for greater than 30 years back. The research in women's business enterprises now directed around the world by various scholars (Jennings and Brush 2013). Researches exhibit that entrepreneurship is mostly male-dominated in the environment; however, no matter that, entrepreneurship is regularly seen as a form of female (Gill and Ganesh 2007). Business enterprise encourages females' self-empowerment via giving independence, opportunity, self-assurance, and creativity (Gill and Ganesh 2007).

The economic opportunities for females are resulting from the enterprise support different sorts of strengthening of females in the general public that prompt the disposal of gender gap and protection (Banihani 2020). Different kinds of support comprise females' social and political support, and all acts of strengthening are associated with one another. It might be battled that advancement business among females is a positive method to recover an awful economy. "Among different kinds of a business task, female organizations are a principle zone in adding to budgetary and task to improve helpless females for their outstanding (Nasir et al. 2019). Women entrepreneurs are most concerned with SMEs in Pakistan due to access to finance through loans for SMEs.

Furthermore, other helpful prom is government and regarding the organization. Therefore, women's entrepreneurship is another development in Pakistan that has started from a remarkably low rate. By the way, shockingly, just 19% of over 50% of the population is involved with increasing the country's profits. 60% of women possessed business to determine women's typical role, such as beauty parlors, bakeries, boutiques with the largest divisions becoming a member of garments, and crafted works (Adeel et al. 2012).

In any case, female business people need to confront extraordinary limits in starting and beginning a business. These restrictions include the absence of confidence, funds, access to large business organizations, family antagonism, non-supportive Culture (Aliyu, Ahmad, and Nordin 2019). Without obstructions, the fruitful pioneering diversion framework can be brought about a blend of authoritative capacities, outside and inward condition of association, and the thought processes, conduct, foundation, and mental qualities/characteristics of the entrepreneur (Chathurangani, Hemathilake, and Samudrika, 2019).

H1: Women Entrepreneurship in SMEs has a positive effect on Women Empowerment.

Mediation effect of Women Entrepreneurship between Access to Finance and Women empowerment

The availability of bank credit appears the organization to become developed or conceivably. Mostly Banks are not relying on women to provide the credit

in business initiatives while they demand some securities to give loans. Credit availability can be helpful to increase the women entrepreneurship (R 2014). Another issue recognized by several surveys is about difficulties in access to finance. Many financing institutions have failed to provide loan facilities. Banker's behaviors should be helpful for women in business development. The result of the booming business of women enhances women empowerment (Ali, 2019).

H2: Women Entrepreneurship has a positive mediating effect between Access to Finance and Women empowerment

Mediation effect of Women Entrepreneurship between Family and social support and Women empowerment

Family is a significant factor that can affect women's empowerment. The lack of characteristics or need can be restricted the women to grow their businesses. Women need to manage all matters equally, and they have responsibilities to take care of their families. The observation is that women are low gripping in business than men (Ali, 2019).

According to literature, dominated society has also restricted women from growing their businesses (Bruin and Brush, 2007). Recently, the ratio of women entrepreneurs has been expanded significantly (Mata and Ibrahim, 2020). According to studies, men are still more in numbers than women due to gender differences in many countries. (Huang, 2016).

Social factors are also essential to start a business. Social networks need to support women in business as a result of women empowerment. Mostly, dominated society is a big hurdle in women entrepreneurship. Environmental conditions and competition are the main factors that grow women's empowerment in society (Chee et al. 2012).

H3: Women Entrepreneurship has a positive mediating effect between Family and social support and Women empowerment

Mediation effect of Women Entrepreneurship between Educational issues and Women empowerment

Women are not educated in Pakistan as compared to men. They do not have enough education to start their business. Female education reported that less than 30% in Pakistan. The education gap in males and females is increasing continuously (Afza, Osman, and Rashid, 2010). Need to increase the development in enterprises the desire to increase the individual intention of entrepreneurship. This development will increase the ability to run the business and help decision-making. Women always rely on their partners to fulfil legal business (Wiklund and Shepherd 2003). Therefore, the development of women entrepreneurs' intentions will suggest using resources and business (Chowdhury, Terjesen, and Audretsch, 2015).

H4: Women Entrepreneurship has a positive mediating effect between Family and social support and Women empowerment

Mediation effect of Women Entrepreneurship between Access to Market Networks and Women empowerment

Low information about market access is known to be a big hurdle for women entrepreneurship. Women do not have much information about markets and customers' requirements. Therefore, less information, resources, and non-supportive behavior from partners that is a limit to the business. Different factors influence women's involvement in businesses necessary to deal with customers, such as debtors record maintaining and domestic legal issues. Market access for women entrepreneurs can increase business growth with women empowerment (Woldie and Adersua 2004).

