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EFFECT OF SOCIAL MEDIA ON EMPLOYMENT GENERATION AND WORKING WOMEN

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ABSTRACT

Due to its significant influence on how people live their lives today, social media has taken on a central role in everything from shopping to email to business resources. Social media, with its constantly updating apps and networking, is a source of influence on a large number of people. Additionally, rural women face a variety of layered issues that can be addressed by STL through JJWEP. It may take pride in having educational facilities for every field of study. Since the city has traditionally supported girls' education, female education, particularly at the higher level, has taken root here. However, just giving female graduates with a high-quality education does not guarantee their employment or financial independence. The issue of unemployment among female graduates in Pune city has many facets.

KEYWORDS social media, Working Women, Impact, Independent Women and Social Networking

INTRODUCTION:

Due to its significant influence on how people live their lives today, social media has taken on a central role in everything from shopping to email to business resources. The term "mass media" refers to various communication networks or technologies that enable the distribution of messages to large populations. Magazines, newspapers, radio, TV, and film are only a few examples of the various social communication mediums that are included in mass media. Across the most popular social media platforms, including Facebook, Twitter, YouTube, Skype, LinkedIn, and WhatsApp, women are far more active than men. Social media is an effective tool for bringing about significant changes in our society. India's villages stand in stark contrast to the nation's urban centers, where effects such as gender equality, education for girls, and working and independent women are prevalent. In addition, rural women face a variety of compounded difficulties that are related to patriarchal communities, poverty, early marriage, and ignorance as a result of illiteracy. Independence, freedom of thought, and choice are still uncommon for them today.

Through JJWEP, STL has now launched a number of additional program to support women in rural Pune in finding sustainable and reliable sources of income. The program has provided women craftsmen with direct access to a nationwide client base by working with Amazon Saheli. As a result, they can enormously increase their audience and sales reach. In order to connect with older and middle-aged women locally, STL collaborated with MAVIM, a nodal organization for the Maharashtra government. Over 700 women have been inspired and trained by these SHGs to use their agricultural lands to build up model farms and their culinary and agricultural skills, among other things, to start small businesses. Together, STL and

MAVIM have worked to establish bank and market connections for them, resulting in sustainable businesses that open the door to better futures for the village.

Several women have found stable jobs thanks to the introduction of this program in their villages and nearby. Many of them have established their own companies and serve as role models for younger females in their areas. Due to this, there has been a huge behavioral shift among the peasants in favor of working women and educating girls. A vocation in nursing that was once despised because of caste issues is now greatly sought after. Even for women, the marriageable age has risen in the area from 16 to over 20 years. Today's women are free to express their thoughts, dream large, and even take the chance to live those aspirations. The economic growth of a nation depends heavily on the advancement of women entrepreneurs. Of the 402 million workers in India, 275 million are men and 127 million are women. This would indicate that 25,6% of all females are employed. The proportion of female workers is almost half that of male workers. However, our society's social structure occasionally restricts women's ability to achieve financial independence. Women are discouraged from starting their own businesses and are not urged to leave the house in pursuit of career prospects. The social media network market in India is notably large.

REVIEW LITERATURE

Madhura Bedarkar (2020) This article investigates how social media helps Indian women entrepreneurs. It uses a case study methodology to investigate how well social media platforms can assist female entrepreneurs. A secret Facebook group called PULA (Pune Ladies), founded in 2015 for women in Pune, was chosen as a case study. The benefits gained in terms of visibility, marketing opportunities, revenue generation, psychological benefits (feeling of belongingness, self-confidence, motivation), and counselling, to name a few, were explored in 15 in-depth interviews with 15 active women entrepreneurs in this organization. On the basis of similarities and differences, their reactions were examined. According to the report, PULA assists women entrepreneurs grow their companies' visibility and financial performance by providing a cost-effective platform for them to promote their goods and services

Bhakti Abhijit Joshirao (2022) Through the process of empowerment, women who were previously denied the opportunity to make any decisions for themselves do so. The most crucial factor in determining a woman's level of empowerment is her status. It is widely acknowledged that a shift in a woman's economic situation is a reliable sign of empowerment. Being strong socially and economically is necessary because women are crucial to progress in many areas. Numerous issues in our society might be resolved by empowering women. It examines women's empowerment through social networking organization PULA. PULA is a Facebook group that is just for women with a connection to Pune, meaning they were either born there or spent their formative years there.

