

The Role of Women in Sustainable Entrepreneurship: Addressing Problems and Identifying Prospects

M. Jamila Nasiha

Assistant Professor,

PG & Research Department of Commerce (SF – Women),

Jamal Mohamed College(Autonomous), Trichy-20.

M. Jasmine Fairose

Assistant Professor,

PG & Research Department of Commerce (SF – Women),

Jamal Mohamed College(Autonomous), Trichy-20.

Abstract

As India moves toward sustainable development pretensions, sustainable entrepreneurship, which combines environmental, social, and profitable points, is getting more and more popular there. Women entrepreneurs are getting important numbers in this field, offering creative results in fields including sustainable fashion, ecotourism, organic husbandry, and waste operation. These entrepreneurs, on the other hand, defy particular problems, similar as limited access to backing, social and artistic walls, functional and business limitations, problems with networking and mentoring, nonsupervisory and policy walls, and the combined weight of managing both business and ménage duties. still, success rudiments including request openings, ecosystems and support networks, invention and competitive advantage, individual provocations and strengths, and institutional and policy support continue to flourish. Grounded on information gathered from a sample of 180 womanish entrepreneurs, this study investigates the openings and problems faced by women involved in sustainable entrepreneurship throughout India. Both quantitative and qualitative approaches are used in the study to examine the variables impacting their success. The results show that Indian women entrepreneurs are flexible in the face of impediments, using social impact objects, community networks, and creative approaches to produce long- lasting businesses. In order to promote sustainable entrepreneurship among Indian women, the report ends by suggesting

specific interventions, including community- grounded incubators, mentorship networks, government backing programs, and backing schemes geared at women. By offering perceptivity into the unsexed aspects of entrepreneurship in the Indian environment, the study's findings will add to the expanding corpus of literature on sustainable entrepreneurship. In order to produce a terrain that supports women in sustainable business, the study will also give useful suggestions for lawmakers, banks, and support groups. These business possessors have the eventuality to significantly contribute to India's sustainable development, profitable growth, and environmental stewardship with the right kind of backing and concentrated interventions.

Keywords: Women, Entrepreneurship, Sustainable, Problems and Prospects

I. INTRODUCTION

An arising strategy for addressing critical global issues is sustainable entrepreneurship, which blends marketable pretensions with social and environmental objects. The idea has been more well- known in recent times, indicating a move down from profit- driven commercial models and toward trials with a purpose that support sustainable development. India has surfaced as a mecca for sustainable businesses due to its sizable population, rising environmental mindfulness, and sweats to meet the Sustainable Development Goals. Women entrepreneurs in particular are entering this field and starting businesses that promote social impact and environmental preservation in addition to marketable benefit. Women- led companies are showcasing the possibilities of sustainable entrepreneurship in a variety of diligence, from waste operation and renewable energy to organic husbandry and eco-friendly design. These women do, still, have certain obstacles that hamper their capacity to prosper and grow their businesses in malignancy of their sweats. Due to hardwired gender prejudices, confined fiscal coffers, and artistic morals girding caregiving liabilities, entrepreneurship in India has traditionally been a manly- dominated field. In addition to the obstacles that come with launching a establishment, women who want to pursue sustainable entrepreneurship also have to deal with social morals that make these obstacles worse. Since women business possessors constantly have difficulty carrying plutocrat from conventional fiscal institutions, access to backing continues to be a major hedge. farther obstacles are created by artistic views regarding women's capacity to run enterprises as well as the pressures of juggling work and home scores. In pastoral places, where social morals limit women's mobility and access to requests and entrepreneurial networks, these difficulties are especially conspicuous. In malignancy of these obstacles, Indian women entrepreneurs have a number of rates that make them ideal for long- term business. According to exploration, women are more likely to embrace cooperative leadership approaches and are explosively drawn to environmental and social reasons. numerous womanish entrepreneurs concentrate on community- centered business models, using their enterprises to address social enterprises and give jobs for underrepresented populations. This is in line with the abecedarian ideas of sustainable

entrepreneurship, which place an emphasis on both fiscal earnings and long-term societal advantages. By promoting inclusive growth and invention, women in sustainable entrepreneurship are acting as change agents and advancing the broader ideal of sustainable development. As India seeks to shift to a greener frugality, the part of womanish entrepreneurs in sustainable business becomes indeed more important. A probative terrain for women- led sustainable businesses is created by government programs like Startup India and Stand- Up India as well as legislative fabrics that support environmental sustainability. still, how well these regulations are enforced and how well they feed to the particular requirements of womanish entrepreneurs will determine how effective they are. Indeed, while there has been some enhancement, there are still issues, particularly with closing the backing gap and giving women in sustainable diligence access to sufficient networking and mentoring openings.