H5: Women Entrepreneurship has a positive mediating effect between Access to Market Networks and Women empowerment

Mediation effect of Women Entrepreneurship between Technological skills and Women empowerment

The main point is an organizational structure that characterizes entrepreneurs' situations they could be to approach the organizational condition and law structure. It includes access to finance, tax structure, advances, legal issues, and property issues in ownership. Other dimensions such as academic and functional training, education, appropriate technological accessibility include influencing the women entrepreneurship. IT is also one factor that is recognized as more important in decision-making and organizations' activities: how it can be possible to make conceptualization and benchmarking about work. It helps empower women entrepreneurship's good behavior in a particular culture and society (Vossenberg 2013). Some political and social conditions limit the women entrepreneurs to endure the new way of learning and the skill of updated technology (García and Welter 2013).

H6: Women Entrepreneurship has positive mediating effect Technological skills and Women empowerment

Mediation effect of Women Entrepreneurship between Security issues and Women empowerment

Women have many responsibilities inside the home and outside the home, while women need to go outside for business. In the case of travelling, anywhere due to businesswomen have security issues. It is also ridiculous to work outside the home that is restricted to working outside with freedom. Women entrepreneurs need security, respect for their wellbeing (Shah et al. 2012). On the other hand, women, mostly from the middle class in Pakistan, work to support their families and increase their financial position. Women could be more empowered, and they enter to secure business growth (Afza, Osman, and Rashid, 2010).

H7: Women Entrepreneurship has positive mediating Security issues and Women empowerment

Network Affiliation theory

Network Affiliation theory proposes that entrepreneurship is "entrenched in a complex network of social relationship," and according to this point of view, entrepreneurship is facilitated or limited inside this community through connections between aspiring entrepreneurs, assets, and opportunities and the

existence or absence of this professional relations affects the entrepreneur's performance (Muteru 2013).

This theory perceives that network availability, like contribution in relations, assumes an essential function in impacting business people's exhibitions. Just as female business people have phenomenal individual and interpersonal organizations than men, their entire exhibition in enterprising exercises subsequently stays extraordinary. Consequently, more often than not, the female need is family government assistance rather than standard taking the enterprising capacity. Women may find it trying to utilize and control work, to work out the imperative purpose of portability (Kabeer 2012).

By engaging women using business, improvement has become addressed because of the real women's strengthening alludes to women's ability to practice inclinations concerning the three interconnected elements of assets, business undertaking (cycle), and accomplishments (FES, 2012). Thus, it is required that to make particular the strengthening of women, and they should have the availability to consummate informal organization, for example, land, training, an opportunity of inclination in making any determination excepting having any duplicity (measure) lastly gets the achievement other than any pressure (FES, 2012).

Consequently, because of the previously mentioned thoughts, the hypothetical structure this investigation inspects the issues and conceivable outcomes of money related strengthening of women through business enterprise advancement in Pakistan with a point of convergence on the methodologies over which a lady transforms into an SME business person in the nation. It will help find the difficulties lady faces while in transit to become a business visionary in SMEs in Pakistan to procure this examination's goal. Subsequently, this paper investigation why and how women cooperate with SMEs and what sort of difficulties they face in unique degrees of SME organizations dependent on the accompanying system.

