

IMPACT OF WOMEN ENTREPRENEURS ON TRANSITORY, CHRONIC POVERTY & MATERNAL MORTALITY RATE (MMR) IN EMERGING RURAL ECONOMIES

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ABSTRACT

This qualitative, exploratory study investigates women's strategic role in micro business, its impact on perceived value towards sustainable entrepreneurship and reduction in maternal mortality rate through basic Groups based training & skills development in 85 percent rural perspective. The model comprises women skills development, access to micro finance self-employment, entrepreneurial ventures and sustainability in general and specific to rural communities. A purposive sampling approach has been adopted to investigate 160 selected respondents, both who have established new micro-entrepreneurship ventures and those mature micro businesses owners. All the constructs in the constituted model have been tested using a five point likert scale developed by the researcher subject to preliminary and post interviews followed by pilot testing. The data was subjected to descriptive statistics, regression and correlation. The characteristic of bootstrapping barriers and the discrimination exercised by the family, patriarchal society where, banks and VC's attitude towards women's cadre is discussed. The financial resources and challenges are the hallmark of the research, particularly in the developing countries. The factors that motivate women correlated to entrepreneurial cognition are also discussed. The characteristics of bootstrapping and the allied problems of the women cadre in startup are the focus of the paper. The paper also reviews the problems faced by fresh graduates in medicine, management as aspiring entrepreneurs and their likely role in rural health care.

Keywords: Entrepreneurs, Cognition levels, Bootstrapping, Self-employment skills, microfinance. Venture Capitalists

1. Background

Scholars, universities, academia and Governments have narrowed their focus on development of entrepreneurship skills and easy microfinance access to women for self-employment (Gartner, 2001; McElwee, G. 2008; Shane & Venkataraman, 2000; Timmons & Spinelli, 2007; 2004; Habib, Y., 1976). This phenomenon is lacking in the Pakistan, which needs commitment by the Government, universities, social societies and especially rural communities for self-employment and replication (Afrin, S, Islam, N, & Ahmed, SU. (2010; Habib, Y., 1998).

Pakistan is an 'under researched' country, thereby few studies have been conducted to explore relation between micro finance and skills for sustainability in general and of women cadre. Therefore, it is indispensable to conduct a study to fill this gap and investigate further (Spinelli, 2007; Timmons & Venkataraman, 2000). Nevertheless this study is an attempt to initiate research course, to understand the phenomenon of prevailing poverty and factors influencing the slow growth and replication of microenterprises' and women involvement to bridge and consolidate self-employment, develop attitude of survival and reduce maternal mortality rate (MMR) (Aycan et al. 2000; Iakovleva et al. 2013).

1.1 Introduction

“There is not going to be a new pandemic in vigilant Britain and US, but if we want to contest Ebola in west Africa it can only be flattened by tackling insufficiency in Africa” .The fight for transitory, chronic poverty, and maternal mortality in India, Pakistan and Bangla Desh can only be accomplished if poverty is grasped and lessened (Ashta, A, Dayson, K, Gera, R, Hettihewa, S, Krishna, NV, & Wright, C. 2013).

The phenomenon of poverty is complex, multifaceted and deep rooted issue especially in rural communities where the labor is non-skilled, no access to micro-finance for bootstrapping and health planning (Iakovleva et al. 2013; Eriksson et al. 2009; Welter 2011). Different researchers and economists have fixated on different self-employment mechanisms, but after fifty years, from free enterprise experience no substantial results have been observed. Nevertheless even Bangla Desh calls for further research seizing and revisiting the moderating and intervening variables to understand the phenomena of prevailing poverty (1991-98 Grameen Bank).

Targeting the poor as market further adds to poverty (Ashta, 2013; De, Soto, 2000; Karnani, 2007; Prahalad 2006). If the Governments and commercial establishments, do not provide subsidy to poor for change, (Seminar. Belgium: Gent. York, P. 2012; Sachs 2005) stressed that poor are debilitated as there is no “prosperity at the Bottom of the pyramid” if the poor are not given their share in jobs remunerations, McElwee, 2008; Yunus, 2003), recommended microfinance to reduce the transitory poverty followed by chronic poverty and resultant reduction in maternal mortality rate especially for rural communities.

Pakistan's MSME sector constitutes 90 percent of the total enterprises with 40 percent contribution to GDP, engaging 80 percent of non-agricultural labor force. Pakistan cascades in low-income group countries with \$1,050 per capita income. Pakistan's economic policy remained focused on large enterprise from 1950s to 1980s. However, the government has been focusing on the promotion of M&SMEs since late 1990s.

Gent, York, P., (2012). The 68 percent of rural Pakistan and especially 53 percent women cadres' in the age of information, exposure to entrepreneurship is now prerequisite and qualification to change management and survival kit, assumption of responsibility for integration, learning and capacity building management to grow in business and reduce maternal mortality as a team Baba R, Elumalai, S., (2011).. The rural teams have to monitor the pace of change and measure the periodical performance and problem areas for future planning. The best would be initiative at local rural, tehsil level programs sponsored by local Governments utilizing the literature, CDs, E commerce, FM radios, seminars, focus discussions and weekly/monthly training programs within selected villages cluster to take a start[train the trainers] (Zahra, S. A., Hayton, J. C., & Salvato, C. 2004).

Bangladesh 1991-1999 surfaced on the Globe as pioneer in micro-finance, experimental lab and economy of the largest micro-finance operation in the world. Micro-finance transactions of credit and savings, largely meant to kick start the micro business and meet the needs of MS&MEs fabricators. The poor women were subjected to micro-finance in many countries, Bangladesh besides micro finance offered skills-based training to increase productivity and consciousness-raising cognition to empower the poor rural communities as a cluster to empower and grow. But over the decades micro credit and entrepreneurship has not made any discernable change in poor countries where the MF was tested, relatively it needs further research.

The examples of China the factory of the world may surprise you, that China devised export oriented green entrepreneurship utilizing future markets for growth of its economy (Zahra and Dess 2001; Eckhardt and Shane 2003; Davidsson and Honig, 2003). On the other hand, women cadre, which is 50 percent of the human race, has failed to catch the attention of the business Gurus, academia and Governments especially in the developing countries. Gender biases, cultural influences, social norms, family responsibilities are significant challenges women face in a patriarchal society (Rehman and Roomi, 2012). This aspect clearly shows that even in 21st century, 50 percent of human resource within communities are (women cadre) not fully functional, especially in developing countries like Pakistan, India, Iran and Africa (Former secretary of state US, Hillary Clinton 2011). The poverty in Pakistan is due to the underutilized talented women cadre at power with men. Pakistan stands seventh in the world with 200 million populations, where 50 percent women workforce (100 million female, different age groups) of the totals who are not empowered and skilled, thus underutilized results in 50 percent of human resource.

