Womenpreneurs In Odisha: Challenges & Motivational Factors

Devesh Rath, Dr. Ipseeta Satpathy, Dr. B. C. M Patnaik

Abstract: The challenges and motivational factors are two bilateral or reciprocal framework of entrepreneurship. In recent past the association and self motivation, interest and encouragement from women fraternity leads towards a different dynamism of entrepreneurial spirit among women entrepreneurs referred as womenpreneurs. A empirical detailed study on the demographical factors like age, marital status, education qualification, job experiences, challenges faced for business sustenance, stress level, financial inclusion & hiccups, social & domestic problems, professional & social mobility hurdles and motivational factors like urge for starting of own enterprise, skill sets support, social motivational support, choice of enterprise creation, training facilitations, governmental & financial institutions support etc among different womenpreneurs in the state of Odisha was facilitated. Based on the formulation of objectives and research hypotheses the significant correlation and association between varied parameters were testified. Hence, womenpreneurs in the state of Odisha are in continuous endeavor in proving their potential through overcoming of challenges by self motivation along with varied motivational quotient factors thereby successfully imparting a premier berth in the society in creating a better economy and ecosystem.

Index Terms: Womenpreneurs, Women Entrepreneurs, Challenges, Motivational Factors, Demographic Factors, Financial Inclusions, Social Mobility, Business Sustenance, Stress Factor, Skill Sets, Training

1. INTRODUCTION

"Entrepreneur" or "enterprise" originates from the French action word entreprendre, signifying "to attempt" begat by financial analyst Jean-Baptiste Say, and generally is interpreted as "globe-trotter." Say considered Smith's book and, while concurring on all focuses, found that the exclusion of ambitious specialists was a genuine imperfection. Joseph Schumpeter, Frank Knight and Israel Kirzner were considered as the trio thinkers for admittance of entrepreneurs. Schumpeter proposed that business visionaries – not simply organizations – were liable for the formation of new things in the pursuit of benefit. Knight concentrated on business people as the bearers of vulnerability and accepted they were liable for hazard premiums in budgetary markets. Kirzner thought of business enterprise as a procedure that prompted revelation. Business specialists who wind up being productive in expecting the threats of a startup are compensated with advantages, qualification and went before with advancement openings. The people who failure suffer incidents and become less normal in the business segments. Female business person/visionaries is any ladies who sorts out and deals with any normal in the business segments. Female business person/female visionaries is any ladies who sorts out and deals with any normal in the business segments. Female business person/female visionaries is any ladies who sorts out and deals with any normal in the business segments. Female business person/female visionaries is any ladies who sorts out and deals with any normal in the business segments. Female business person/female visionaries is any ladies who sorts out and deals with any normal in the business segments.