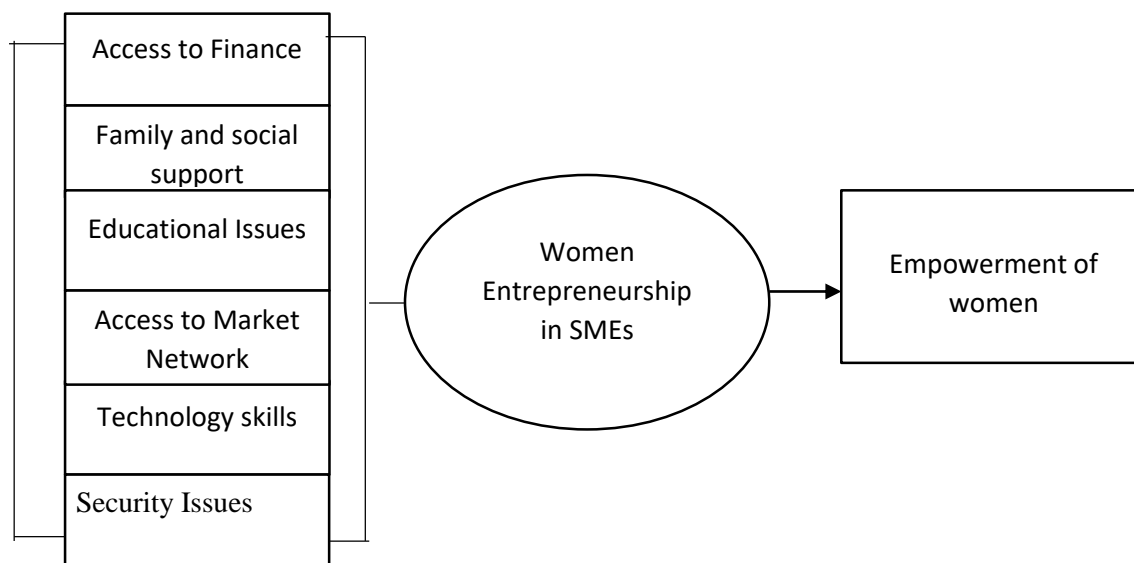


Figure 1 Conceptual Framework Women empowerment through Entrepreneurship in Pakistan

Methodology

In the study of the research plan, the research design provides the structure to collect the information. The research plan is input action as gallows between the research question and the implementation; on the other hand, searching methodology (Blanche et al., 2006). According to Schwardt, (2007), he defines the theory of how the request should continue. The conclusion of the psychoanalysis of the supposition and methodology has an exact way to contact the request. It is stated by (Schwerdt, and Creswell) the part will also consider the tools' validity and reliability to be used.

In conclusion, ethical issues that should address to advance the research are considered. Van der Merwe (1996) indicated a research approach for testing speculations, deciding certainties, exhibiting connections among factors, and foreseeing results. The examination has been led by using a quantitative research method to investigate the impediments and difficulties the SME women entrepreneurs face in Pakistan. It is explanatory research as there is minimal accessible literature significant to this field of study. Primary data has been gathered through strategies for witnesses. Data have been gathered from educated people on SME women's business enterprise advancement in Pakistan. This study has investigated how various women entrepreneurs face diverse sorts of difficulties in doing organizations in SME divisions. The target population of this study women entrepreneurs in different sectors of Pakistan.

The sample sizes reflect the number of acquired responses, and according to (Krejcie and Morgan 1970), 150 sample size used for women entrepreneurs such as Parlors, Boutiques, Schools, and other service rendering Businesses in Pakistan. Almost 60% of women entrepreneurs in Pakistan adopted their traditional businesses like parlors, Boutiques, etc. The examination utilized purposive sampling to choose respondents, and dependent on the most accessibility of the members was chosen. Data collected using the questionnaire because they enabled the scientist to achieve a large sample within a constrained time. Borg and Gall (1989) see that the questionnaire utilized descriptive data from a large sample. It also claims the objective response because of its confidentiality. Structured questionnaires used in this study, while the structured questionnaire easy to fill from respondents. Lahore was picked in light of the maximum accessibility of women SME entrepreneurs in the city compared to other cities.

Data analysis

Upon completion of data collection, descriptive statistics will be used as data analysis techniques, and the research yields quantitative data from organized and structured items. Coding will be accomplished for the structured items.

After the completed questionnaire, data analyzed using Microsoft Excel, Statistical package for social sciences software (SPSS), and PLS-SEM-Smart PLS 3.2.7. Among the essential viewpoints that must be view as while figuring or assessing a particular instrument are validity and reliability.

Pilot study

A pilot study is a summary and a limited copy of the arranged investigation. A pilot study's main target is to improve and re-examine the arranged research's capacities and techniques. For sample testing, it has used 50 samples to test the reliability of the data. The below table has checked the instrument's reliability with the help of SPSS 20. Data were collected from 50 respondents for a reliability test. Access to finance instrument, which comprises 5 items when it has run the reliability test its Cronbach's Alpha .734 values, is greater than the threshold, which shows this instrument is valid for my research. Moreover, the variable Family and Social Support have 5 items, and the Cronbach's value is .701, which is greater than the threshold. Educational issues have 5 items, and Cronbach's value is .867.

Access to Market network instrument, which comprises 5 items when it has run the reliability test its Cronbach's Alpha .890 values is greater than the threshold, which shows this instrument is valid for my research. And the variable technological issues have 4 items, and the Cronbach's value is .673, which is higher than the threshold. Security Issues has 4 items, and Cronbach's value is .838. Women entrepreneurs in SMEs have 5 items, and Cronbach's value is .739. Furthermore, the last variable, Participation of Empowerment of women activities, contains 5 items, and its Cronbach's value is .767.