The 100 million faces of the women cadre of Pakistan are enthusiastic workforce of doctors, scientists, engineers, teaching, management professionals in banks, Airlines and hoteling, politicians, entrepreneurs and housewives who work at home round the clock as laborer on daily basis (Afrin, S, Islam, N, & Ahmed, SU. 2010). The US-Pakistan Women's Council based in Washington DC, which was inaugurated in September 2012 by then Secretary of State, Madam Hillary Clinton to promote positive initiative of change for women cadre in Pakistan through entrepreneurship, employment and education. This foundation has proudly appreciated the growing number of Pakistani women's taking developments in medicine, microbusinesses, entrepreneurship and education

The Pakistani women have also demonstrated their entrepreneurial wisdom and job muscles in medicine, IT & software, education and designing dresses at home and abroad successfully, which can be further strengthened by the Government, private investors and Association of APWA, Pakistani Physicians of North America (APPNA). The Council also announced a resource and training center, based in Islamabad with partnership of local and US partners. The International Entrepreneurs (TIE) Islamabad and Hashoo Foundation have joined hands for the career counseling and training women cadre.

The concerted efforts by Government has remarkably improved the status of the women as its commitment to achieve the millennium development goals of economic development, eliminating gender disparity, in education and jobs opportunities by year 2015. Suggested that half the race of the planet Earth, women's economic activity is hallmark for reducing the transitory and chronic poverty (Zahra, S. A., Hayton, J. C., & Salvato, C. 2004)..

The female cadre in rural areas is facing extreme 'macho male attitude' toward family, gender parochial biases lack of education, health care, equal rights, autonomy and self-dignity, barrier to finances, jobs and self-employment which makes it worse breeding grounds for women cadre, facing transitory and chronic poverty while raising large families and facing harsh environments of rurality are major causes of maternal mortality (United Nation Development Program, (UNDP Annual Report 2008; Zahra, S. A., Hayton, J. C.,

& Salvato, C. 2004). These harsh conditions lead to high maternal mortality in Pakistan (Mother Report (2014). Pakistan is 147 out of 178 countries in relation to MMR- 276 MMR in 100,000, live births, Pakistan ranked 4th maternal deaths, 16000 women die annually due to pregnancy related complications, Only 41 Percent mothers have access to skilled delivery staff/hospital) these are thoughtful concern and associated with transitory & chronic poverty, equally women entrepreneurs have the potentials to combat MMR if get an opportunity and support of spouse for social networking and micro-entrepreneurship (Baba, R., Elumalai, S., 2011).

Since past three decades timings for job were limited to 9 am to 5 pm and spineless indoor jobs were assigned to women employees, which were acceptable to rural women and entrepreneurs, but now the working time and responsibilities have extended and difficult to manage, as taking care of both large family and none supportive spouse results in (WFC) work-family conflict (Sao, 2012).

The UNDP suggested approach appears methodological in measuring the poverty, as it “sponsors digging out the cause and not the symptoms”. The UNDP measurement of poverty relates to capabilities such as, health services, clean drinking water, Literacy ratio of men & women. Lucy et.al, (2008), explained that in developing countries, like Bangladesh, Nigeria, Pakistan and India generally common people suffer from poverty, but women and children bear the most. Women face discrimination, inequality, and lack of access to finance, self-employment and political participation.

This phenomenon of reduction of poverty in family leads to household improvement, education and mitigation of poverty, both husband and wife generate handsome earnings, subject to job, employment and if entrepreneurship sustains for long term. The regular jobs and income can lead to savings reinvestment. The women earnings have positive effect on household, family education that subsequently correlates with economic development and bright prospect of future for the family (Jones, et al., 2006). The Pakistani women have amply proved their wisdom of entrepreneurship through value chain program, which targets poor women. The women of Pakistan are invisible entrepreneurs who work daily round the clock as laborer for childcare, cooking, cleaning, dairy farming and future planning for the children sacrificing their personal hygiene and health care especially in rural areas, yet they face inequality and family biases (Jones, et al., 2006).

Ashta, 2013; Iakovleva et al. 2013; Eriksson et al. 2009; Welter, 2011; Cagatay, (1998), emphasized that the women cadres success in microenterprise is actually success of the family as this provides them better bargaining power for their products and services and uplift of family. The poor economies when linked with MNC's for business opportunities create space for the local entrepreneurs to act as placement entrepreneurs“(Ashta, 2013; C.K Prahald, 2000) this aspect of diversification and internationalization is lacking in Pakistan.

1.2 Problem Statement

The discipline of Entrepreneurship and MSME' stands alone as strategic economic tool for developing economies. The set of skills backed by micro-finance, as economic activities have ability to create employment and act as economic engines (Miller and Le Bretton-Miller, Timmon, J., 2006; Habib, Y., 1976). Pakistan's' economy interacts with 3.8 million Micro and Small & Medium Enterprises (MSMEs'). The breakdown of these entities: 700,000 manufacturing units, 1.1 million Service sector units and 2 million trades (retailers) sector units (Pakistan Statistical Year Book 2000; SMEDA, 2012; Krivogorsky, V.,

and Burton, F.G., 2011; Iakovleva et al. 2013; Welter 2011). The cluster of well-established MSMEs constitutes above 90 percent of all enterprises in terms of numbers but since these are small outfits, so their share in GDP is not significant. Small & medium enterprises development authority (SMEDA) has extended its entrepreneurship training centers, micro financing and business assistance at small scale which has not made any significant impact on the growth of MSMEs (Gallup SME, 2008; Moore, Petty, Palich and Longenecker; 2008; Miller, D., Le Breton-Miller, I., & Lester, R., 2011).

Pakistan that the sixth largest and 47th economy of the world, has 68 percent of population in rural areas, which generates 24 percent of total GDP, employs 43.61 percent of the substantial rural workforce Baba R, Elumalai, S., (2011).. The 9 million dairy production houses that produce 177 - 540 billion rupees milk stands at 4th position in the world and exports agricultural products ranging from 4 to 5 billion dollars, yet experiencing extreme poverty especially the rural communities (Pakistan Statistical Year Book 2012,14). The pace of developing culture of small and medium enterprises (SMEs) and micro entrepreneurship in rural areas has not been significant, compared to 1.49 percent increase of population (Younis., 1979; Weightman, 2008).