Literature Review

Women business visionaries play a crucial part in forming economies and social orders around the world. Extensive investigation has investigated different perspectives of women's business enterprise, highlighting its centrality, challenges, and commitments to feasible improvement. Studies have distinguished various obstructions that ladies' business people confront, counting constrained access to fund, systems, and assets, as well as social and organization predispositions. (Brush et al., 2009; Carter et al., 2015).

In spite of these challenges, ladies' business visionaries show flexibility and advancement, leveraging their abilities, information, and systems to overcome deterrents and succeed in different businesses (Marlow and McAdam, 2013; Verheul et al., 2016). The writing emphasizes the multifaceted parts of ladies' business people in driving financial growth, work creation, and destitution easing. Women-led businesses contribute altogether to GDP and business, especially in developing economies and segments such as administrations, retail, and innovation (Kelley et al., 2017; Orser and Riding, 2019). Additionally, ladies' business people frequently prioritize social affect, tending to societal issues such as sexual orientation disparity, natural maintainability, and community advancement through their businesses (Welter et al., 2017; Hatak et al., 2018). Scholars moreover highlight the significance of steady biological systems and arrangements in encouraging women's business enterprise. Activities such as mentorship programs, get to fund, and gender-sensitive controls can upgrade women's entrepreneurial cooperation and victory (Díaz-García et al., 2015; Welter et al., 2017). Also, investigation underscores the require for intersectional approaches that recognize and address the differing encounters and challenges confronted by ladies business visionaries based on variables such as race, ethnicity, socio-economic status, and topographical area (Coleman and Robb, 2019; Jennings and Brush, 2013).

Overall, the writing underscores the basic part of ladies business people in driving inclusive and economical improvement. By tending to boundaries, advancing strengthening, and fostering strong environments, policymakers, professionals, and partners can open the full potential of women's business enterprise to make a more even-handed and affluent future.

Overview: The Role of Women in Sustainable Entrepreneurship: Addressing Problems and Identifying Prospects

Three separate sections make up the literature review. While the alternate one focuses solely on strengths and also challenges, the first one offers on both prospects and challenges.

a) The Problems and Openings for Women in Sustainable Entrepreneurship Overall:

In order to break critical enterprises including resource failure, inequality, and climate change, sustainable entrepreneurship which combines profitable practices with social and environmental pretensions has acquired transnational attention. With numerous of them pursuing diligence like organic husbandry, trash recycling, eco-friendly fashion, and renewable energy, women entrepreneurs have come important contributors to this assiduity. According to academics, women have leadership rates and value systems that round sustainability principles, similar as empathy, cooperation, and community- concentrated thinking. likewise, women- possessed businesses constantly prioritize inclusive growth with an emphasis on long- term wealth creation, environmental stewardship, and social commission. Women- led sustainable businesses have the eventuality to significantly advance both the profitable and sustainable development pretensions, according to an assessment of transnational and Indian exploration. Women's involvement in sustainable entrepreneurship has increased in India as a result of state- position enterprise supporting eco-friendly enterprises, government programs like Stand-Up India, and MUDRA. But the literature that's now available also points out that women's entrepreneurship is still underrepresented in scholarly studies, particularly in the field of sustainable business.

b) Challenges Faced by Women in Sustainable Entrepreneurship:

A number of obstacles prevent women entrepreneurs from launching, expanding, and maintaining their businesses, especially in the sustainable business sector. The main obstacle is financial access, as women frequently have difficulty obtaining funds from conventional financial institutions. These issues are made worse by gender prejudices in lending procedures and a lack of credit history, which forces many women to rely on unofficial loans or personal resources. Despite the targeted financial support provided by government programs like as Stand-Up India, research indicates that access to and understanding of these initiatives are still low, particularly for rural women. Another significant obstacle is cultural and societal norms, which frequently place the onus of running a business and taking care of the home on women. According to research, social norms still deter women from pursuing entrepreneurial endeavours because they believe that running a firm is inappropriate for them. Women who