2. LITERATURE REVIEW

Muhumad A (2016), with an Ethiopian ladies business entrepreneurs study pro-founded that self-governing entity leads a large portion of business visionaries start their business in order to acquire cash. Moreover the overview found that ladies have a place with business person family like to be lady business person more than the individuals who don’t have a place. They start their business from their...
own special saving or credit money from family members. Cash related issue was the guideline challenges along with another necessity being social factor for them. The cultural want towards women put a vital impact on them. Systems administration is moreover one of the key for their success. Now and again government works as motivation similarly as hindrance for them. Lee S.S and Denslow D (2004), the master found that the tremendous issues looked by particular/explicit/ talented laborer sort of representatives were setting up trustworthy and veritable work, while making business huge issue for adroit/general were intelligently valuable for ladies operators. Acquiring advantage is bothersome for them at startup affiliation. Yenilmez M.I (2018), this assessment, shows that difficulties were all generally similar for women in both developed and developing countries. Capital was a remarkable test for them, as it was badly arranged for them to get advance. On the off chance that there ought to be an event of research test they have to follow through on progressively administrative costs to government in making countries (creating nations). Sautéing D.L (2018) clarification behind research found that all the 6 factors like financing, family, correspondence, approving, sexual orientation and organizer which fill in as both strong and testing factors affecting helpful result on the economy of a nation. Rehman S and Roomi M.A (2012), found the factors like family needs, flexibility, friend and family support, family establishment were a few sparkles for shepreneurs whereas prerequisite from in-laws, work-life-balance are different problematic instances creating hindrance in womenpreneurs journey. It’s also observed that the factors also have some variation in pre and post marriages among the women business visionaries. In addition, women specialists included that nonappearance of acceptable time, life partner's non-obligation in nuclear family endeavors, social, social and family benchmarks, in like manner as sexual orientation direction presentation affinities were the key difficulties they encountered. The completing system, methodology and strategies used by them for adjusting their work and family life are planning, filtering through, masterminding and apportioning. Difficulties looked by business people are language boundary, high business costs, straightforwardness of market openings, access to back, absence of information about business and tax collection law, absence of administrative/non-legislative help, and separation as narrated by Ahmet Oguz Demir (2018). Lalit Sharma (2018) studies focuses on impression of obstructions and pioneering aims critical in gender orientation contrasts. Also provincial change in culture between gender orientations additionally fluctuates. The purposes behind pioneering development are innovative chances, development direction and development capacity. Industry-explicit issues, authoritative attributes, helpful working condition, innovatively situated proprietor business people and policymakers' ability of supporting the development influences the achievement of undertakings as founded by Alla Ahonen (2019). Mike Nwosu (2019) described motivational components for fruitful enterprising systems are mentorship, professional preparing and impromptu projects. What's more the positive social change or positive condition additionally prompts achievement. Namrata Gupta, Anita Mirchandani (2018) acknowledged that personal, natural variables and government bolster influence emphatically and essentially to the accomplishment of ladies claimed SMEs. Richa Chaudhary (2017) instituted that Traits of locus of control, resistance for vagueness, fearlessness and creativity separates business people from non-business people. Job of family foundation and school in foreseeing innovative tendency are factors liable for pioneering advancement. Sumita Bhattacharya (2017) the examination uncovers from crafted by different scientists that job over-burden, kid and ward care issues, nature of wellbeing and absence of legitimate social backings are a few variables which impact their Work Life Balance (WLB). In addition they endures different issues in undertaking foundation, development and endurance like family issues, acquiring account with appropriate insurance security, absence of instruction and specialized aptitude. Devesh Rath, Ipsaeta Satpathy, B.C.M Patnaik (2019) enumerated the technological interventions and skill sets training through different aspects and components of Industry 4.0 works as a prime catalyst in motivating and fostering the spirit of innovation and entrepreneurship among people and women thereby creating new age womenpreneurs and other entrepreneurs in different fields of expertise. The digital transformation through Augmented Reality (AR) and Virtual Reality (VR) in industrialization is yet another motivational quotient in fostering innovation and entrepreneurial quest among womenpreneurs along with people towards value added refinement of society Devesh Rath, Ipsaeta Satpathy, B.C.M Patnaik (2019).

3. OBJECTIVES OF THE STUDY
- To examine the different challenges faced and motivational factors impacting by womenpreneurs in Odisha.
- To study the various demographical factors and its interrelation with womenpreneurs in Odisha.

4. RESEARCH HYPOTHESES
- H1a: There is no noteworthy connection betwixt age and marital status towards entrepreneurship among womenpreneurs.
- H1b: There is noteworthy connection betwixt age and marital status towards entrepreneurship among womenpreneurs.
- H2a: There is no noteworthy connection betwixt age and education qualification towards entrepreneurship among womenpreneurs.
- H2b: There is noteworthy connection betwixt age and education qualification towards entrepreneurship among womenpreneurs.
- H3a: There is no noteworthy connection betwixt age and job experience towards entrepreneurship among womenpreneurs.
- H3b: There is noteworthy connection betwixt age and job experience towards entrepreneurship among womenpreneurs.
- H4a: There is no noteworthy connection betwixt marital status and education qualification towards entrepreneurship among womenpreneurs.
- H4b: There is noteworthy connection betwixt marital status and education qualification towards entrepreneurship among womenpreneurs.
- H5a: There is no noteworthy connection betwixt marital status and job experience towards entrepreneurship among womenpreneurs.
- H5b: There is noteworthy connection betwixt marital status and job experience towards entrepreneurship among womenpreneurs.
- H6a: There is no noteworthy connection betwixt education qualification and job experience towards entrepreneurship among womenpreneurs.
- H6b: There is noteworthy connection betwixt education qualification and job experience towards entrepreneurship among womenpreneurs.
- H7a: There is no noteworthy connection betwixt age and challenges faced by womenpreneurs.
- H7b: There is noteworthy connection betwixt age and challenges faced by womenpreneurs.
- H8a: There is no noteworthy connection betwixt marital status and challenges faced by womenpreneurs.
- H8b: There is noteworthy connection betwixt marital status and challenges faced by womenpreneurs.
- H9a: There is no noteworthy connection betwixt education qualification and challenges faced by womenpreneurs.
- H9b: There is noteworthy connection betwixt education qualification and challenges faced by womenpreneurs.
- H10a: There is no noteworthy connection betwixt job experience and challenges faced by womenpreneurs.
- H10b: There is noteworthy connection betwixt job experience and challenges faced by womenpreneurs.
- H11a: There is no noteworthy connection betwixt age and motivational factors of womenpreneurs.
- H11b: There is noteworthy connection betwixt age and motivational factors of womenpreneurs.
- H12a: There is no noteworthy connection betwixt marital status and motivational factors of womenpreneurs.
- H12b: There is noteworthy connection betwixt marital status and motivational factors of womenpreneurs.
- H13a: There is no noteworthy connection betwixt education qualification and motivational factors of womenpreneurs.
- H13b: There is noteworthy connection betwixt education qualification and motivational factors of womenpreneurs.
- H14a: There is no noteworthy connection betwixt job experience and motivational factors of womenpreneurs.
- H14b: There is noteworthy connection betwixt job experience and motivational factors of womenpreneurs.
- H15a: There is no noteworthy connection betwixt challenges faced and motivational factors of womenpreneurs.
- H15b: There is noteworthy connection betwixt challenges faced and motivational factors of womenpreneurs.