S. No	Variables	N	Cronbach's Alpha	No. of Items
1	Access to Finance	50	0.734	5
2	Family and Social Support	50	0.701	5
3	Educational Issues	50	0.867	5
4	Access to Market network	50	0.890	5
5	Technological Issues	50	0.673	4
6	Security Issues	50	0.838	4
7	Women Entrepreneurs in SMEs	50	0.739	5
8	Empowerment of women	50	0.767	4

Reliability Test

S. No	Variables	N	Cronbach's Alpha
1	Access to Finance	150	.721
2	Family and Social Support	150	.791
3	Educational Issues	150	.801
4	Access to Market network	150	.810
5	Technological Issues	150	.787
6	Security Issues	150	.763
7	Women Entrepreneurs in SMEs	150	.734
8	Empowerment of women	150	.776

The data were collected from respondents for the reliability test. Access to finance instrument, which comprises 5 items when it has run the reliability test its Cronbach's Alpha .721 values, is greater than the threshold, which shows this instrument is valid for my research. And the variable Family and Social Support has 6 items and then Cronbach's value is .791, which is greater

than the threshold. Educational Issues has 5 items, and Cronbach's value is .801.

Access to Market network instrument, which comprises 5 items when it has run the reliability test its Cronbach's Alpha .810 values is greater than the threshold, which shows this instrument is valid for my research. And the variable Technological Issues has 6 items and the Cronbach's value is .787, the variable Security Issues has 6 items and the Cronbach's value is .763, which is higher than the threshold. Women Entrepreneurs in SMEs has 6 items and Cronbach's value is .734. And the last variable, empowerment of women contains 5 items and its Cronbach's value is .776.

Descriptive Statistics

	Min	Max	Mean	Std. Deviation
Access to Finance	1.50	4.80	3.3422	1.10900
Family and Social Support	1.60	4.83	3.3434	1.14202
Educational Issues	1.00	5.00	3.3424	1.26901
Access to Market network	1.50	5.00	3.2032	1.38012
Technological Issues	1.60	4.83	3.3219	1.20124
Security Issues	1.50	4.21	3.2134	1.21218
Women Entrepreneurs in SMEs	1.00	5.00	3.2119	1.12176
Empowerment of women	1.50	5.00	3.2917	1.21075
Valid N (list wise)				

Table 4.3 shows the mean and standard deviation of Variables and Mean and Standard deviation of Access to Finance is 3.3422 (S.D = 1.10900), Mean and Standard deviation of Family and Social Support is 3.3434 (S.D = 1.14202), Mean and Standard deviation of Educational Issues is 3.3424 (S.D = 1.26901) and Mean and Standard deviation of Access to Market network is 3.2032 (S.D = 1.38012). Mean and Standard deviation of Technological issues is 3.3219 (S.D = 1.20124) and Mean and Standard deviation of Security issues is 3.2134 (S.D = 1.21218) and Mean and Standard deviation of Women Entrepreneurs in SMEs is 3.2119 (S.D = 1.12196). Mean and Standard deviation of empowerment of women is 3.2917 (S.D = 1.21075). The deviation range is from 1.01 to 1.38

Correlations

Variables	ATF	FSS	EI	AMN	TI	SI	WESMEs	EW
Access to Finance	1							
Family and Social Support	.657**	1						
Educational Issues	.711**	.631**	1					
Access to Market network	.735**	.756**	.643**	1				
Technological Issues	.762**	.638**	.730**	.669**	1			
Security Issues	.712**	.782**	.672**	.601**	.569**	1		
Women Entrepreneurs in SMEs	.666**	.760**	.634**	.767**	.621**	.711**	1	
Empowerment of women	.661**	.672**	.776**	.656**	.660**	.683**	.663**	1

- Correlation value between Access to Finance and women's empowerment is found (0.661, $p < 0.01$). It shows a strong relationship between them.
- Correlation value between Family and Social Support and women empowerment is found (0.672, $p < 0.01$). It shows a strong relationship between them.
- Correlation value between Educational Issues and Empowerment of women is found (0.776, $p < 0.01$). It shows a strong relationship between them.
- Correlation value between Access to Market network and women's empowerment is found (0.656 $p < 0.01$). It shows strong relationship between them.
- Correlation value between Technological Issues and Empowerment of women is found (0.660, $p < 0.01$). It shows a strong relationship between them.
- Correlation value between Security Issues and Empowerment of women is found (0.683, $p < 0.01$). It shows a strong relationship between them.
- Correlation value between Women Entrepreneurs in SMEs and women's empowerment is found (0.663, $p < 0.01$). It shows a strong relationship between them.
- Correlation value between Access to Finance and women's empowerment is found (0.661, $p < 0.01$). It shows a strong relationship between them.