Kaur Gurpreet et.al (2020) We are in the 21st century right now. Where we may investigate how social media affects every aspect of society. Internet use has increased, and social media is expanding quickly all around the world. Numerous social networking sites in social media have an impact on women. The daily conduct and attitude of the young ladies are gradually altering as a result of internet use. It is concerning how social media is affecting Indian women. The results of advancement in contemporary society are the effects of social media use, both positive and harmful. Social media has a wide range of social effects. They rely on the media to assist them get knowledge so they may form opinions and pass judgement on a range of subjects.

Madhura Manish Bedarkar (2020) A secret Facebook group called PULA (Pune Ladies), founded in 2015 for women in Pune, was chosen as a case study. The benefits gained in terms of visibility, marketing opportunities, revenue generation, psychological benefits (feeling of belongingness, self-confidence, motivation), and counselling, to name a few, were explored in 15 in-depth interviews with 15 active women entrepreneurs in this organization. On the basis of similarities and differences, their reactions were examined. According to the report, PULA assists women entrepreneurs grow their companies' visibility and financial performance by providing a cost-effective platform for them to promote their goods and services. The results of this study will help women business owners use social media platforms by increasing their exposure, networking, and effectively selling their goods and services.

Arun Kumar Tripathy (2021) As said by Pandit Jawaharlal Nehru, the condition of women reveals the nation's character. In order to properly advance their well-being, women must confront the culture and conventions that are already in place. Women's empowerment in both the social and economic spheres was significantly impacted by their involvement in self-help groups (SHGs). In the Jalgaon District of Maharashtra, this study examines how self-help groups are able to empower women. Both primary and secondary sources have been used to get the data needed for the investigation. The sampling process used was random. To analyses the data in a way that was understandable, average and percentage analysis was done. The study's findings showed that the SHGs had a stronger influence on the recipients' social and economic well-being.

METHODOLOGY

With the aid of pre-made schedules and questionnaires, pertinent data is gathered from 600 female graduates in Pune. A sample of 600 girls was chosen with a probability corresponding to the number of female students who graduated from each course of study during the three-year period between 1997–98, 1998–99, and 1999–2000 from a list of female students at Pune University and SNDT University (Pune Centre). The study of female graduates' unemployment is exclusively conducted within Pune City's municipal boundaries. 600 female graduates from the University of Pune and the SNDT, Pune who graduated in the academic years 1997–1998–1999–2000 have to be chosen as a sample for this study.

At first, it was anticipated that the university offices would have access to the complete records of the students who successfully completed the graduation degree courses. When the work started, it was discovered that the University of Pune kept records by roll numbers only, omitting the names and addresses of the students, and that the University had a combined record of male and female graduates passing out from all the affiliated colleges under its authority. These records are only accessible through the affiliated colleges. Over 250 colleges were linked, and more than four lakh students graduated over the course of three years. There were no specific records available for the students from Pune City alone. There was no other choice except to make direct contact with the colleges located in Pune to obtain information from the test, including addresses.

DATA ANALYSIS

Socio-Economic Profile of Respondents Age Distribution of Respondents

Table.1's inclusion of the respondents' ages reveals that 306 of the 600, or 51% of the total, belonged to the 23–24 age bracket. This group was followed by the respondents over 24 years old (27%) and the respondents under 22 years old (20%). 13 (2%) respondents chose not to answer the question about their age. Except for B.Ed., where 51.9% of graduates were over 24, the age group with the biggest percentage of graduates fell in the 23–24-year range across all disciplines. The B.Ed. students were older than the other students since it counts as a "second degree" (double graduation), and many people who were already employed applied for this professional course of study.

Table 1. Age Distribution of Respondents

Age	N.R.	Arts	%	Sc.	%	Comm.	%	B.Ed	%	Eng	%	H.Sc.	%	Total	%
N.R.	1	3	3.2	0	5	2.9	1	1.2	1	1	2	2.6	13	2	
Upto 22		13	13.8	17	22.7	58	33.5	6	7.4	10	10.2	15	19.7	119	20
23-24	2	56	59.6	41	54.7	86	49.7	32	39.5	50	51	39	51.3	306	51
Above 24		22	23.4	17	22.7	24	13.9	42	51.9	37	37.8	20	26.3	162	27
Total	3	94	100	75	100	173	100	81	100	98	100	76	100	600	100

Religion-Wise and Caste-Wise Distribution of Respondents

In order to gather information about respondents' views, thoughts, and attitudes regarding different aspects of educated unemployment among female youth, it was assumed that respondents' religion and social caste make up would determine their views, opinions, and attitude. According to Table 2, the Hindu religion was practiced by the majority of respondents (96%), followed by Islam (2.2%), Sikh (0.7%), Christian (0.5%), and Baud (0.2%). The distribution by discipline also reveals that the respondents were primarily of the

Hindu faith. A general societal conclusion that may be drawn is that, aside from the majority community, there is less representation of other communities in the liberal education streams than there is in the population as a whole.