The earlier research in rural Pakistan have been scattered and fragmented as no significant literature and data sets are available to compare the facets of entrepreneurship discipline, and especially the impact of finance and entrepreneurial skills on MSME's multiplication impact on micro-entrepreneurship for projected sustainability (McElwee, 2008; Timmons & Spinelli, 2007; Bowman, 2006; Miller, D., Le Breton-Miller, I., & Lester, R., 2011; Poza, 2004). This study is an attempt to prompt the research course, to understand the phenomenon of prevailing poverty and factors influencing the slow replication and growth of microenterprises' and SMEs and women entrepreneurs' poor participation (Aycan et al. 2000; SMEDA, 2007; Siddiqui, 2004).

1.3 Significance of study

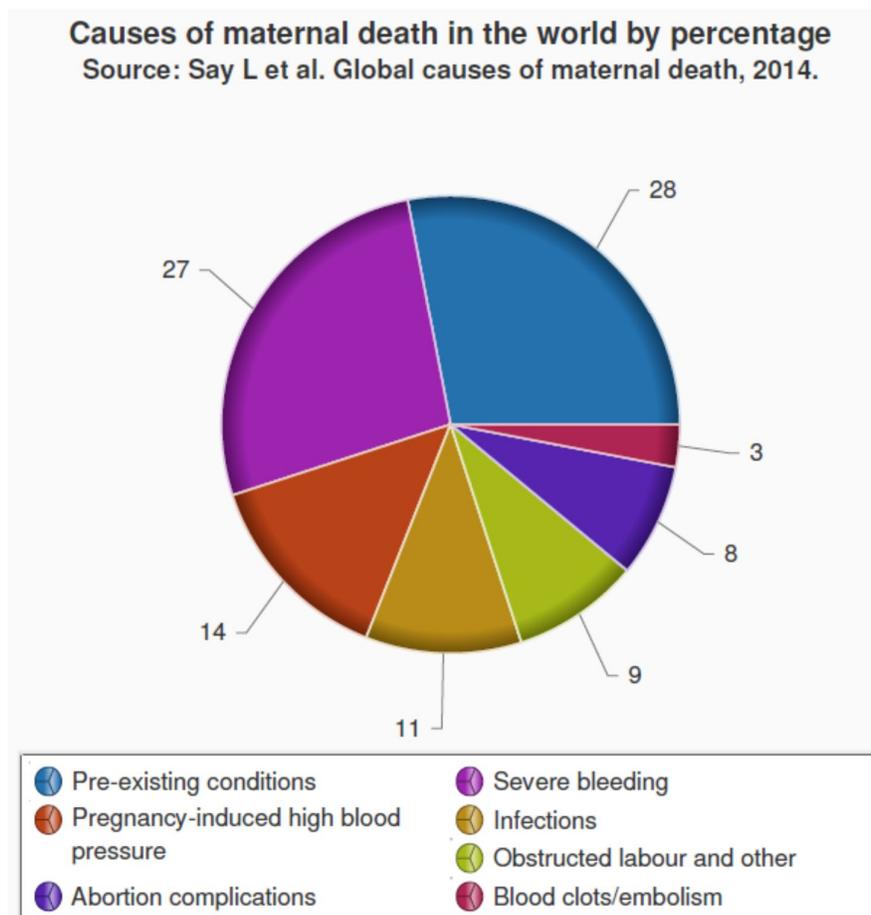
The study examines empowerment of women cadre in patriarchal society who are time poor, have limited access to microfinance, lack education and family support for business, and sustainable development. The existing opportunities in rural areas have potential for entrepreneurship through microfinance and creation of MSME's.

Entrepreneurship through micro, small and medium enterprises (MSME's) can help and replicate to bring change in the living standards and empower and encourage poor communities generally and women particularly for self-employment, reducing maternal mortality rate. Afrin, S, Islam, N, & Ahmed, SU. (2010), there is need to financially supported women and basic health skills development; women cadre would have significant impact on combating transitory, chronic poverty and reducing maternal mortality rate.

1.4 Knowledge Gap

The present study has been conducted based on the research gap observed in Bangladesh microfinance model/experiment. Bangladesh since 1991- 99 pioneered in micro-finance experiment lab and economy of the largest micro-finance operation in the world, since 1980s micro-finance has been strategic tool for many development projects and issues. Micro-finance transactions of credit and savings, largely meant to kick start the micro business and to meet the needs of small- and medium-scale fabricators. The poor women were subjected to micro-finance in many countries, Bangladesh beside micro finance in installments, offered skill-based training to increase productivity and consciousness-raising cognition to empower the poor rural communities as a cluster to grow. But over the decades micro credit and entrepreneurship has not made any conspicuous change, rather it has prompted doubts, thoughts and new dynamics in microbusiness. Bangla Desh (BD) between 1998-2001 had MMR 322 per year, which has come down to current MMR of

194 per 100,000 in 2015, the UN's key millennium development goals (MDG). MMR in Bangladesh has dropped by 66 percent in two decades - putting it ahead of its richer neighbors: Pakistan's MMR is 260 and India's is 230. Though BD has 30 percent supervised births, India has 50 percent and Pakistan has 41 percent supervised births. The expert from BD opined it as change in woman's attitude. The change can only occur through education, skills and information support as social team network, which exists in BD and it has also proven its muscle in microfinance revolution led by Younis (Grameen model). (Lawson, 2008), emphasized and stands proven that women cadre can bring change which is unpredicted and not seen that women and girls if invested can vintage outstanding growth in GDP up to 0.02 percent yearly. BD has invested in girls and women and reaped the benefit as Bangla Dashi women have developed attitude (Education, skills, entrepreneurial experience, information and business management, family size and planning to fight maternal mortality, which is evident to their rich neighbors and the world.



2. Literature Review

Schumpeter, (1934), described entrepreneurs and entrepreneurship as change agent, trendsetter, trailblazer and driver of the market economy. He opined that the entrepreneurs impulse the economic motion, through their opportunity recognition capabilities and locus. Murphy, Liao & Welsch (2006), emphasized that the entrepreneurs transpire innovation, bring positive changes through their knowledge and futuristic vision, and create economic activity in rural and urban market or may vertically integrate. The entrepreneurs affect change and apply their skills when they have resources and matching opportunities (McElwee, 2008).

This study discusses that the finance and entrepreneurial skills enhances the opportunities for entrepreneurship through MSMEs. The access to finance and entrepreneurial skills detects and enhances the opportunities for micro entrepreneurship (Davidson & Honing, 2003; Haque, 2007). The entrepreneurship activity foster economic growth, therefore initial finance jolt to bootstrap micro entrepreneurship is vital link (Brezet & Backman, 2005; Markley, Macke & Luther, 2005; Lerne Green & Wise, 2006; Haber, 2000; Rightmyre, Johnson & Chatman, 2004; Lordkipanidze, 2005).

