
Women Entrepreneurship in Micro, Small and Medium Enterprises in India

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ABSTRACT:

Micro, Small and Medium enterprises play a very significant role in increasing the base of entrepreneurship. The purpose of this paper is to review the literature to know the factors which motivates the women to be the entrepreneur and contributes in the growth of MSME in India. Paper is fully literature review based and from literature it is found that gender and educational qualification significantly influence the women entrepreneur and the characteristics of entrepreneur has the effect on the success of micro, small and medium enterprises in India. In India government is promoting women entrepreneurship through MSME but it is not successful because of lack of knowledge and awareness among women. MSME are providing large scale employment with low investments. Study concludes that woman entrepreneurship is way out of economic disparity and towards empowerment. Women entrepreneurship contributes positively in various dimensions and aspects in economic development and job creation.

Keywords: MSME, Women Entrepreneurship, Factors motivating women to be entrepreneur, Socio-economic characteristics of women entrepreneur and Problems of Women Entrepreneur.

1.Introduction:

The role of micro, small and medium enterprises (MSMEs) in the economic and social development of the country is healthy established. The MSME sector is a nursery of entrepreneurship, and often driven by individual creativity and innovation. This sector contributes 8 per cent of the country's GDP, 45 per cent of the manufactured output and 40 per cent of its exports. The MSMEs provide employment to about 60 million persons through 26 million enterprises. The labour to capital ratio in MSMEs and the overall growth in the MSME sector is much higher than in the large industries. The geographic distribution of the MSMEs is more even. Thus, MSMEs are important for national objectives of growth with equity and inclusion.

MSME play a key role in a planned investment with its low investment, high potential for employment generation, diversification of industrial base and spread of various industries to rural and semi –rural areas (Kansal & Sonia, 2009).MSMEs are source of economic growth, job creation, and poverty reduction in developing countries. They are the means through which accelerated economic growth and rapid industrialization have been achieved (Sauser, 2005; Birch, 1987,Stanworth & Gray, 1991).There is no doubt that small businesses remain economically important in every free enterprise

(Curran *et al.*, 1986). In developed countries, MSMEs are strongly represented in almost every major sector of the economy, and continue to provide substantial employment not only in traditional established industries such as construction but also in the newer sectors such as professional and scientific services. Promoting the MSME sector in developing countries will create more employment opportunities, give more equitable distribution of income and will ensure increased productivity with better technology (Steel & Webster, 1991). MSMEs not only just encourage women entrepreneurs to enter into business ventures but at the same time provide them a healthy learning and training opportunities for their emotional and social development as well (Bruni, gherardi & poggio, 2004).

In many OECD countries, the number of women entrepreneurs is rising. Enterprises owned by women now make up one-quarter to one third of the total business population worldwide. In several countries, notably the United States and Canada, the growth in the number of women-owned businesses is far outpacing the overall growth of new businesses.

Increased participation of women-owned businesses in the global economy, financing responds to the needs of women owned businesses, and education and training that fosters female entrepreneurship should also be developed (OCED, 2000).

The Government of India has defined a woman entrepreneurship as "an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women". In India, women constitute around 48.1 percent in urban population and 48.6 percent in the rural population but their participation in the economic activities is only 34 percent. As per the Human Development Report (2013), India ranks 132th on the gender related development index of 187 countries.

But in India number of women enterprises of registered sector is 2.15 i.e. 13.72% of the total enterprises and number of women enterprises of unregistered sector is 18.06 i.e. 9.09% of total enterprises. Employment level of female is 19.04 i.e. 20.45% whereas male employment level is 74.05 i.e. 79.55 %.(Fourth all India Census of MSME 06-07). This shows that in India women are not aware of their potential and not working.

2. Objective of the study:

- a)** To study the factors which motivate the women to become an entrepreneur.
- b)** To study the challenges of women entrepreneurship in India.
- c)** To study the role of government in promoting women entrepreneurship in Micro, Small and Medium Enterprises.
- d)** To suggest the suggestion to solve the problems of women's entrepreneurship in India.