Table2. Religion-wise Distribution of Respondents

Religion	N.R.	Arts	%	Sc.	%	Comm.	%	B.Ed	%	Eng	%	H.Sc.	%	Total	%
Hindu	2	86	91.5	69	92	170	98.3	78	96.3	94	95.9	74	97.4	573	96
Islam		6	6.4	4	5.3	1	0.6	1	1.2		0	1	1.3	13	2.2
Christian		1	1.1	1	1.3		0		0	1	1		0	3	0.5
Sikh			0	1	1.3		0		0	2	2	1	1.3	4	0.7
Baudh			0		0		0	1	1.2		0		0	1	0.2
N.R.	1	1	1.1		0	2	1.2	1	0	1	1		0	6	1
Total	3	94	100	75	100	173	100	81	100	98	100	76	100	600	100

According to the numerous caste compositions present in Indian society, an attempt has been made to categorize the respondents who identified as Hindus. According to the information in table 2, 77% of the respondents belonged to a higher caste, 4.5% to an OBC, 1.5% to a scheduled caste, and 1.2% to a nomadic tribe. The sample chosen contained no applicants from Scheduled Tribes. A little over 15% of respondents chose not to answer this question.

Table3. Caste and Employed Females

Caste	Frequency	%	Employed/ Self Employed	%
Upper Caste	462	77	220	47.6
Scheduled Caste (SC)	11	1.8	5	45.5
Scheduled Tribe (ST)	0	0	0	0
Nomadic Tribe (NT)	7	1.2	2	28.6
OBC	27	4.5	14	51.9
N.R.	93	15.5	8	8.6
Total	600	100	249	41.5

Table 3 shows an interesting finding: just 41% of the sample were employed or self-employed. This demonstrates the high rate of unemployment among Pune city's female graduates. In terms of employed/self-employed people, the OBC has a larger share (51.9%), followed by higher castes (47.6%), scheduled castes (45.5%), and nomadic tribes (28.6%), in that order. The percentage of employment among individuals who did not respond to the castes question was incredibly low, at just 8.6%.

Respondents' Opinion About and Unmarried Youth Pursuing an Employment Career

Information regarding the question of "if employment was desirable for an unmarried female" was acquired in the study, presuming that employment in the case of educated, young, unmarried females will be taken as an undesirable proposition. The general consensus is included in Table 4 in this regard.

Table 4. Respondents Opinion About an Unmarried Female Youth Pursuing an Employment Career

	N.R.	Arts	%	Sc.	%	Com	%	B.E	%	En	%	H.Sc	%	Tot	%
Desirable	3	90	95.7	73	97.3	161	93.1	77	95.1	97	99.0	73	96.1	574	95.7
Undesirable			0.0	1	1.3	4	2.3	3	3.7		0.0	1	1.3	9	1.5
N.R.		4	4.3	1	1.3	8	4.6	1	1.2	1	1.0	2	2.6	13	2.2
Total	3	94	100.0	75	100.0	173	100.0	81	100.0	98	100.0	76	100.0	600	100.0

It is evident that a significant majority of respondents (95.7%) believe that unmarried female youth pursuing a job is "Desirable," whereas only 1.5% of respondents thought that an unmarried female youth's career was "Undesirable," and 2.2% did not respond.

Regarding the analysis by discipline, it is evident that engineering graduates (99.0%) are strongly in favor of a career in employment for young women who are not married, followed by science graduates (97.3%), home science graduates (96.1%), arts graduates (95.7%), B.Eds. (95.1%), and commerce graduates (93.1%). Very few people across all disciplines have deemed it "Undesirable."