The unending growth of unemployment in developing countries is growing and economic challenges have considerably reduced the Governments injunction and contribution to accomplish sustainability targets. Entrepreneurship acts as an unconventional approach to combat poverty in many parts of the world. The suffering rural communities find refuge in micro entrepreneurship for sustainability especially the rural women of Pakistan. The poor countries still face financial & entrepreneurial skills problem while bootstrapping and organizing micro businesses, thereby cannot drive maximum benefits from entrepreneurship in rural perspective.

2.1 Collective Opportunity - Scheming Entrée,

Iakovleva et al. 2013; Eriksson et al. 2009; Smallbone 2010; Welter (2011), suggested that the emerging economies are combating multifaceted economic and maternal mortality problems while possessing thin resources and expertise to assist and develop employment and job patterns for large rural population. The entrepreneurship models inherit high transferability and self-employment opportunity (Gibb 1993; Gundry and Ben-Yoseph 1998; Kickul et al. 2010; Welter 2011). The women entrepreneurs and family firms homework textured back in mid-1980s (Carsrud and Olm 1986; Hagan et al. 1989; Chrisman et al. 1990). The focus on women entrepreneurs tapered and developed much interest among scholars and policy construction and recognition, as it was a Global concern and vital 50 percent vital women economic engines not incorporated in the economic development, thus impacted the research canvas largely (Marlow 1997; Carter and Allen 1997; Baker et al. 1997; Berg 1997; Cole 1997; Welter and Smallbone 2010).

There is need to comprehend the Global women's entrepreneurship research, theories tested across genders, micro business and measurable concepts, innovation and strategies adopted for financial growth, (Naldi et al., 2007; Carsrud and Brännback 2012), yet it requires homogenous research to understand the problems beneath the current (Eriksson et al. 2009; Welter 2011). The family background and culture, business expertise, economic conditions and education levels impact women entrepreneurship (Carsrud and Brännback 2012; Zahra et al. 2004; Dyer 2006; Naldi et al. 2007; Nordqvist et al. 2008).

Prevailing Gender barriers in the rural Macho, Patriarchal culture deprive 52 percent women of the world's participation and empowerment in entrepreneurship, Rural women are living in fish bowl and opaque water therefore cannot see far, they need networking and social connectivity to learn. (Carsrud & Brännback, 2012 ; Rehman & Romi 2012). The lack of education and training opportunities and petite access to finance increases the unemployment, activates transitory poverty in emerging economies. Empowering women the vital economic link across all sectors of economic life would reduce maternal mortality rate, especially transitory and chronic poverty in rural perspective. In Pakistan, courts have failed

to resolve women related business conflicts, and require large amount of capital for legal process, Nevertheless women need formulated sponsorship by Government to run the microbusiness show for at least first five years till it matures and the operators gains requisite experience (Zellweger, T., & Sieger, P. 2012).

Marti et al. (2013). The women micro-entrepreneurship is more like family business, as women are time poor and work as laborer round the clock therefore they need family members to share the micro-business known as (Hatti) in street of a villages and small Boutiques, beauty parlors, tuition center, tailoring houses, grocery shops, schools and consultations in towns. This facilitates customers' purchases on short term and long term cash and loans, paid on the sale of crops and agriculture products (Smallbone, 2010; Habbershon et al. 2003; Younis 1978).

These Hatti (microbusiness) lacks financial knowledge, business strategies and support from Government, banks, and concept of growth and multiplication which increases the risk factor (Iakovleva et al. 2013; Eriksson et al. 2009; Welter 2011). This kind of micro business (Hatti) lacks financial support to sustain beyond 5 years, which makes it risky and less profitable and slow growing phenomena, which has no visible impact on family, transitory and chronic poverty and GDP. The family influence and impact is embedded as core operation therefore the cognition levels and skills of women entrepreneurs remain hidden under shade of family biases (Brush et al. 2009; Jennings and McDougal, 2007). The Pakistani, Indian, Bangladesh, Russian and Ukrainian women entrepreneurs and other developing countries often do not provide the same institutional conditions for working women during their maternity leave (Carsrud and Brännback 2012).

In United States, women organize 38 per cent of MSME, which employ 52 per cent of workforce and generate 51 percent of private sector output (Milken Institute, 2000). Likewise, in Russia, Brazil, Ireland, Spain women are creating new enterprises (OECD, 2001). SMEs in emerging states face a subsidizing gap that dents economic prosperity; SMEs are vital component of the financial material in rural economies. Incongruously, they are unwaveringly inhibited in repossessing the capital that they entail to foster and flourish

Tamiru, M, & Singh, G. (2012).

The half of the MSME in developing economies business problem is that MSME owners lack strategies to sustain profitability beyond 5 years, the specific business problem observed is that some MSME owners lack financial strategies to succeed in business beyond 5 year Ylinenpää, H., & Chechurina, M. (2000). This amply reflects that MSME face complex problems during bootstrapping, with limited access to finance and accounting skills, lack of entrepreneurial skills & marketing expertise and R&D, no innovation and product diversification and maintaining international quality. In Pakistan MSME may not be able to acquire investment from local banks at all, or face hostile offering situations, such as 16 - 22 percent markup with harsh collaterals conditions. SMEDA, (2012, 2015), launched Women Entrepreneurship Inventiveness Center at Quetta, Swat and Karachi during 2012. This ingenuity is the sub structure of Women Business Development Centers (WBDCs), and now SMEDA intends to expand these centers up to 25 for growing demand and interest shown by women entrepreneurs.

Tamiru, M, & Singh, G. (2012). Pakistan lacks culture and climate of micro-entrepreneurship and microcredits markets are totally void and absence of a well-functioning SME lending market. The micro credit operations are not prioritized over macro credits as they do not complement each other in investment size and markup return in emerging economies Baba R, Elumalai S (2011).. "A Gender biased, preferences and lender conduct inappropriate consideration for women micro business and impede the loan process, which delays and discourages women entrepreneurs to enter the market in patriarchal society the lender institutes have concerns over spouses consent and support, family size, marriage plan; all this makes micro business idea of women's a difficult proposal (Wang and Walker, 2012).

Sarwoko et al.(2013), stated that micro businesses are economic engines of employment, easing poverty and refining Gender equality (Gomez, 2008). The 95 percentage of SEs across the world control 60 percent of private sector employment (BIS, 2012; Zainol and Ayadurai , 2011; Huang, 2011). Nevertheless, both macro and micro level growth should if possible be carried out alongside. The role of banks, policy makers, business opportunities, finance access, and economic conditions are important for the women entrepreneurs in developing countries.

