

Women Entrepreneurship: Research Review And Future Directions

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ABSTRACT

Objective of this research paper are divided into two parts first one is to inspect figure of research papers are available on women entrepreneurship in entrepreneurship and its relevant journals from 1990 to 2017 and another one is to review the progress of the research area by purposely reviewing literature published from 1990 to 2017 and put further research directions. During this study found that existing entrepreneur follow feminist theories which can be applied in obtainable entrepreneurship theories. As per finding most of studies are restricted with in national boundaries.

Keywords Women Entrepreneurship, New venture Creation, Gender and entrepreneurship

INTRODUCTION

In current era, women play crucial role in the better entrepreneur phenomenon and economic development. So find out the various phases and progress for the Women entrepreneur. This paper attempts to present an overview of research on women entrepreneur and highlight all possible future research instructions and give road map to build a better understanding. There are two fold objectives first one is to discover the number of research paper available on women entrepreneurship in these journal up to 2017 and another one is to appraisal of the all research and its enlargement of the field and present an examination of the literature review papers available on women entrepreneurship up to 2017.

In this paper first we consider growth and millstone of the research paper of the Women entrepreneur, then after review approach is adopted in the paper and analysis and interpreted of the literature paper published from 1990 to 2017, in last discuss about further study direction.

Review method

Data Collection sources are e- database, research papers are gathered from EBSCO, Google Scholar and IIM journal time bound 1990 to 2017. Next step is to select well established journal, which have A*, A, B and C categories ranking. Our search based on 2 key factor women and gender, next step is search that included journal papers which were available online in EBSCO up to May 2017.

OBJECTIVE 1- WOMEN ENTREPRENEURSHIP: CHRONOLOGICAL HISTORY OF THE FIELD

Table 1 list of all preferred entrepreneurship journals and its all overall number of research paper published based on Women entrepreneur and also highlights year of journal publications.

	Name of Journal	Year in which 1 st article publication	Total number of Paper (1990–2017)
1	Economics of Innovation and New Technology	-	0
2	Entrepreneurship and Regional Development	1998	11
3	Entrepreneurship : Theory and Practices	1991	34
4	Industry and Innovation	2010	1
5	International Journal of Entrepreneurial Behaviour and Research	-	0
6	International Journal of Entrepreneurship and Innovation	2007	5
7	International Review of Entrepreneurship	2015	1
8	International Small Business Journal	1998	18 ¹

Next step is to gather Women entrepreneur research article from respective journal. Search is based on combination of keywords “Women”, “gender”, and “entrepreneur”. Only related articles are shortlist for further study. In all few literature review article on Women entrepreneurship published from 1990 to 2017.

Reviews

Table 2 Summary of selected research papers which are published in selected research journal from 1990 to 2017.

Sl. No	Author (Year)	Journal	Key Findings
1	Brush (1992)	Entrepreneurship Theory and Practice	This paper highlights on gender difference and how it affect business ownership. Also focus on similarity on demographic features, psychological trait and skill of business. During study also found difference between education background, occupation and certain motivational factor which are applicable in start a business and growth.
2	Fischer et al. (1993)	Journal of Business Venturing	In this paper author highlight on speculation on the gender difference and how entrepreneur skills are difference between male and female. Here we can't found and strong evidence for women owed firms. In this paper also found lack of education and experience.
3	Baker et	Entrepreneurship and Regional	This paper focus on gender business rights and growth possibility in the US, the leading press and academic journal are not highlight much

¹ Journal is a Leader in the Entrepreneurship Field (Harzing, 2016)

Sl. No	Author (Year)	Journal	Key Findings
	al. (1997)	Development	more on this point. But social behavior and business leadership give interesting insights on male and female difference in business ownership.
4	Mirchandani (1999)	Gender, Work and Organization	Author concern with the two factors : first one is construction of female entrepreneurship main emphasis on gender rather than other variable and other relevant factor. And second one inspects relationship between masculinity, profession and other organization structure and their impact on male and female business structure.
5	Gundry et al. (2002)	Journal of Enterprising Culture	In this journal, comparison between male and female sector, examine various factor which are affected women entrepreneurship, factors are industry, family, culture and goal. Also study women leading role in developing countries and their contribution in nation development.
6	Ahl (2006)	Entrepreneurship Theory and Practice	Here research scope is expanded and in this study they are main focus on more factor rather than gender discriminations. In this study they emphasis on contingency studies or comparative studies.
7	de Bruin et al. (2007)	Entrepreneurship Theory and Practice	On the hand, this journal focuses on distinctiveness of women entrepreneurship. Here research done at manifold level which involving several unit of analysis. These researches are applicable at advance research field.
8	Brush et al. (2009)	International Journal of Gender and Entrepreneurship	This journal main focused on holistic approach and thoughtful of women entrepreneurship. Here also found on several institutional theory, they build a framework around 3Ms and add another 2 variable (motherhood and macro variable) so here construct 5 M (market, money, management, motherhood and macro environment)
9	Hughes et al. (2012)	Entrepreneurship Theory and Practice	Here author emphasis on constructionist approach, in which he replies against what are the differences between traditional and nontraditional question. Research collaborate with national and international level and what are restriction with in national boundaries and international exposure and future research need for building network and across transnational boundaries.
10	Jennings and Brush (2013)	The Academy of Management Annals	According to author, wide-ranging review of the relevant sub-field documenting with respect to evaluation of the research work on the entrepreneur and author also emphasis on the which kind of the research are conducted on women entrepreneur up to last 30years.
11	Goyal and Yadav	Psycho sociological Issues in Human Resource	According to author, which kinds of the challenges are faced by women in developing country? What are the difference between developing country education and developed country educational? Which kinds of the struggle are faced by women when procurement of