3. Need of the Study:

There is a need to empower women through entrepreneurship. Women-owned enterprises are the fastest growing force in the economy. When women thrive, their families thrive and the nation thrives. There is the need for government programmes and private sector services to be more efficient in meeting the needs of the users, i.e. MSMEs in general and women owned MSMEs in particular. Private sector can improve the education level and can develop the skill of the women and there is also need to improve the opportunities available to women to make use of new instruments, exploit and demand new technologies, enter new markets through liberalization and regulatory reform and develop a new spirit of entrepreneurship especially in a less developed region in order to generate employment opportunities and raise the living standard of the people.

4. Literature Review:

4.1 Entrepreneurship:

Entrepreneurship plays an important role in the growth of any society. Development of entrepreneurship culture is the major requirements for industrial growth. Entrepreneurship emerges from an individual's creative spirit into long-term business ownership, employment creation, capital formation and economic security. Entrepreneurial skills are essential for industrialization and for alleviation of mass unemployment and poverty. In some regions of the world, transformation to market economy, women entrepreneurs is a growing trend. However, in India, the actual participation of women in income generating activities is quite unsatisfactory, only eight per cent of the small scale-manufacturing units are owned and operated by women. Women entrepreneurs in MSMEs are a major force in innovation and job creation and senior policy makers should give the great importance to the issues of women entrepreneurship and MSMEs.

4.1.1 Women Entrepreneurship:

In modern era, when women are showing their capabilities in various walks of life, the entrepreneurial classes of women are playing an increasingly prominent role in various sectors of industrial growth and economic development. The term "Women Entrepreneurship" means, an act of business ownership and business creation that empowers women economically, increases their economic strength as well as position in society. Women Entrepreneur may be defined as the women or a group of women, who initiate, organize and operate a business enterprise. Researchers found that female are generally likely to be founder of new business than male (Mazzarol et al., 1999).

4.1.2 Motivational Factor for Women to Become an Entrepreneur:

Motivational factors influencing woman to join the leading group of entrepreneurs are of two types. One is entrepreneurship by choice and the other is entrepreneurship by necessity Schumpeter, (2000).

Women become entrepreneurs by choice due to the following factors:

- a) To materialize their idea into a capital.
- b) For their empowerment and freedom.
- c) To prove their worth among their male family members.
- d) To establish their own rules for their work.
- e) To overcome the deficiencies they faced during their job experience.
- f) A long term standing desire to own their company.
- g) Working for someone else did not appeal to them.

Women become entrepreneurs by necessity due to the following factors:

- a) To improve the quality of life of their children.
- b) To share the family economic burden.
- c) To adjust and manage household and business life successfully on their own terms.
- d) Due to the death or sickness of their husband.

Some previous researches have pointed out there are some factors which motivates the women to become an entrepreneur which are listed below:

Table No: 1 Motivational Factors for Women to Become Entrepreneur

Author (Years)	Motivational Factors
(Mohiuddin, 1983)	Researcher found that women became entrepreneurs due to their economic needs as a challenge to satisfy some of their personality needs.
(Cromie, 1985)	Researcher found that the need for autonomy and more money were more important motivating factors for women entrepreneur.
(Huntley, 1985)	Researcher found that women are most ventured into entrepreneurship because of a desire to be independent and to be in control of their lives.
(Nelson, 1991)	Researcher found that women are concentrated in business because they require small capital outlay.
(Starcher, 1996)	Researcher found that women entrepreneur is potentially motivated for change in order to improve the living conditions of her family, provide a sharing hand to her husband in income generation, provide quality education to her children, contribute positively by creating job opportunities, empowering other women and bringing out the society out of economic disparity and unemployment.
(Kamal Naser, Wojoud Rashid Mohammed, 2000)	Researcher found that financial support from the government especially in the start-up capital is an important factor that motivates women to establish their own businesses.
(Robb, 2000)	Researcher examined that gender difference in hour worked and reason for entering the business ownership.
(Koshy & Joseph, 2000)	Researcher found that the increase in the number of women entrepreneur is because of support given by the government and non government agencies and changing attitude towards women entrepreneurship.
(Kyro, 2001)	Researchers found that women do not enter business because of financial gains and for them economic success is not important as personal satisfaction and other non financial goals.
(Sitterly, 2001)	Researcher found that the presence of parent entrepreneurial role-model was associated with an individual business performance. The emergence of knowledge as an important determinant of growth and competitiveness in global markets would render self-employment.
(Marlow, 2002)	Researcher observed that entrepreneurship is not just confined to any one gender now rather due to multi-faceted economic pressures women have turned up & realized that the survival of their families & their own potential lies only in working side by side with men.