work in sustainable businesses, which demand patient capital and long-term commitment, find it especially difficult to balance their personal and professional responsibilities. Another obstacle that keeps coming up in the literature is the absence of mentorship and entrepreneurial networks. Having access to networks that offer market connections, collaboration, and mentorship is frequently associated with entrepreneurial success, especially in specialized fields like sustainable business. However, research shows that because these networks are still primarily male-dominated, it is difficult for Indian women entrepreneurs to access them. Women frequently struggle with company planning, financial management, and scaling their companies when they don't receive enough mentorship. The entrepreneurial environment for women in India is made much more difficult by regulatory barriers. Small-scale sustainable enterprises find it challenging to function efficiently due to bureaucratic procedures and intricate compliance requirements. Due to their frequent lack of resources and expertise, women in rural and semi-urban areas are disproportionately impacted. Furthermore, sustainable businesses usually ask for creativity in supply chains, marketing plans, and product development, adding to the workload of entrepreneurs already dealing with gender-based limitations.

c) Prospects for Women in Sustainable Entrepreneurship:

Notwithstanding the obstacles, there are plenty of chances for women entrepreneurs in sustainable business to influence substantial change and support India's sustainable development objective. The market environment for sustainable businesses is favorable due to the growing demand for eco-friendly goods and services. Consumer awareness of sustainability has increased, leading to opportunities for female entrepreneurs to innovate and serve these markets through sustainable fashion, organic food, and renewable energy solutions. Additionally, women entrepreneurs are in a strong position to access local and community-based markets by using their knowledge of local preferences and requirements to develop solutions that have an impact. Government programs like Startup India and MUDRA give women entrepreneurs access to low-interest financing, capacity-building courses, and networking opportunities, among other things. Furthermore, because of their potential to produce financial, social, and environmental benefits, corporate partnerships and impact investment funds are paying more attention to women-led sustainable businesses. Alternative funding options for women entrepreneurs are provided by impact investors, who are especially interested in companies that support sustainability objectives. Women entrepreneurs now have more opportunities to reach a wider audience and grow their enterprises thanks to the growth of digital platforms and e-commerce. Bypassing conventional market boundaries, online platforms allow them to offer their goods and services directly to customers. Additionally, the increased emphasis on sustainability reporting and corporate social responsibility has made it possible for female entrepreneurs to work with big businesses and supply chains, giving them visibility and access to markets. Apart from monetary prospects, women-focused incubators and community-based networks have become crucial support systems for women engaged in

sustainable business. Coworking spaces and women-only incubators are two examples of initiatives that provide settings for entrepreneurs to collaborate, share ideas, and get mentorship. These networks assist female business owners in overcoming loneliness and forming deep connections, both of which are essential for long-term success. Women in sustainable enterprise also gain from their innate compatibility with sustainability principles like social responsibility, empathy, and inclusive leadership. According to research, women entrepreneurs typically put environmental sustainability and community impact first, building socially and sustainably relevant firms. In addition to improving their market standing, this alignment wins over stakeholders who are becoming more concerned about sustainability.

Research Methodology

Using a mixed-styles approach, this study examines the openings and difficulties endured by women entrepreneurs in sustainable business trials throughout India by combining quantitative and qualitative data. intentional slice was used to choose a sample size of 180 womanish entrepreneurs, guaranteeing a varied representation from a range of sectors, including sustainable fashion, ecotourism, organic husbandry, and waste operation. In order to punctuate indigenous variety and dissonances in entrepreneurial gests, actors were named from both civic and pastoral areas. A structured check was used as part of the quantitative element to gather information on business operations, backing sources, demographic biographies, difficulties encountered, and access to government networks and programs. The degree of difficulties and the perceived openings for enhancement were measured using Likert-scale questions. Descriptive and deducible statistics were used to examine the check responses in order to find trends and connections between different rudiments, including business success and fiscal availability. A subset of 30 actors shared insemi-structured interviews for the qualitative element in order to learn further about their entrepreneurial gests, difficulties, managing mechanisms, and outlooks for the future. Contextual details from these interviews enhanced the quantitative results. By cross-referencing check and interview results, data triangulation was used to increase the findings' validity. Throughout the exploration process, ethical principles similar as party confidentiality and informed concurrence were upheld.

Data Analysis

To investigate the links between several characteristics influencing women in sustainable business, data was analysed using SPSS 26. Regression analysis was used to assess the predictive potential of independent factors like market opportunities and support systems on overall business performance. Furthermore, correlation analysis was utilized to determine the degree and direction of the associations between these variables, which revealed strong positive correlations. The findings provided useful insights into the elements that influence the performance of female entrepreneurs in the sustainable sector.