Regression Analysis

R Square

Model	R	R Square	Adjusted R Square	Std. Error of the estimate
1	.564	.663	.661	.10601

a. Predictors: (Constant), Women Entrepreneurs in SMEs, Technological Issues, Educational Issues, Family and Social Support, Access to Market network, Access to Finance, Security issues

This table provides the total variation in the dependent variable. The independent variable, Women Entrepreneurs, can explain women's participation in Entrepreneurial activities in SMEs, Security issues, Technological Issues, Educational Issues, Family and Social Support, Access to Market network, Access to Finance. In this case, 66.3% can be explained, which is very large.

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	380.460	6	48.410	53.106	.000 ^a
	Residual	2.058	121	.012		
	Total	382.638	138			

a. Predictors: (Constant), Women Entrepreneurs in SMEs, Technological Issues, Educational Issues, Family and Social Support, Security issues, Access to Market network, Access to Finance

b. Dependent Variable: Empowerment of women

Coefficients

Variables	Beta	Std. Error	T	Sig.
Access to Finance	.557	.063	7.565	.000
Family and Social Support	.635	.037	20.666	.000
Educational Issues	.203	.021	56.817	.000
Access to Market network	.215	.052	4.153	.000
Technological Issues	.440	.048	20.221	.000
Security Issues	.562	.218	13.663	.000
Women Entrepreneurs in SMEs	.688	.050	19.637	.000

Dependent Variable: Empowerment of women
 N=150, R²=.663, F=53.106

With the help of regression analysis, the relationship between Work families' interference with women's empowerment has been examined in the above table. Strong and positive relationship exist between Work families Interference with Empowerment of women ($\beta = .557, t = 7.565, p = .000$). The relationship between Family and Social Support and Empowerment of women has been examined. Strong and positive relationship exist between Family and Social Support and Empowerment of women ($\beta = .635, t = 20.666, p = .000$). The relationship between Educational Issues and Empowerment of women has been examined. Strong and positive relationship exist between Educational Issues and Empowerment of women ($\beta = .203, t = 56.817, p = .000$). The relationship between accesses to Finance with Empowerment of women has been examined. Strong and positive relationship exist between Access to Market network with Empowerment of women ($\beta = .215, t = 41.53, p = .000$). The regression analysis, relationship between Technological Issues, and empowerment of women has been examined. Strong and positive relationship exist between Technological Issues and Empowerment of women ($\beta = .440, t = 20.221, p = .000$). Strong and positive relationship exist between Security Issues and Empowerment of women ($\beta = .562, t = 13.663, p = .000$). Strong and positive relationship exist between Women Entrepreneurs in SMEs and Empowerment of women ($\beta = .688, t = 19.637, p = .000$). Here, the 67.207 is the R square. It indicates that 67.7% of the dependent variable variance and the F statistic value in this model is 67.207, which is significant.

Internal Consistency

The most well-known estimation utilized for inside consistency is Cronbach alpha and unwavering composite quality, in which it quantifies the dependability, given the interrelationship of the watched things factors. In PLS-SEM, the qualities are composed of their pointer's dependability. The qualities go from 0 to 1, where a higher worth shows a higher dependability level. An exploratory examination, estimations of composite unwavering quality/Cronbach alpha values are between 0.60 to 0.70 and significant, while in a further developed stage, the worth must be higher than 0.70. Nonetheless, the worth that is more than 0.90 is not attractive, and the worth

that is 0.95 or above is unquestionably unfortunate. As all factors have higher qualities and have a more prominent effect on the subordinate variable. Indicator reliability is the extent of pointer change that is clarified by the indicator variable. The qualities run from 0 to 1. The external loadings worth ought to be higher than 0.70, and it ought to be considered for erasure if the evacuation of the marker with external loadings which is somewhere in the range of 0.40 and 0.70 on the off chance that it adds to an expansion in unwavering composite quality and average variance extracted (AVE). Then again, pointers with external stacking beneath 0.40 ought to consistently be eliminated.