4.1.3 Socio-Economic Characteristics of Women Entrepreneur:

Women entrepreneurship contributes to economic growth and employment creation, but it is increasingly recognized to enhance the diversity of entrepreneurship in any economic system (Verheul et al., 2006). Most of these entrepreneurs work within MSMEs where the extent of their innovativeness depends on the characteristics of the entrepreneur (education, age, experience, networks) as well as the region (location) and the sector (technological intensity) in which the firm is active. Below the table points out the previous researches which highlights how women entrepreneur affects the performance of small scale enterprises:

Table No: 2 Literature on Women Entrepreneur affecting the performance of Small Scale Enterprises:

Authors	Finding
(El-Namaki, 1988)	Researcher found that in developing countries there are ample evidence that female enterprise has a slower growth than male enterprises may be because of conservative social value and attitude in industry.
(Rosa, Carter Hamilton, 1996); (Robb, 2002); (Kalleberg & Leicht, 1991)	Researcher found that women owned firms had lower level of sales, profit and employment.
(Sinha, 1996)	Researcher summed up that business and technical educational background play a critical role in entrepreneurial effectiveness.
(Wijewardena & Cooray, 1996)	Researcher founded that women entrepreneur education and prior experience in business play a critical success factor for small firm.
(Singh et al., 2001)	Researcher found that female entrepreneurs are less ambitious about growth and financial performance than male entrepreneurs so they are not so competitive in doing work efficiently.
(Verheul et al., 2006)	Researcher found that female entrepreneurship contributes to economic growth and employment creation, but it is increasingly recognized also to enhance the diversity of entrepreneurship in any economic system.
(Buttner, 2001 & Makhbul, 2011)	Researcher found that entrepreneur professional background, their entrepreneurship capabilities and preferences, cultural and religious beliefs affect the performance of small scale industries.
(Manickaval, 1997)	Researcher found that 56% of the women are unemployed. This shows that development of women entrepreneurship is essential to provide economic opportunities to women.
(Moitra, 2001)	Entrepreneurship is a concept assumed to be sex neutral. But researchers found that in India women entrepreneurship is still in its infancy. This is because women entrepreneurs are not easily accepted by Indian society .

5. Women Entrepreneurship In India:

Table shows the number of units registered and number of women entrepreneurs in different part of India.

States	No of units registered	No of women entrepreneurs	Percentage
Tamil Nadu	9618	2930	30.36
Uttar Pradesh	7980	3180	39.84
Kerela	5487	2135	38.91
Punjab	4791	1618	33.77
Maharashtra	4339	1394	32.12
Gujarat	3872	1538	39.72
Karnataka	3822	1026	26.84
Madhya Pradesh	2967	0842	28.38
Bihar	7344	1123	15.04
Other states	14576	4185	28.71
Total	64796	19971	32.82

Source:CMIE Report 2013

Above table shows that number of units registered in Madhya Pradesh is lower than other states and so number of women entrepreneur are very very less as compare to others ,this means that in Madhya Pradesh women are not engaged in working and do not contribute to the economic welfare of the society.

6. Constraints for Women Entrepreneur:

Governments across the world as well as various developmental organizations are actively undertaking promotion of women entrepreneurs through various schemes, incentives and promotional measures.

Women who manage to start businesses have been cited as having problems at the growth stages such as inadequate working capital, poor technical and managerial skills, lack of marketing techniques, lack of work sites and security and basic infrastructure, hostile business environments, poor project and planning skills and lack of information on the available assistance programmes (ILO, 2001).

6.1) Accessing to Finance: Women entrepreneur have little awareness of their financing options and opportunities. The rapid uptake and expansion in some regions of mobile finance application –such as mobile money, is also strengthening the potential for a wider variety of alternative financing and insurance schemes available to women entrepreneur. The important constraints faced by the rural women entrepreneurs is that the time taken by the banks and financial institution to process the loan and the tight repayment schedule given by the term lending institutions. A common challenge for women

to establish and run a business is access and control over finance (Minniti, 2009; Jamali, 2009). Women entrepreneurs appear to have less access to external sources of capital than men when securing finances. Women entrepreneurs mostly in developing countries have no easy access to credit for their entrepreneurial activity and are the most vulnerable to poverty (Ibru, 2009; Iganiga, 2008; May, 2007).