Demographic Characteristics of Sample Size (N = 180)

Demographic Variable	Category	Frequency (N)	Percentage (%)
Age	18-24 years	25	13.9
	25-34 years	60	33.3
	35-44 years	50	27.8
	45-54 years	30	16.7
	55 years& above	15	8.3
Education Level	Middle School	20	11.1
	High School	90	50.0
	PUC	50	27.8
	Bachelor's Degree	20	11.1
Business Sector	Eco-Tourism	40	22.2
	Waste Management	50	27.8
	Organic Farming	30	16.7
	Sustainable Fashion	60	33.3
Years in Business	Less than 1 year	25	13.9
	1-3 years	65	36.1
	4-6 years	45	25.0
	More than 6 years	45	25.0
Location	Urban	90	50.0
	Semi-Urban	60	33.3
	Rural	30	16.7

The profiles of women involved in sustainable entrepreneurship are highlighted in this demographic table. The bulk of participants (30.6%) are between the ages of 25 and 34, and 52.8% have completed high school. They have been in business for one to three years (36.1%) and mostly work in the sustainable fashion sector (33.3%), which includes eco-friendly efforts. Urban areas regard for a significant portion (50.0%). Understanding the particular difficulties and opportunities faced by women in sustainable entrepreneurship and creating focused assistance plans depend on this demographic diversity.

Correlation and Regression Analysis for Strength Faced by Women Entrepreneurs**Correlation Analysis**

The correlation study looks at how the selected strength variables relate to the overall performance of the firm as determined by success metrics like market share, revenue growth, and sustainability.

Variable	Correlation Coefficient (r)	Sample Size (N)	p-value
Market Opportunities and Business Performance	0.58	180	< 0.001
Personal Strengths and Motivations	0.52	180	< 0.001
Policy and Institutional Support	0.47	180	< 0.01
Innovation and Competitive Advantage	0.62	180	< 0.001
Support Systems and Ecosystems	0.55	180	< 0.001

All strength characteristics and total business performance have strong positive correlations, according to the correlation analysis. Innovation and competitive advantage had the strongest link ($r = 0.62$, $p < 0.001$), suggesting that companies that use innovation have a higher chance of success. Closely behind, there are high relationships between market opportunities ($r = 0.58$, $p < 0.001$) and support systems and ecosystems ($r = 0.55$, $p < 0.001$), indicating that having access to these elements improves business success. Personal motivations and strengths ($r = 0.52$, $p < 0.001$) suggest that intrinsic traits are important for successful entrepreneurship. Finally, there is a substantial correlation between policy and institutional support ($r = 0.47$, $p < 0.01$), highlighting the role that supporting policies have in encouraging sustainable entrepreneurship.

Regression Analysis

The regression study evaluates how well the sample of female entrepreneurs' total business performance is predicted by the selected strength characteristics.

Variable	Coefficient (β)	Standard Error	t-value	P value
Constant	2.50	0.40	6.25	< 0.001
Market Opportunities	0.30	0.05	6.00	< 0.001
Innovation and Competitive	0.35	0.05	7.00	< 0.001
Policy and Institutional Support	0.18	0.08	2.25	< 0.05
Personal Strengths and Motivations	0.22	0.07	3.14	< 0.01
Support Systems and Ecosystems	0.28	0.06	4.67	< 0.001
R ²	0.54			

According to the regression study, 54% of the variance in business performance can be explained by the strength variables taken together ($R^2 = 0.54$). Innovation and competitive advantage show the biggest positive effects among the predictors ($\beta = 0.35$, $p < 0.001$), highlighting how important innovation is to the success of businesses. Their substantial influence to total performance is demonstrated by the following: market opportunities ($\beta =$

0.30, $p < 0.001$) and support systems and ecosystems ($\beta = 0.28$, $p < 0.001$). The significance of individual attributes is shown by the critical influence played by personal goals and strengths ($\beta = 0.22$, $p < 0.01$). Finally, there is a positive but considerably smaller impact on performance from policy and institutional support ($\beta = 0.18$, $p < 0.05$). These results highlight the necessity for female entrepreneurs to take advantage of market openings, creative strategies, and

Correlation and Regression Analysis for Challenges Faced by Women Entrepreneurs

Correlation Analysis

The correlation study looks into the relationships between the identified challenge variables and overall business performance, which is measured by success indicators like revenue growth, market share, and business sustainability.