Construct	Cronbach Alpha
Access to Finance	0.745
Family and Social Support	0.700
Educational Issues	0.697
Access to Market network	0.885
Technological Issues	0.904
Security Issues	0.810
Women Entrepreneurs in SMEs	0.771
Empowerment of women	0.705

Fornell-Lacker criterion

	ATI	FSS	EI	ATM	TI	SI	WESMEs	EW
ATF	0.753							
FSS	0.502	0.725						
EI	0.558	0.481	0.724					
ATM	0.554	0.329	0.340	0.798				
TI	0.525	0.319	0.269	0.622	0.822			
SI	0.554	0.329	0.340	0.798	0.672	0.732		
WESMEs	0.615	0.521	0.574	0.537	0.476	0.724	0.734	
EW	0.439	0.321	0.299	0.593	0.557	0.442	0.562	0.360

The relationship between Access to Finance and Empowerment of women is 0.439, which shows a weak relationship between them, and it is not acceptable in the study as it is below acceptance criteria. The relationship between Family and Social Support and Empowerment of women is 0.321, which has a weak relationship between them below 0.5. The relationship between Educational Issues and Empowerment of women is 0.299, which also shows a weak relationship between them, and it is not acceptable.

The relationship between the Access to Market network and women's empowerment has an AVE value of 0.593, which shows a strong relationship between them and is acceptable at CR range. The relationship between Technological Issues and Empowerment of women has 0.557, which shows a strong relationship between them, and it is acceptable. The relationship between social issues and women's empowerment is 0.442, which has a weak relationship between them, and it is below than square correlation construct

value. The relationship between Women Entrepreneurs in SMEs and the Empowerment of women is 0.562, which has a weak relationship between them, and it is below than square correlation construct value.

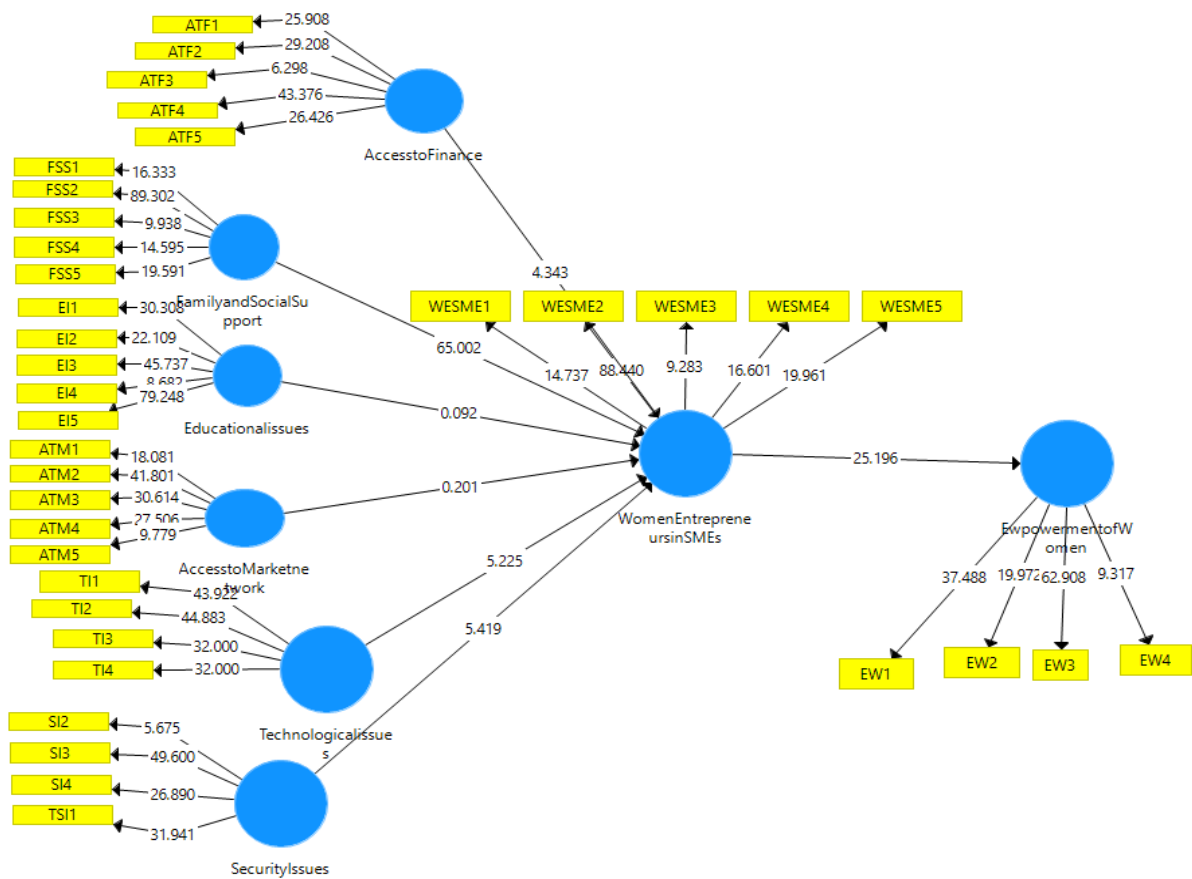
Heterotrait-Monotrait (HTMT) ratio of correlation