Sl. No	Author (Year)	Journal	Key Findings
	(2014)	Management	the finance and social biasness and face low self esteem during her journey. Women face certain complex challenges and comprehensive manner to assist research and policy in developing nation.
12	Henry et al. (2016)	International Small Business Journal	In this journal there are several empirical studies are conducted, prime and main objectives are comparison between male and female entrepreneur very few study and research give information regarding women contribution in small scale industrial structure. There is paucity of feminist critiques and further study need to build a post structure feminist move toward.

OBJECTIVE 2 - DIRECTIONS FOR FUTURE RESEARCH

In past, up to 1980 role of the women we founded as a wife and mother in western and eastern country. So up to 1980 there were very few research conducted on women entrepreneur. There are very poor commercial network in small scale industry and market. There are a number of constraint faces by women like family, business, education, market awareness etc.

1. Male and Female based comparison in Business ownership

There are required varieties of theories which are base on gender discrimination and more explanation which shows the major difference between them.

- For example, Brush (1992) emphasis on the gender discrimination in sociological and psychological theory and integrated perspective are also highlighted. This difference based on education and social networking and women procure their busuniss with the help of the family network and social and personal relationship.
- Fischer et al. (1993) suggests using theories of liberal feminism and social feminism with the help of this theory difference between male and female socialism and their style of business, with the help of this study we can explain gender psychology and business running style and pattern and conclude that who are batter in business and equally effective ways.

2. Make bigger obtainable theories of entrepreneurship

As per many researcher suggest that make a combination of existing theory of entrepreneur and feminist theory and expand the fundamental theory of the entrepreneur.

- Brush(1992) used what are the gender based difference between psychological and sociological theory and how institutional theory are applicable on gender based difference as a social construct.
- Sullivan and Meek (2012) in this paper apply expectancy theory, this theory main focus on regulatory and social combination and this study based on entrepreneur process model
- Afl (2006) report focused on many theories like liberal feminist theory, social feminist theory, psychoanalytical feminist theory, radical feminist theory, social constructionist and post-structural feminist theory so with the help of this theory develop constructive theory.

Researcher can adopt and offer richer perspective on women entrepreneur with the help of this theories

3. Study entrepreneurial processes of Women founded business models

- According to Goyal and Yadav, 2014 female face several problem in developing countries and face many barriers during their entry and they cannot easily access all resources and network.

- Which kinds of understanding are required when implementation of small scale of business units and indepth understating of business model during prelaunch to post launch phases and knowledge required for modification and up gradation. (Sullivan and Meek, 2012).

Researcher can use to recognize which factors are influences of masculinity in business models.

4. Enlarge the capacity of explore on: context and content

- The context focus on many environmental factors which can be expanded in terms of the Women entrepreneurship environment to study comparisons among class (upper, middle and lower), sectors (manufacturing, services and others), regions (urban and rural) and nations. Researchers focus on impact of this factor on industry, family and women entrepreneur (Gundry et al., 2002). Also make a comparison between socio culture variable and economical classes variable. Also make a comparison between develop country and developing country. Also make a study on difference among the culture and nation
- Content-wise, here not only concentrate on micro economic variable but make a focused on macro economic variable, which is beyond the individual focus variable are external factors like legislation, social norms, family policy, economic policy, labor market structures, and the degree of female business owner's involvement.

Researched explore the relationship between micro variable and macro variable and develop a link between context and content

CONCLUSION

At initially stage researcher think that male and female entrepreneur are same so they don't require any separate investigation and research. That why up to 1980 very few research are conducted on women entrepreneur Middle-of-the-road entrepreneurship journals also recognized the need for research and that's why researcher came out with exacting issues to move on the Women entrepreneurship research.

During study found out that in certain case women entrepreneur play crucial role for the development of the industry and her knowledge help for prior to maintain their own business in particular sector. Special supports are also provided by government, so gaining disclosure benefits in start up. There are certain restrictions in national boundaries and build research as well as carry out network across transnational borders.

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