5. RESEARCH METHODOLOGIES

The scope of study predicates on the primary data acquisition on a sample size of 187 Womenpreneurs in the state of Odisha through a structure questionnaire. The detailed demographic categorization of the Women Entrepreneurs were done based on Age likely <25 Years, 26-40 Years, >40 Years; Marital Status likely Unmarried, Married, Divorced, Separated; Education Qualification likely Under Graduate, Graduate, Post Graduate, PhD; Job Experience likely <2 Years, 2-5 Years, 5-10 Years, >10 Years. The Challenges are also classified with different categorization to be compared with the entrepreneurial streak among womenpreneurs based on the categorization specified. The identification of challenging factors likely Business Sustenance, Stress Level, Financial Inclusion, Domestic Problems, Hurdles faced in Professional and Social Mobility, Financial Problems. Similarly the motivational factors categorized into urge to start enterprise, skillset/support for starting, motivating factor, reasons for choice of present line of activity, training programs attended, awareness on government schemes and bank policies. So, in consideration with the parameters as mentioned Chi Square test and Bivariate correlation regression analysis is done for obtaining the differential analysis along with the relational establishment between variables with acknowledgement of significance value for the respective variables considered.

6. RESULTS AND DISCUSSION

Based on the data interpreted from womenpreneurs the demographical factors like age, marital status, education qualification and job experience were examined and analyzed through bivariate analysis correlation resulting in age, marital status and job experience are found to be significant at 0.01 level as mentioned in (Table-1) with education qualification not significantly interrelated to the entrepreneurial streak among women entrepreneurs. However it’s also found that age, marital status and job experience are significance and dependency marginally on entrepreneurial capability of women rather than their educational qualification which doesn’t affect the entrepreneurial spirit among them.

Entrepreneurship is considered as a roller coaster ride encountering several challenges as hiccups for an
entrepreneur so as same for women. The different challenging factorial parameters with its sub parameters were considered subjected to the study among womenpreneurs which are likely as: factors for business sustenance, stress level determination, nature of financial inclusion for enterprise starting, social and domestic problems encountered, professional and social mobility hurdles faced, financial hiccups etc. Based on the following data acquisition chi-square and bivariate analysis is done between age, marital status, educational qualification and job experience with challenges faced by womenpreneurs. The analysis as mentioned in Table-2 results that the correlation of parameters like age:marital status, age:job experience are found to be significant at 0.01 level. Whereas age:challenges is negatively significant at 0.01 level. This describes that age factor doesn’t intervene as a challenge or hindrance to entrepreneurial by women rather the spirit of to do is important aspect. Similarly, the correlation between marital status:age, marital status:job experience, marital status:challenges, job experience:age, job experience:marital status, are proved to be significant at 0.01 level. Whereas job experience:challenges is negatively significant at 0.05 level. Moreover education:challenges posses a significant factor at 0.01 level, but however the correlation of education with age, marital status, job experience seemed to be non significant. Hence, the alternative hypotheses H11b, H13b, H5b, H7b, H8b, H9b, H10b were accepted and null hypotheses H2a, H4a, H6a were accepted. Thus this interprets that challenges like role conflict, stress level, social and domestic problems, financial huddles, business sustenance etc faced by women entrepreneurs doesn’t hamper their entrepreneurial journey, spirit and goals thereby achieving it with support of family, friends, spouse and balancing all aspects of life in best way they can.