6.2) Male Dominated Society: - The utmost constraint to women entrepreneurs is that they are women. A male dominant social order is the biggest hurdle to them in their way towards business success.

6.3) Distrust in the Entrepreneurial abilities of Women: - The financial institutions do not trust the entrepreneurial abilities of women. The bankers put impracticable and absurd securities to get loan to women entrepreneurs.

6.4) Inadequate Financial Resources and Working Capital: - Entrepreneurs generally need financial assistance of some kind to take-off their ventures- be it a formal bank loan or money from a savings account. The women entrepreneurs are suffering from inadequate financial resources and working capital. They do not have access to external funds due to their incapability to provide tangible security. Very few women have tangible property in hand.

6.5) Family Obligations: - Women's family obligations also restrict them from becoming effective entrepreneurs in both developed and developing nations. "Having primary responsibility for children, home and older dependent family members, few women can devote all their time and energies to their business."

6.6) More Importance to Family Ties and Relationship: - Indian women give more importance to family ties and relationships. Married women have to make a reasonable equilibrium between business and home. Moreover, the success of a business depends on the support of the family members to married women who are engaged in the business process and management.

6.7) Lack of Managerial Skills: - Another dispute is that women entrepreneurs have low-level management skills. They are depended on office staffs and intermediaries, to get things done, especially, the marketing and sales side of business. One challenge often mentioned in research on women entrepreneurs in developing countries is that they enjoy a relatively low level of education and skill training. This, combined with a lack of career guidance, generally seems to limit their access to various publically and privately offered support services including business development services and information on business growth (Kitching & Woldie, 2004; Davis, 2012).

6.8) Hard Competition between male and female: - The male-female competition is another reason which develops hurdles in the path of women entrepreneurs in the business management process. In spite of the fact that women entrepreneurs are good in keeping their services prompt and delivery in time, due to lack of organizational skills compared to male entrepreneurs women have to face constraints from competition.

6.9) Low Mobility: - The confidence to travel across day and night and even different regions and states are less found in women as compared to male entrepreneurs. This shows the low level of freedom of expression and freedom of mobility of women entrepreneurs.

6.10) Lack of Knowledge of Availability of Raw-materials: - Information of different sources of raw-materials availability and high negotiation skills are the basic prerequisites to run a business. Receiving the raw materials from different sources with discount prices is the factor that defines the profit margin. Lack of knowledge of availability of the raw-materials and low-level negotiation and bargaining skills are the factors, which affect women entrepreneur's business adventures.

6.11) Lack of Education: - Knowledge of modern technological changes, knowhow and education level of the person are the major factors that affect business. The literacy rate of women in India is found at low level compared to male population. Many women in developing nations lack the education required to build up successful entrepreneurship. They are unaware of new technologies or inexperienced in their use, and often incapable to do research and gain necessary training.

6.12) Inability to take risks: - Low-level risk taking attitude is another factor affecting women entrepreneurs. Investing money, maintaining the operations and ploughing back money from surplus generation requires high risk taking attitude, courage and confidence. Women are generally conservative and so do not dare to undertake risk.

6.13) Managing Employees: - Managing employees is another challenge that women entrepreneurs in India face. Finding and retaining good employees is vital for the success of a business, but can be problematic for women entrepreneurs in India. Since women owned businesses tend to be smaller, they are often less likely to provide job security and retain good talent.

6.14) Inefficient arrangements for Marketing and Sales: - For marketing their products, women entrepreneurs are frequently at the mercy of the middlemen who pocket the chunk of profit. Further, women entrepreneurs find it tough to capture the market and make their products popular. This problem is all the more serious in the case of food production and processing ventures.

6.15) Competition from male entrepreneurs: The women entrepreneurs in rural areas are facing stiff competition from their male counterparts in terms of production and marketing of their products and services. And due to which they are losing confidence and trust.

6.16) Women's safety and gender based violence: There are numerous stories of killings, harassment of micro-business owners. This results in stress, constant fear and not having the opportunity to freely choose the business location and time of opening hours which seriously limits the chances and choices of becoming a successful entrepreneur for women in some developing countries (Chu *et al*, 2008; Rajender *et al*, 2012; Reeves, 2010).

6.17) Legal barriers and procedures: Varying across countries, the lack of government support in terms of policy, laws and services has been identified as a barrier for women entrepreneurs (Jamali, 2009).