	ATI	FSS	EI	ATM	TI	SI	WESMEs	EW
ATF								
FSS	0.665							
EI	0.768	0.652						
ATM	0.684	0.413	0.387					
TI	0.634	0.431	0.324	0.812				
SI	0.562	0.672	0.212	0.781	0.563			
WESMEs	0.793	0.703	0.769	0.632	0.563	0.671		
EW	0.587	0.459	0.405	0.726	0.670	0.621	0.584	0.577

HTMT values are close to 1 indicates a lack of discriminant validity. As work-family interference and empowerment of women have 0.587, which states the moderate relationship between them. Family and Social Support have a positive and significant relationship of 45.9% with empowerment of women, and also, Educational Issues has a positive and significant relationship of 40.5% with empowerment of women. In comparison, access to Market networks and Technological Issues have a strong relationship with women's empowerment.

Mediation Analysis

It presents the results of FIVE mediation models that have been extracted. ATF has illustrated from the table that both direct and indirect relationship is significant for WFI □ SL à PWEA mediation relation. However, the ratio of indirect to total effects is below .50, indicating full mediation (Hair Jr *et al.*, 2016; Ali, 2020; Tabassum *et al.*, 2020). Based on these results, the hypothesis H5c that Women Entrepreneurs in SMEs mediates the effect of women's empowerment on e-trust has been partially supported.



S. No.	Relations	Direct Effect	Indirect Effect	Total Effect	Hypotheses
1	ATF->WESMEs -> EW	0.431**	0.324**	0.667**	supported
2	FSS ->WESMEs -> EW	0.456**	0.420*	0.676**	supported
3	EI -> WESMEs -> EW	0.611**	0.630**	0.663**	supported
4	ATM->WESMEs-> EW	0.676**	0.460*	0.687**	supported
5	TI->WESMEs ->EW	0.439**	0.580**	0.643**	supported
6	SI ->WESMEs ->EW	0.481**	0.639**	0.611**	supported

Note: ATF- Access to Finance; FSS- Family and Social Support; EI- Educational Issues; ATM- Access to Market network; TI- Technological issues, SI- Social Issues

WESMEs- Women Entrepreneurs in SMEs; EW- Empowerment of women; Source: Smart PLS Output

The findings unfold that Women Entrepreneurs in SMEs did not completely suppress the Women Entrepreneurs in SMEs on the Empowerment of women and the magnitude of direct and indirect effects are close to each other. It indicates the importance of Women Entrepreneurs in SME's usefulness in

influencing the trusting behavior of entrepreneurs. These findings are by McKnight et al. (2002), who have found a significant impact of Access to Finance and Women Entrepreneurs in SMEs on women's empowerment. Women Entrepreneurs in SMEs have the mediating relationship between Access to Finance and Empowerment, and women have an effect size above 0.5. However, the indirect effect is below 0.4., and it has partial mediation between them, and also it reveals that both direct and indirect effects are significant for FSS ->WESMEs -> EW mediation model. However, the ratio of indirect to total effect is above .50, indicating full mediation.

Discussion

Women Entrepreneur Business Networks Contemporary world requires effective expert relationship organizations. Everywhere in the world, in business and simultaneously at occupations, individuals need reliable individual organizations for their prosperity. (Kata Kevehazi, 2017) it is the most testing viewpoint for business visionaries and particularly women business visionaries. Women tend to build up their undertakings by depending on their assets and proceed onward in their business in their particular manners.

Understanding the requirement for such social networks is essential for business improvement, particularly for women business visionaries when contrasted with men's business visionaries. In this way, there lies a desperate requirement for such business improvement organizations. Examination infers organizations of enhanced nature, keeping in see the flexible needs of women business people. Like women are associated with clothing, undertakings can frame their organization identified with business attire styles, which must be open by completely related women business visionaries and give them proper help administrations to their business advancement. Essentially, women engaged with handiworks, upholstery, hosiery, or some other undertakings can make their business networks especially working for their specific items or administrations.

It demonstrates the openings should be acquainted with empowering and manage women business people. Women's business visionary's examples of overcoming adversity can be utilized as a helpful and persuasive asset for this reason (Malyadri and Kumar 2012). The innovative modern age has numerous such valuable apparatuses to advance such job demonstrating programs like video conferencing and recordings of the practical business visionary by having coordinated meetings with fruitful women business visionaries and enterprise as an energetic strategy to defeat financial differences. Entrepreneurship is presently considered the foundation of the monetary turn of events, a significant test worldwide felt by even today's created countries. Such multi-dimensional stages can fill in as useful stages and asset age roads for women business visionaries in their new company stage.