Motivation as a factorial parameter for any aspects of life plays a vital role for the sustenance of the life and similarly plays a pivotal role in entrepreneur’s life catering to the driving force behind the entrepreneurial spirit of the respective entrepreneur. The different motivational factorial parameters with its sub parameters were considered subjected to the study among womenpreneurs which are likely as: factors for starting own business/ enterprise, skill sets/ support for enterprise starting, motivational factors for enterprise starting, reason for choice of present line of activity (entrepreneurship), training programs attended for startup, awareness about government schemes and bank policies etc. Based on the following data acquisition chi-square and bivariate analysis is done between age, marital status, educational qualification and job experience with motivational factors led by womenpreneurs towards spirit of entrepreneurship. The analysis as mentioned in Table-3 results that the correlation of parameters like age:marital status, age:job experience are found to be significant at 0.01 level. Whereas age:motivation is negatively significant at 0.05 level. This describes that young age doesn’t intervene as a motivation factor for entrepreneurship rather it can be in any age only the spirit of entrepreneurship should be prevailing for women. Similarly, the correlation between marital status:age, marital status:job experience, job experience:age, job experience:marital status, are proved to be significant at 0.01 level. Whereas job experience:motivation and marital status:motivation is not significant at any level. Moreover education:motivation posses a significant factor at 0.01 level, but however the correlation of education with age, marital status, job experience seemed to be non significant. In addition the correlation of job experience with education and motivation is not significant. Hence, the alternative hypotheses H11b, H13b were accepted and null hypotheses H12a, H14a were accepted. Thus this interprets that motivation factors like from family, friends, spouse, trainings/ skill sets provided, financial benefits, government policies and schemes, self motivation, creation of different identity for women entrepreneurs drives mainly on the age, societal and family support along with education pertained with evolution from job experiences their by enhancing entrepreneurial journey, spirit and goals equalizing all aspects of life in best possible way they can.

The connection betwixt factors like challenges and motivation were considered to see its significance as mentioned in (Table-4). And based on the bivariate analysis and chi square test its observed that motivation and challenges are significant to each other at level 0.01. Hence, the alternative hypothesis H15b was accepted. Thus as the different challenges faced by the womenpreneurs is well taken and solved thereby enhancing a motivational quotient in their entrepreneurial journey as both goes hand in hand in a comparison like two sides of a coin. Therefore it’s observed that
womenpreneurs in Odisha foster a better support mechanism with a conducive environment of entrepreneurship.

<table>
<thead>
<tr>
<th>CHALLENGES</th>
<th>Pearson Correlation</th>
<th>Sig. (2-tailed)</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>MOTIVATION</td>
<td>1</td>
<td>.722**</td>
<td>187</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>187</td>
<td></td>
</tr>
</tbody>
</table>

Thus the summarization of hypotheses is as follows:

**ALTERNATIVE HYPOTHESES ACCEPTED:** H1b, H3b, H5b, H7b, H8b, H9b, H10b, H11b, H13b, H15b

**NULL HYPOTHESES ACCEPTED:** H2a, H4a, H6a, H12a, H14a

**7. CONCLUSION**

Challenges and motivational factors in entrepreneurship are like two sides of a coin or can be referred as two interrelated aspects of enterprise creation. The entrepreneurs who are skilled enough and well equipped with dynamics skill sets of management with proper optimization of resources and situational analysis thereby applying best of the knowledge catering to the present situation by taking righteous quick decision leads towards the path of success in their entrepreneurial journey. A detailed empirical study conducted among 187 womenpreneurs of Odisha were conducted based on demographic factors, challenges faced and motivational factors as driving force for women entrepreneurs. The significant observations recorded based on the acceptance and rejection of hypotheses formulated. In consideration of the alternative accepted hypotheses H1b, H3b, H5b, H7b, H8b, H9b, H10b interprets the existence of noteworthy connection and association betwixt age & marital status, age & job experience, marital status & job experience, age & challenges, marital status & challenges, education qualification & challenges and job experience & challenges respectively. However, in consideration of the null hypothesis H2a, H4a, H6a there is no noteworthy connection and association betwixt age & education qualification, marital status & education qualification and education qualification & job experience so hence the null hypotheses were accepted. Thus, this implies that the various challenges responsible as faced by womenpreneurs are as follows work life balance, financial inclusion, network/marketing for business sustenance; own venture for stress level determination; while multiple roles, lack of resources/lack of time period for professional and social mobility hurdles; use of personal savings due to lack of financial encouragement in form of loans, schemes etc.