The US, Japan, Italy & German women entrepreneurs contribute approximately 52 – 60 percentage in GDP; contrary to this Russian woman contribute 30 – 40 percentage of total (Gorbulina 2006). Though the Russian women between 30 – 55year of age are higher qualified and many possess double degree from higher education departments (Casillas and Moreno, 2010; Gorbulina 2006; Ylinenpää, H., & Chechurina, M., 2000). This appears true in evolving and undersized economies (Zahra 2005; Gomez-Mejia et al. 2007). The developing countries also lack networking and internet connectivity for locating markets and possible matching opportunities for micro-entrepreneurship (Boje and Smith, 2010).

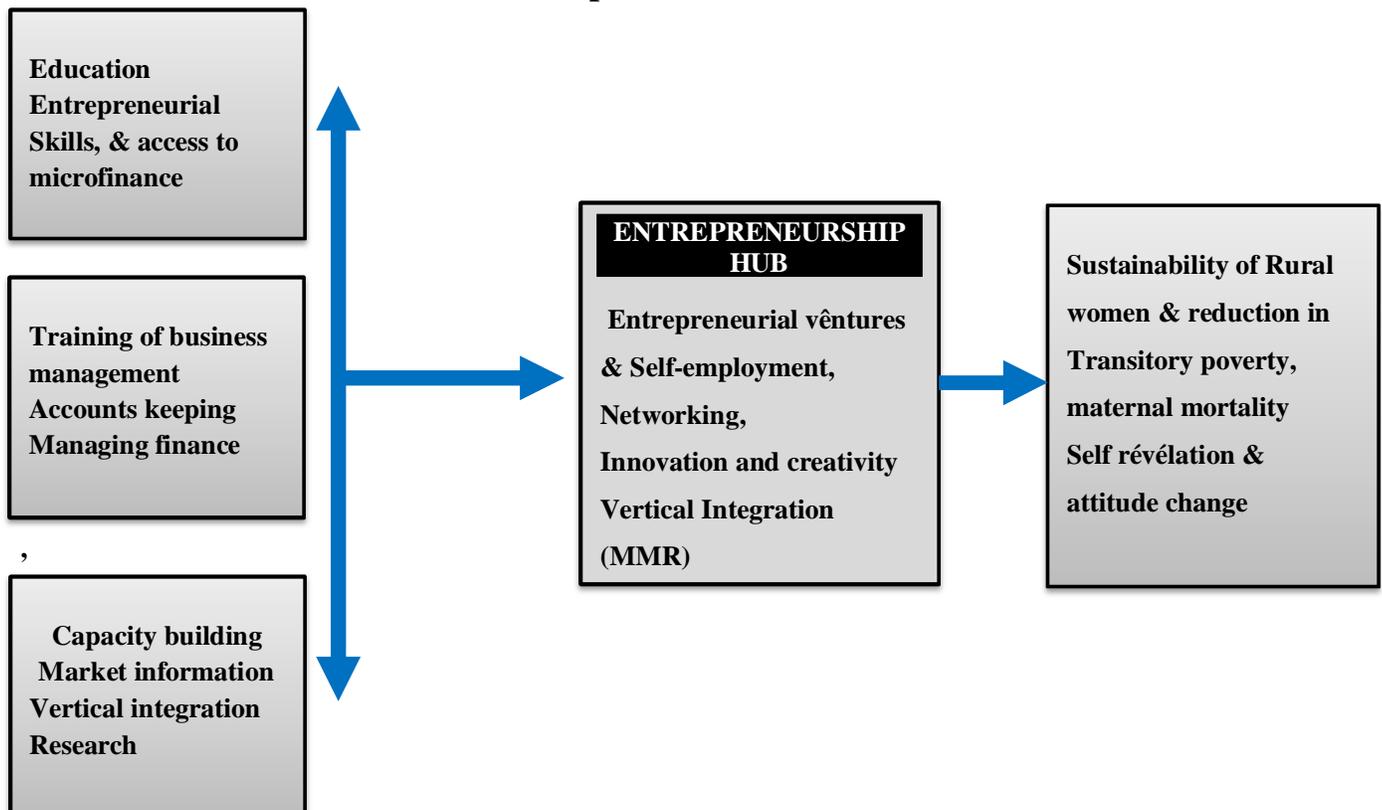
Research Statement

What is the role of skills and micro financing through small enterprises for micro-entrepreneurship of poor rural communities?

2.2 The other specific objectives are:

- To study role of microfinance and entrepreneurial skills through, micro-entrepreneurship in Pakistani milieu.
- To examine the role of micro-finance and entrepreneurial skills for women participation.
- To understand the role of microfinance and entrepreneurial skills on house hold, living and health standards.
- To study the role of micro financing, entrepreneurial skills to resolve cultural influences and barriers faced by rural women entrepreneurs.

Conceptual Framework



Research Hypothesis

H1: Entrepreneurial skills and access to micro finance leads to productive entrepreneurship ventures by women cadre.

H2: The education, skills and access to micro finance leads to reduction in transitory and chronic poverty in rural perspective.

H3: The basic health education and access to micro finance leads to women empowerment and reduction in maternal mortality rate in rural perspective.

3. Methodology**3.1 Sampling and Measurement Tool**

The present study is qualitative, phenomenological and exploratory in nature. The study suggests the adoption of purposive sampling approach (Creswell, J. W., 2014; Maxwell. J.2013). The total 123 respondents consisting of male, female mature micro business owners, senior business consultants, participated in the survey comprising of 20 questions. The data was processed and analyzed using SPSS, hypothesis were exposed to Regression, Correlation.

Demographic and Organizational Profile of Respondents**GENDER**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	36	76.6	76.6	76.6
	2	11	23.4	23.4	100.0
	Total	47	100.0	100.0	

Table 1**4. Data Analysis****Regression****Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.481 ^a	.231	.137	1.125

a. Predictors: (Constant), TXT_DES, MF, SKILL_ED, TR_CH, FAM_SUPPLCME

Table 2

The regression coefficient R assesses the overall fit of the model, which is very low. The value of R Square is .231. The adjusted R Square value is .137, showing that Entrepreneurial skills and micro finance in this model accounts for 1.125 percent variance in the independent variable, and predictor variables as these two variables trigger Entrepreneurship and support reduction in transitory and chronic poverty.