Respondents’ Opinion About Married Female Youth Pursuing an Employment Career

This conversation has logically led to the conclusion that a key area of concern with regard to the desirability of an employment career for married female youth has been raised while asking respondents about the desirability of an employment career in the case of unmarried female youth. The next question in this series asked whether it was preferable for young married women to pursue careers in the workforce. The general consensus is included in Table 5 in this regard.

Table 5 Respondents Opinion About a Married Female Youth Pursuing an Employment Career

	N.R	Arts	%	Sc.	%	Com	%	B.Ed	%	Eng	%	H.S	%	Total	%
Desirable	3	83	88.3	72	96.0	158	91.3	74	91.4	96	98.0	69	90.8	555	92.5
Undesirable		7	7.4	3	4.0	4	2.3	3	3.7		0.0	3	3.9	20	3.3
N.R		4	4.3		0.0	11	6.4	4	4.9	2	2.0	4	5.3	25	4.2
Total	3	94	100	75	100	173	100	81	100	98	100	76	100	600	100

It can be noted that a very significant majority of women (92.5%) are among the respondents who believe that married female youth pursuing a job is "Desirable," especially because they should make use of their education in addition to supporting the family income. Only 3.3% of respondents thought it was undesirable, while 4.2% had no opinion. Regarding analysis by academic field, we discover that Engineering graduates once again recorded the greatest response (98.0%), followed by graduates in science (96.0%), B.Eds. (91.4%), Commerce (91.3%), Home Science (90.8%), and Arts (88.3%), in that order. In conclusion, married female grads are more motivated to get work.

Respondents’ Opinion About Married Female with Children Pursuing an Employment Career

The next query concerned the issue of whether pursuing a career in employment was "Desirable" for young women who were mothers. The information regarding the respondents' discipline-wise educational level has been included in Table 6 under the assumption that comments on the topic indicated above will differ depending on the respondents' educational backgrounds.

Table. 6 Respondents Opinion About a Married Female with Children Pursuing an Employment Career

	N.R	Arts	%	Sc.	%	Com	%	B.Ed	%	Eng	%	H.Sc	%	Total	%
Desirable	3	70	74.5	72	96.0	138	79.8	69	85.2	92	93.9	64	84.2	508	84.7
Undesirable		17	18.1	3	4.0	22	12.7	8	9.9	4	4.1	7	9.2	61	10.2
N.R		7	7.4		0.0	13	7.5	4	4.9	2	2.0	5	6.6	31	5.2
Total	3	94	100	75	100	173	100	81	100	98	100	76	100	600	100

Again, it was shown that 84.7% of respondents deemed it "Desirable" for married women with children to pursue a job. Only 10.2% of respondents indicated "Undesirable," while 5.2% had no response. Science graduates had the most positive reaction (96.0%) of any discipline, followed by Engineering graduates (93.9%), B.Ed. graduates (85.2%), graduates in home science (84.2%), commerce graduates (79.8%), and arts graduates (74.5%). Daycare facilities (creches) for young children are mushrooming as more and more women seek the assistance of their parents and in-laws or employ maids to take care of their children while they are at work, sensing the need for women to continue working while having the burden of children.

This results from the need for both couples to be employed, particularly in middle-class families, in order to guarantee an improvement in their level of living.