In the meanwhile some challenges act as motivational factors such as complete support and motivation from spouse and family for entrepreneurship leads to a great driving force for entrepreneurs. With the consideration of the later part which accounts to the motivational factors it’s been noticed that the acceptance of alternative hypotheses H11b, H13b enumerates there is noteworthy connection and association betwixt age & motivational factor and education qualification & motivational factors respectively. Similarly, the acceptance of null hypotheses H12a, H14a describes the no significant correlation and association between marital status & motivational factors and job experience & motivational factors respectively. Thus, the motivational factors which works as a flag bearer for entrepreneurial drive are like interest & passion for factors for starting off own business/startup; skill set trainings for support structure for enterprise creation; self motivation & husband (in case of married women), higher margin of profit for motive to start entrepreneurship; training post business starting; awareness towards government scheme and banking policies related to women entrepreneurs etc. In a context of acceptance of alternate hypothesis H15b there is a noteworthy connection and association betwixt challenges & motivational factors which also acts as a prime guiding potency for thriving entrepreneurship. Hence, womenpreneurs in the state of Odisha are in continuous endeavor in proving their potential through overcoming of challenges by self motivation along with varied motivational quotient factors thereby successfully imparting a premier berth in the society in creating a better economy and ecosystem.

**8 REFERENCES**


[3]. Abdirahman M; 2016 ; Challenges and Motivations of Women Entrepreneurs in Somali Region of Ethiopia ; Sosyoloji Konferanslari.


[6]. Anna Nikina, Lois M.Shelton and Severine L; 2013 ;An examination of how husbands, as key stakeholders,impact the success of women entrepreneurs ; JSBED 22,1.

[7]. Neneh B.N,2018; Family-work Conflict and Performance of Women-owned Enterprises: The Role of Social Capital in Developing Countries-Implications for South Africa and Beyond ; 2018 Journal of International Women’s Studies

[8]. Debra L.B ; Assessing Women Entrepreneurs of Ohio ; Factors of Success 2018; San Diego, California October 2018


AUTHORS PROFILE

Devesh Rath is a doctoral scholar in KIIT School of Management, KIIT University. He is a qualified Techno-Management professional with more than 10 years of experience in Design Innovation of Products, Design Thinking, Incubation, Innovation & Entrepreneurship Management, Innovation & Start up Management, Teaching, Mentoring, Entrepreneurship Development and Integrated Steel Plant Management with Manufacturing & Production Industry sector with diversified levels capacities. Nominated as one of the jury panel member in Smart Odisha Hackathon, in addition attended as jury in different innovation and entrepreneurship competition.

Dr. Ipseeta Satpathy (D.Litt) is a Senior Professor in OB and HRM, School of Management, KIIT University. She has over 15 years of experience in teaching and administration in KIIT University. Prof. Satpathy is a visiting professor to Lynchburg College, Virginia, USA. She has authored six books published by Excel books, New Delhi, Transnational Marketing Strategy, published by New Age International Publishers. 12 of her scholars have been awarded Ph.D degree also she has published more than 100 research papers in various referred national & international journals and conference proceedings. Dr Satpathy was invited by University of Massachusetts, Dartmouth, USA to address the faculties & the students.

Dr. B.C.M Patnaik, Professor, School of Management, KIIT University. He has 6 years of corporate and 16 years of academic experience. To his credit he has published more than 70 research papers in various reputed International and National Journals and presented more than 10 research papers in various International and National Conferences. He has been awarded Best Faculty award three times once by GIIMT, New Delhi and twice in Wilsonia Group. He is also member of Advisory Board in Research Journal of Arts, Management & Social Sciences, Editor-in-Chief in South Asian Journal of Marketing & Management Research (SAJMMR) and member of editorial review board in International Journal of Commerce & Accounting Research, IJMRA and KSOM Journal of Management.