Correlation Matrix

		MF	SKILL_ED	SPOUSE_E	SPOUSE_H	POTE_MED	TXT_DES	MAX_TIME	PR_ENT	95percentage L CI for INCOME mean	95percentage U CI for INCOME mean
MF	Pearson Correlation	1	-.104	-.006	-.590**	.145	-.112	.326*	-.055	-.755**	-.845**
	Sig. (2-tailed)		.485	.968	.000	.331	.454	.025	.713	.000	.000
	N	47	47	47	47	47	47	47	47	47	47
SKILL_ED	Pearson Correlation	-.104	1	-.120	.071	.060	-.050	.319*	.262	-.024	.052
	Sig. (2-tailed)	.485		.423	.636	.690	.741	.029	.076	.874	.726
	N	47	47	47	47	47	47	47	47	47	47
SPOUSE_E	Pearson Correlation	-.006	-.120	1	-.034	-.430**	.094	-.120	-.453**	.046	.094
	Sig. (2-tailed)	.968	.423		.818	.003	.531	.423	.001	.757	.528
	N	47	47	47	47	47	47	47	47	47	47
SPOUSE_H	Pearson Correlation	-.590**	.071	-.034	1	-.139	.090	-.542**	.184	.446**	.625**
	Sig. (2-tailed)	.000	.636	.818		.350	.547	.000	.217	.002	.000
	N	47	47	47	47	47	47	47	47	47	47
POTE_MED	Pearson Correlation	.145	.060	-.430**	-.139	1	-.086	.100	.079	-.064	-.131
	Sig. (2-tailed)	.331	.690	.003	.350		.566	.505	.597	.669	.379
	N	47	47	47	47	47	47	47	47	47	47
TXT_DES	Pearson Correlation	-.112	-.050	.094	.090	-.086	1	-.050	-.121	.316*	.323*
	Sig. (2-tailed)	.454	.741	.531	.547	.566		.741	.417	.031	.027
	N	47	47	47	47	47	47	47	47	47	47
MAX_TIME	Pearson Correlation	.326*	.319*	-.120	-.542**	.100	-.050	1	-.094	-.543**	-.551**
	Sig. (2-tailed)	.025	.029	.423	.000	.505	.741		.531	.000	.000
	N	47	47	47	47	47	47	47	47	47	47
PR_ENT	Pearson Correlation	-.055	.262	-.453**	.184	.079	-.121	-.094	1	-.005	.046
	Sig. (2-tailed)	.713	.076	.001	.217	.597	.417	.531		.975	.759
	N	47	47	47	47	47	47	47	47	47	47
95percentage L CI for INCOME mean	Pearson Correlation	-.755**	-.024	.046	.446**	-.064	.316*	-.543**	-.005	1	.882**
	Sig. (2-tailed)	.000	.874	.757	.002	.669	.031	.000	.975		.000
	N	47	47	47	47	47	47	47	47	47	47
95percent age U CI for INCOME mean	Pearson Correlation	-.845**	.052	.094	.625**	-.131	.323*	-.551**	.046	.882**	1
	Sig. (2-tailed)	.000	.726	.528	.000	.379	.027	.000	.759	.000	
	N	47	47	47	47	47	47	47	47	47	

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 3

Correlation Results:

Independent variable, of microfinance and entrepreneurial skills `activate and stimulate entrepreneurship, reduce the transitory and chronic poverty and also reduce maternal mortality in rural perspective are predictor variables as these two variables prompt Entrepreneurship. There is correlation between the education, skills and both spouses working lead to prosperous family. The impact of microfinance where both spouses are working shows a significant result as P value is (0.00), < than α (0.05).

The impact of female spouse in medical field shows (0.03) which is again significant. The microfinance and entrepreneurship show P value (0.00), < α than (0.05) and (0.03) which are < than α (0.05) thus significant and acceptable to study model and support outcome that microfinance and entrepreneurial skills as independent, play vital role in mitigating the poverty generally and especially for women cadre.

The Microbusiness involvement in economy and cultural shift is seen as catalyst and power full drivers empowering the women minorities politically, ideologically, financially independent, and decision maker. Adhikari, (2007), specified that microenterprises have played strategic role in altering women's character from household labor to business leader and decision maker in designing family size. Kabeer, (2012), emphasized that the women with diversified skills and productive capabilities are at power with male competitors. The dedicated cadre of women entrepreneurs makes half the human race and need coherent research and policies based on some rational incorporating futuristic designs Minnitti, M., Arenius, P., & Langowitz, N. (2005). Canada was a patriarchal society and gradually improved the economic role of Canadian women in 1960s. The women are presently filling the gaps in entrepreneurship and jobs slot where the men do not want to work for the reason of lesser revenue. Once women fill the vacuum they would emerge as vital women entrepreneurship force.

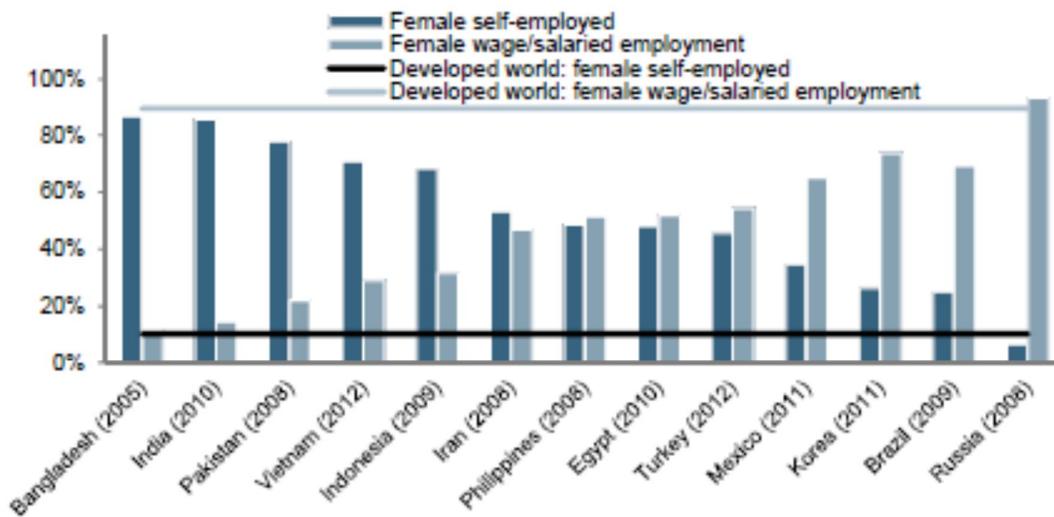
Importance of Gender based networking & Social Capital

In trying to describe the effect of social capital on microfinance Feigenberg et al., (2010), scrutinize how increasing a microfinance's client interactions with their group members' builds trust between them. (Nielsen, 2012; Basargekar 2010), investigated the impact of social capital on social empowerment of women in India, Bangla Desh & Pakistan. Social capital is normally measured on its impact on achieving mutual benefits in the group or community. It is especially significant to microfinance given that a large part of offering programs in MFIs is built around `social assets' since physical assets are few (Morduch 1999). Hence, group loans induce interdependence between borrowers (Besley and Coate 1995). Yunus credits the social capital model for the success of the Grameen Bank (Zephyr & Yunus 2004).