The direct and indirect relationship of Women Entrepreneurs in SMEs between Educational Issues and Empowerment of women has full mediation. Women Entrepreneurs in SMEs have a direct and indirect relationship between Access to Market network and empowerment. Women's

empowerment has full mediation. Same Women Entrepreneurs in SMEs have direct and indirect relationships between Technological Issues and the Empowerment of women with full mediation.

Brief Overview How and why women Involve in SMEs

Because of the inquiry, how and for what reason do women connect with SME business, the majority of the respondents of this investigation hope that taking an interest in the entrepreneurial activities has helped them become independent financially? Employment increases economic growth. It causes them to make the most of their work through business making for other people. It expands their monetary limit, and it encourages them to enjoy their lives. That is why they connect with SME businesses to expand their financial limit and make enjoyable their lives. It similarly causes them to contribute financial help to their family.

Another issue to access to advance for the SME women entrepreneurs' in Pakistan is that they do not think appropriately about the administration offices for the nation's SME women entrepreneurs. Because of the information gap, they occurred between the country's national bank and the women entrepreneurs. Not just these three women, the more significant part of the women entrepreneurs in Pakistan are included with boutique and beauty parlor as men entrepreneurs have a low favorable position. Many women imagine that because of the absence of enough help from family and social support restricted to SMEs' participation.

Education is most important for women. When women start their business, then need entrepreneurial education. Women do not have an advantage in society as compared to a man. Society thinks women responsible for households and men responsible for earning. Women must have the education to start their business.

Furthermore, women entrepreneurs need to close their stores ordinary promptly at night in light of the absence of security. The improvement of laws circumstance is expected to ensure the women entrepreneurs in the nation. They also need security when they move, starting with one city then onto the next to market their items. Furthermore, trade permit appears a difficult errand for most women due to the laws' lack of education. Empowerment of women grows when eliminating these hurdles.

Women business owners contended the local products need to deliver in another place than required some social networks. The delivery of the product is a problem for women. Much of the time, women need to rely upon other individuals to market their items, as they do not have enough informal organizations to advertise their items all alone. To advertise the items, women need to partake in various activities when they need to take an interest in this sort of fair, and they need to come to another place. It also requires vehicle and living costs, which also makes a burden for private company women. However, the women SME business visionaries regularly face trouble selling their items as the customers are for the most pulled in by the foreign products similarly at a less expensive cost. Women need technical skills to start their business. Moreover, Women are always behind the men

as per the dominant male society. Women do not know about technological advancements. They need technical knowledge to promote their business.

Conclusion, Recommendations, and Future Research

Findings from the field question discussed in the past area of this study demonstrate that accomplishing empowerment through business enterprise is a challenging errand under the domain of male-dominated social structure. Moreover, starting and looking after self-business appears to be trying for women as it builds the burden of obligations regarding women in both home and working environments. Furthermore, while turning into influential entrepreneurs, women face different social difficulties from their relatives and society. Every business needs to Finance to start a business. Women have issues to access to advance from the banks, money related organizations. They have too restricted in various SME divisions other than traditional organizations. Besides, because of the absence of technological skills, they cannot deal with their records appropriately. Furthermore, women entrepreneurs in Pakistan face various social, political, and marketing challenges in starting and keeping up their organizations. Thus, as a rule, they stay stuck in the beginning period of business development.

Thus, appropriate measures ought to be taken to beat the difficulties looked by SME women entrepreneurs, and the support of institutions and government is significant. These may incorporate coordinated money-related strategy, appropriate business education, technical help, and training, improved laws circumstance in Islamic perspective, logistics help, and local items' progress—employment increase economic growth in Pakistan. Moreover, policies and procedures should assure the equivalent investment of men and women in life for progression. The administration, NGOs, and different business associations can sort out a few critical projects to help women entrepreneurs in SMEs.

This study's real constraint is that it focuses on the difficulties of women entrepreneurs' access in Lahore, which shows small scale research. Future research can be in another area and in other countries. Also, a large portion of the respondents of this study was involved with comparative sort of organizations. In this manner, diverse sorts of encounters from various organizations are missing here to comprehend the issues looking by women entrepreneurs in Pakistan. Future research can be conducted in other specific areas of business. One theory used in this research another theory can be used in future research.

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