7) Role of Government in supporting women entrepreneurship:

After adopting the policies of liberalization and privatization role of government have changed from employment generator to employment facilitator. Today private organization have opened channel to help women in becoming an entrepreneurs offering training programme, consultancy service and guidance.

Policies and Schemes for women entrepreneurs in India are as follows:

In India, the Micro, Small & Medium Enterprises development organizations, various State Small Industries Development Corporations, the nationalized banks and even NGOs are coming up with various programmes including Entrepreneurship Development Programmes (EDPs) to cater to the needs of potential women entrepreneurs, who may not have adequate educational background and skills. The Office of DC (MSME) has also opened a Women Cell to provide coordination and assistance to women entrepreneurs facing specific problems.

The government at central and state level provides assistance for setting up training-cum-income generating activities for women to make them economically independent. Small Industries Development Bank of India (SIDBI) has also been implementing special schemes for women entrepreneurs.

In addition to this central and state government provide certain special incentive and concession for women entrepreneurs.

For instance, under **Prime Minister's Rozgar Yojana (PMRY)**, priority is given to women beneficiaries. The government has also made several relaxations for women to facilitate the participation of women beneficiaries in this scheme. Similarly, under the **MSE Cluster Development Programme** by Ministry of MSME, the contribution from the Ministry of MSME varies between 30-80% of the total project in case of hard intervention, but in the case of clusters owned and managed by women entrepreneurs, contribution of the Ministry of MSME could be upto 90% of the project cost. Similarly, under the **Credit Guarantee Fund Scheme for Micro and Small Enterprises**, the guarantee cover is generally available upto 75% of the loans extended; however the extent of guarantee cover is 80% for MSEs operated and/ or owned by women (Smallb, 2015)

7.1) Promoting women entrepreneurship:

MSME play an important role in the national economic development of our country. They provides large number of new jobs and generates a lot of creativity and innovation that fuels economic progress. Past several years have shown the extra growth just because of MSME. In India, the Ministry of MSME is implementing the promotional scheme for the development of micro, small and medium enterprises. The scheme and programmes generally concentrate on capacity building in states and regions but there are a few schemes and programmes which are individual beneficiary –oriented.

There are some concessions (incentive available under these programmes for the benefit of women entrepreneurs:

a) Entrepreneurship/skill development training programme.

b) Trade Related Entrepreneurship assistance and development (TREAD) Programme for women.

Some concessions has also been provided for women beneficiaries under employment generation programme.

Several government, non-government agencies and programme are focusing on promoting women entrepreneurship. Some of these are listed below:

a) Federation of societies of women entrepreneurship

b) Small entrepreneurship Development institute of India

c) District industries center

d) Development of women and children in rural areas

e) Integrated rural development programme

f) Prime Minister rojgar yojana

g) Training of rural youth for self employment

h) Women corporate finance corporation

i) Financial Assistance through women Development Corporation.

Only government effort will not be sufficient women should be aware of their rights and power and what all scheme and programme are run by government should have proper knowledge of it.

8) Conclusion:

Through literature it is very clear that women entrepreneurs are facing problems but as now scenario is fast changing with modernization, urbanization and development of education and business more and more women are successfully running the business. Thus, the opportunities of self-employment for rural women have increased drastically.

The more educated and more experienced individuals the higher the degree of success in economic activities and there is a positive relationship between human capital variables and business performance. Thus, it is necessary to increase the opportunity of self-employment for educated un-employed women

through the development of entrepreneurship. Now state and central government both are concentrating on the development of women entrepreneurship. It is most important to create a favorable atmosphere for a healthy development of entrepreneurship.

9) Suggestion:

a) Women entrepreneurs globally require pre-entrepreneurial training to plan an organized business venture successfully. University faculty members have to devise creative and innovative entrepreneurial modules comprising of focused content to promote entrepreneurship culture and mind set among students.

b) Policies need to be reviewed and reframed considering the challenges of women entrepreneurs to improve and speed up the finance generation processes. More avenues and platforms need to be introduced by NGO's, Banks, and financial institutions to encourage women entrepreneurs to join as business startups in the economic activity of a country. Education is positive booster in motivating women to venture into entrepreneurship .With education women can have self confidence and become more capable of recognizing their strength.

c) Women entrepreneurs should be provided with special training and development programs for developing their innovative instincts.

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