Members screen each other before approaching the bank and as Yunus (1994) further notes, the members go through an initial process of understanding and mutual confidence building. As a result, group loans are more likely to be repaid than individual loans (Armendariz de Aghion & Morduch, 2007; Basargekar, 2010; Feigenberg et al., 2010; Nielsen, 2012).

Interaction of members in credit meetings especially seen to enhance learning amongst group members as they have an opportunity to observe each other's repayment behavior (Feigenberg et al., 2010) as well as entrepreneurial patterns

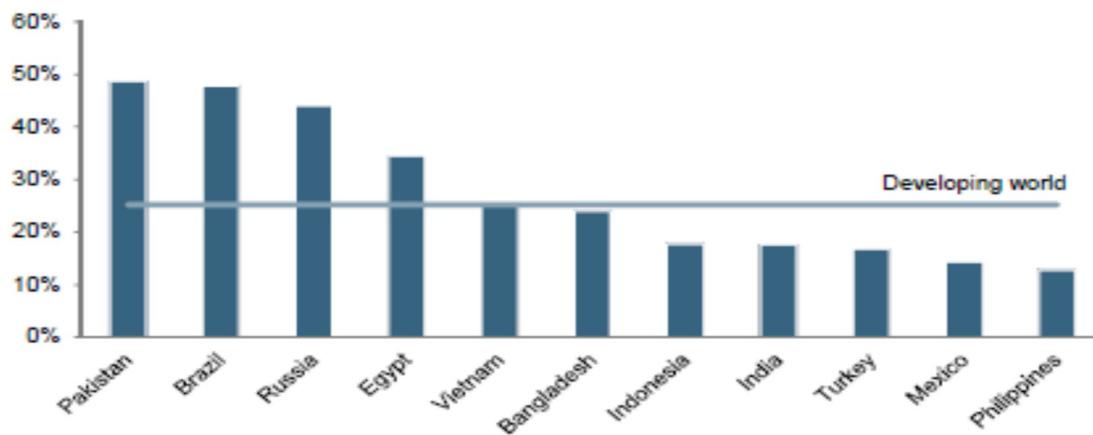
Exhibit 5: Self-employment is a significant contributor to overall employment in developing countries
 Female self-employment versus wage/salaried employment (% of total female employment)



Source: World Bank

Fig 1 - Harsh Barrier for Pakistani women Entrepreneurs 66 percent self-employed & 21 percent as salaried Jobs

Exhibit 10: Access to finance is a major barrier for women-owned SMEs
 % of formal women-owned SMEs with access to finance as a 'major or severe' barrier



Source: IFC Enterprise Finance Gap Database

Fig 2 - Harsh Barrier for Pakistani women Entrepreneurs face 47 percent resistance by MFIs, Banks to access microfinance.

Discussion

Women- Micro businesses as economic engines

The famous Chinese saying 'women hold up half the sky' is true for the emerging economies. The empowerment of women would reduce the gender gap and potentials of women would act as economic engines for sustainability Minnitti, M., Arenius, P., & Langowitz, N. (2005). The girls and women can benchmark new trends in micro and macroeconomics if educated and empowered for entrepreneurship Amenya S, Onsongo O, Guyo H, Onwong'a M. (2011). The women participation in skilled human capital would bring change in family size and reduced maternal and child mortality, and better health and education for the communities. The well designed society where women health, education and productivity can be optimized would generate GDP growth by 0.2 percent per year (BIS (2012; Lawson, 2008). The developing countries, labor force participation of women in China and Vietnam is above 70percentage and 30percentage in Egypt, Pakistan and Iran.

Tamiru, M, & Singh, G. (2012). The startup risk bearing is greater in developing countries as these communities have no alternative of income or available jobs. The Russian entrepreneurs have edge in education and family owned micro and medium business which have shown remarkable recovery of the Russian economy and social networking growth, but this aspect is truer in western economies (Iakovleva et al. 2011). The foot prints and myth of severe weather and old centralized system would take its own time to convert into free economy.

The onset of 21st century has seen rapid changes in global economic turmoil, recession and rapid changes for women cadre, but life for 54 percent rural women and men of the world face challenging, and harsh environments being away from technological hubs for jobs and entrepreneurship (Zellweger, T., & Sieger, P. 2012).. The women in US, Australia, China and Far East, have experienced and established workable changes and gained education, entrepreneurial skills and opportunities in the current recession and dwindling economies (Amenya S, Onsongo O, Guyo H, Onwong'a M. 2011).. The business and stocks markets are dropping, yet women displayed remarkable entrepreneurial cognition levels in micro and medium size businesses. The women's' role in 19th and 21st century delayed human rights doctrines implementation and changing pace for women entrepreneurs for self-employment and for betterment of their families.

Biener, C, & Eling, M. (2011). This is now established fact that Women cadre may it be from urban or rural community, proven that they are diverse entrepreneurs, compatible resource which has yet to be given micro-business insurance and protection and tapped for the betterment of the global economy and recession. Carter et al (2001), carried out the literature review of over four hundred academic articles of women entrepreneurs' which amply showed diverse women productivity in the disciplines of education, medical, field, engineering, services, finance, networking and technical works. Apergis et al (2010), emphasized that women' entrepreneurs possess adequate skills for micro businesses, bounded closely with their social networks, references, families; therefore, they have instinct and networking to fight social and economic issues for the benefit of their families and local communities. However, the lack of access to finance, conducive environments in developing countries always limits the full participation of the women cadre (Minnitti, M., Arenius, P., & Langowitz, N. 2005). Therefore, about twenty percent women lose their interest in micro business in the very start. This phenomenon is common for both men and women entrepreneurs' to some extent.

Hertz, (2011), stated that the women entrepreneurs are a significant force and vibrant drivers of any economy as they have demonstrated in US and European economy by generating over a trillion dollars in revenue annually and employing millions of workers, yet denied the equal status to men and easy access to bootstrapping finances (Hertz 2011; Paul J. Davis, 2012; Schumpeter, 1985). Emphasized, that there is need

of training women entrepreneurs with the set of training, learning experiences, background knowledge may be harnessed with exposure to new (Adaptation of new technology, and finance, Creative destruction of Schumpeter & Grameen Model of financing) ways and methods of doing business, when best trained on latest infrastructure and technology

Since the emergence of women entrepreneurs and the type of businesses they run depends on the social, cultural, religious and economic environment(Amenya S, Onsongo O, Guyo H, Onwong'a M. 2011). Cultural influence, social norms and access to microfinance are vital barriers in women entrepreneurship. Prior studies pointed out that entrepreneurial activity may vary across countries. The Microbusiness involvement in economy and cultural shift is seen as catalyst and power full drivers empowering the women minorities politically, ideologically, financially independent, and decision maker. Economists have quantified that microenterprises have played strategic role in altering women's charisma from domestic labor to business leader and decision maker. Kabeer, (2012), emphasized that the women with diversified skills and productive capabilities are at power with male competitors. The dedicated cadre of women entrepreneurs makes half the human race and need coherent research and policies based on some rational incorporating futuristic designs. Canada was a patriarchal society and gradually improved the economic role of Canadian women in 1960s. The women are presently filling the gaps in entrepreneurship and jobs slot where the men do not want to work for the reason of lesser revenue. Once women fill the vacuum they would emerge as vital women entrepreneurship force.