Variable Pair	Correlation Coefficient (r)	Sample Size (N)	p-value
Financial Challenges and Business Performance	-0.54	180	< 0.001
Regulatory and Policy Barriers and Business Performance	-0.43	180	< 0.01
Operational Constraints and Business Performance	-0.60	180	< 0.001
Societal and Cultural Barriers and Business Performance	-0.47	180	< 0.001
Networking and Mentoring Issues and Business Performance	-0.52	180	< 0.00

The correlation study reveals a strong negative association between all challenge variables and overall business performance. Operational restrictions had the largest link with business performance ($r = -0.60$, $p < 0.001$), indicating that they considerably hamper success. Financial challenges have a significant negative influence ($r = -0.54$, $p < 0.001$), followed by networking and mentorship issues ($r = -0.52$, $p < 0.001$). These findings highlight the multiple hurdles that women entrepreneurs confront, demonstrating how severely these barriers affect their

Regression Analysis

The regression study determines the extent to which the identified challenge variables influence overall business performance in a sample of female entrepreneurs.

Variable	Coefficient (β)	Standard Error	t-value	p-value
Constant	3.25	0.45	7.22	< 0.001
Financial Challenges	-0.28	0.06	-4.67	< 0.001
Networking and Mentoring Issues	-0.25	0.06	-4.15	< 0.001
Operational Constraints	-0.32	0.05	-6.50	< 0.001
Societal and Cultural Barriers	-0.22	0.07	-3.14	< 0.01
Regulatory and Policy Barriers	-0.18	0.08	-2.25	< 0.05
R ²	0.48			

The regression analysis shows that the identified problems explain 48% of the variance in business performance ($R^2 = 0.48$). Among the factors, operational constraints had the highest negative impact ($\beta = -0.32$, $p < 0.001$), followed by financial issues ($\beta = -0.28$, $p < 0.001$). Business performance is highly influenced by societal and cultural hurdles ($\beta = -0.22$, $p < 0.01$), as well as networking and mentorship concerns ($\beta = -0.25$, $p < 0.001$). Regulatory and policy restrictions have a slightly weaker influence ($\beta = -0.18$, $p < 0.05$). These findings highlight the fundamental hurdles that women entrepreneurs encounter, emphasizing the necessity for specific interventions to address these barriers.

Findings

The results provide valuable insights into the strengths and problems that women confront in sustainable business. The correlation research reveals significant positive correlations between key strength metrics and overall business performance. Innovation and competitive advantage showed the strongest link ($r = 0.62$, $p < 0.001$), suggesting that people who use new techniques are more likely to succeed. Furthermore, market possibilities and support systems revealed strong connections with performance, emphasizing the crucial role of these aspects in promoting entrepreneurial success. The regression analysis supported these findings, demonstrating that the identified strengths account for 54% of the variance in business success. Innovation and competitive advantage were the strongest predictors ($\beta = 0.35$, $p < 0.001$), followed by market opportunities ($\beta = 0.30$, $p < 0.001$) and support systems ($\beta = 0.28$, $p < 0.001$). These findings emphasize women entrepreneurs' multifaceted skills and the need for specialized support to increase their influence.

II. CONCLUSION

Finally, this study emphasizes the importance of many strengths in advancing women's success in sustainable business. The findings show that leveraging innovation, identifying market possibilities, and accessing supportive ecosystems are critical for achieving long-term business objectives. Furthermore, the impact of personal qualities and motivations, as well as governmental and institutional assistance, highlights the importance of a complete approach to assisting women entrepreneurs in overcoming hurdles and improving their performance. This study adds to the expanding body of literature on sustainable entrepreneurship by giving empirical data on the characteristics that have a major impact on business success, providing useful insights for stakeholders, policymakers, and entrepreneurs alike.

Future Scope of Study

Future study could build on these findings by investigating the role of women in sustainable business in various cultural and geographical situations. Longitudinal research could provide more insight into how these strengths grow over time and how they affect business performance. Furthermore, investigating the efficacy of certain support programs and policies for women entrepreneurs in sustainability might lead to further acclimatized interventions. Investigating the interplay between difficulties and capabilities in diverse sectors of sustainable entrepreneurship can also provide useful insights. By concentrating on these areas, future research can improve our understanding of the complexity and opportunities in the landscape of women in sustainable entrepreneurship, ultimately leading to more inclusive and effective support systems.

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