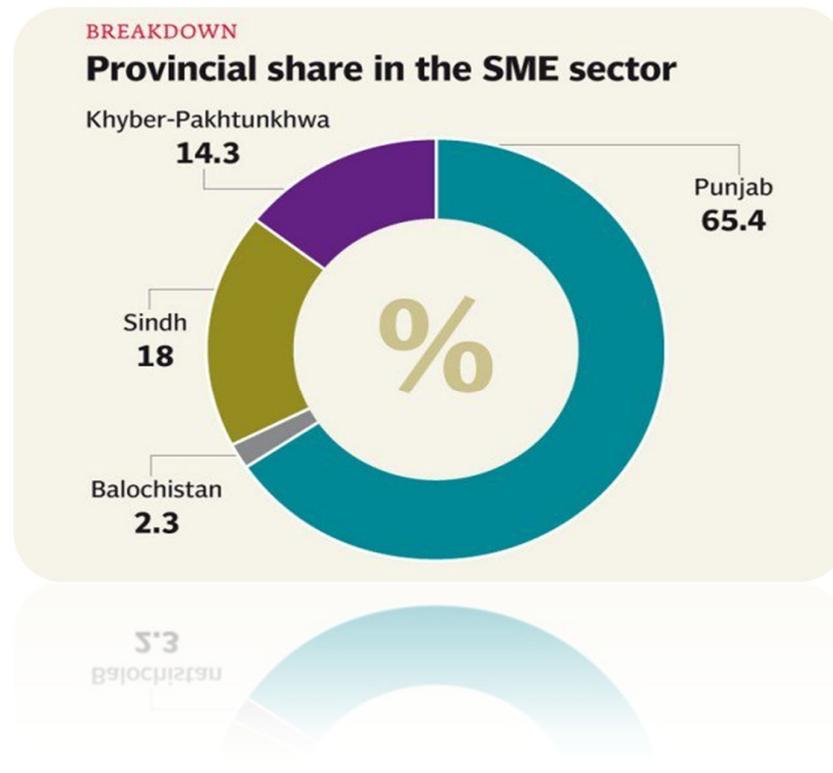


Fig: 3 Showing SME, Provinces share

Recommendations & Conclusion

The entrepreneurship after five decades is skin deep, self-employment strategic tool for micro-business and job creation. Bangladesh during 1991- 99 pioneered as micro-finance experiment lab and economy of the largest micro-finance operation in the world. The results after 5 decades show the finest of the entrepreneurship application for rural women communities. But after 5 decades the results of those Bangladesh' rural women communities have improved fairly but not wide-ranging modification of poverty. These area and gaps need further research to understand the slow Growth/change of MSME in Bangladeshi Grameen model.

Since past three decades timings for job were limited to 9 am to 5 pm and routine jobs were assigned to women employees, which were acceptable to rural women and entrepreneurs, but now the working time and responsibilities have extended and difficult to manage both large family and none supportive spouse results in work-family conflict (WFC) (Sao, 2012).

The female cadre in rural areas is facing extreme 'macho male attitude' toward family, gender parochial biases lack of education, health care, equal rights, autonomy and self-dignity, barrier to finances, jobs and self-employment which makes it worse breeding grounds for women cadre, facing transitory and chronic poverty while raising large families and facing harsh environments of rurality are major causes of maternal

mortality (United Nation Development Program, UNDP Annual Report 2008; Cagatay, 1998; Weiss, et al., 2003).

These harsh conditions lead to high maternal mortality in Pakistan (Mother Report, 2014). Pakistan stands 147 out of 178 countries in relation to MMR- 276 MMR in 100,000, live births, Pakistan ranked 4th maternal deaths, 16000 women die annually due to pregnancy related complications, only 41 Percent mothers have access to skilled delivery staff/hospital) these are serious concern and associated with transitory & chronic poverty as women entrepreneurs have the potentials to combat MMR if get an opportunity and support of spouse and Government for social networking and micro-entrepreneurship.

WHO, (May, 2014) Stressed that the contributory factors that prevent women from pursuing care during pregnancy, need to be revisited by competent authority. Nevertheless the main factors observed are: “poverty and insufficiency, distance and remoteness, lack of information, scanty services, and primitive cultural practices. The efforts are being made to improve maternal health, barriers that limit access to quality maternal health services must be recognized and addressed at all levels especially by guardian of health system.

Incentives for Women Entrepreneurs

The Micro Finance Banks to provide premeditated loans on lowest markup to nominated female entrepreneurs who have under gone basic health care/ MMR certification. Furthermore the women entrepreneurs may be pursued to quality conscious through skills and on job training on periodic basis (Biener, C, & Eling, M. 2011). The raw material, micro projects, products, market information, five years backup Biz plans, micro insurance and opportunity may be offered as loan package comparable to their competitors.

The medical facilities in the close vicinity of rural areas may be integrated & collaborated to design medical syllabi and modules to combat maternal mortality in rural areas. The training may be organized with schools, colleges and universities organizing cluster of villages at tehsil level, on weekly/monthly classes. Basic training till secondary class, advance training till intermediate class and advance MMR class starting from intermediate to Graduate level. The academic degree may be issued only on completion of the Basic medical/MMR completion certificates.

Pakistan presents opportunity to organize the women cadres’ education in health care related fields to combat the poverty and maternal mortality rate in the rural perspective. The model discussed and presented by many medical consultants unfolds as: divide the rural areas into logistically integrated zones and select the educated groups and devise weekly training program to train 5 percent of women cadre initially as trainer to multiply gradually in their own areas as subsequent phase of the program. This would empower, and create awareness for women cadre to self-employ, take charge of their own fate as entrepreneurs and trained medical staff to combat maternal mortality. The 38 million people (one in four) experience some kind of poverty and earn \$ 3-4 a day or less. Pakistan has 17 million children who do not go to schools; efforts must be made to share education in shifts.

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