Respondents' Opinion on Suitability of Jobs In Female Employment

Table. 7 Respondents Opinion on Suitability of Jobs in Female Employment

Suitability	N. R	Arts %	Sc. %	Com m %	B.Ed %	Eng. %	M.S c. %	Total %							
Teaching	29	30.9	22	29.3	28	16.2	43	53.1	17	17.3	20	26.3	159	26.5	
Clerical (bank job)	12	12.8	12	16.0	51	29.5	14	17.3	9	9.2	8	10.5	106	17.7	
Doctor		0.0	1	1.3	3	1.7	3	3.7	4	4.1	2	2.6	13	2.2	
Pilot		0.0	2	2.7	1	0.6		0.0	2	2.0		0.0	5	0.8	
TABLE/ Sitting / Office work job	12	12.8	5	6.7	32	18.5	7	8.6	4	4.1	11	14.5	71	11.8	
Account job / Finance		0.0	3	4.0	7	4.0	1	1.2	2	2.0		0.0	13	2.2	
Govt. / LIC/ Railway job	1	2	2.1	1	1.3	9	5.2	4	4.9	4	4.1	0	0.0	21	3.5
Air hostess	2	2.1	1	1.3	0	0.0	3	3.7	0	0.0	2	2.6	8	1.3	
Theatre / Music / Modeling	2	2.1	1	1.3	1	0.6		0.0	1	1.0	1	1.3	6	1.0	
Receptionist / Assistant	4	4.3	2	2.7	14	8.1	2	2.5	0	0.0	1	1.3	23	3.8	
Officer / Executive level		0.0		0.0	2	1.2		0.0	1	1.0		0.0	3	0.5	
Part time job	1	1.1	2	2.7	2	1.2	3	3.7	5	5.1	3	3.9	16	2.7	
Health / Fitness / Dietician / medical / Nursing	2	2.1	2	2.7	0	0.0	0	0.0	0	0.0	8	10.5	12	2.0	
Catering/Fashion/Interior	1	1.1	0	0.0	2	1.2	1	1.2	0	0.0	1	1.3	5	0.8	
Hotel management	1	1.1		0.0	2	1.2		0.0		0.0	1	1.3	4	0.7	
Home based/ small skill business	1	1.1	1	1.3	1	0.6		0.0		0.0		0.0	3	0.5	
Looking after children is go job.		0.0	1	1.3		0.0		0.0		0.0		0.0	1	0.2	
Defense / Police	1	1.1		0.0		0.0		0.0		0.0	1	1.3	2	0.3	

According to the respondents, Table 7, describes the types of employment that are suited for women. A majority of respondents (159) believed that teaching was the most suitable profession for women, followed by the statements that "women can do any job" (112), "Clerical preferably bank jobs" (106), "Office Jobs-desk work" (71), "Software-Information Technology" (62), "Job as per education" (39), "Self-employment / Free Lancing"(27), "Receptionist or Office Assistant" (23) and "Intellectual jobs not involving (23). Apart from a few minor responses, these are the most important ones.

However, the respondents believed that the recent acceleration of industrial growth and urbanization in a number of Pune suburbs had enhanced the overall job possibilities of women. However, despite population

expansion and a growing need for educated women's labor in the job market, employment prospects for educated women have not increased correspondingly. Naturally, since domestic labor does not generate income, it is not seen as employment. Therefore, unemployment for women does not mean no job, but rather no income-producing work, even though they may physically be working long hours in the home.

Analysis Of Views of Employers on Female Employment

The opinions of employers from all types of units towards their female employees are included in this chapter. On the basis of a structured questionnaire (FGS-3), the management of the units was questioned about their experiences managing and hiring women workers. Although different opinions have been stated, these opinions reflect the relationship between management and female employees. 25 employers were solicited in all, but only 19 responded.

Distribution Of Employers by Sex

The distribution of employers by sex is seen in Table 8 As can be seen from the table, 4 (21.1%) of the 15 participants were women.

Table 8 Distribution of Employers by Sex

Employer	Frequency	Percent
Male	15	78.9
Female	4	21.1
Total	19	100.0

Smartness / Attractive Personality A Consideration for Female Employment

13 companies believed that intelligence and an attractive personality were additional qualities to take into account when hiring women, whereas 3 employers chose not to respond, 2 employers responded negatively, and 1 employer believed that a pleasant personality was an additional factor. Table 9 lists the answers to the questions.

Table 9 Smartness / Attractive Personality A Consideration for Female Employment

Value Label	Frequency	Per cent
N.R.	3	15.8
Yes	13	68.4
No	2	10.5
Pleasantness	1	5.3
Total	19	100

Effects of marriage, motherhood, and general health on female employment are shown in table 9 along with the distribution of responses. Three employers believed that marriage, childbirth, and general health issues had an impact on women's employment, whereas six said that there was no impact. Two employers did not respond to the inquiry.

Table 10 Effect of Marriage / Maternity / General Health Condition on Female Employment

Value Label	Frequency	Per cent
Yes	3	15.8
No	6	31.6
Yes, non-availability of arrangements to look after baby	1	5.3
Long leaves taken for marriage increases work load for others	2	10.5
No effect if they get good support from family	1	5.3
Females get tired due to double burden of household work and office work while males are more robust	1	5.3
Newly married women face various problems from husbands / in-laws	1	5.3
Cannot work efficiently after marriage due to multiple	2	10.5

Most women work because they must for financial reasons, but they frequently struggle to carry the "double load." However, if the family offers them support and encouragement, women employees exhibit greater potential in their workplace.

Shift Duties a Stumbling Block to Employ Female Graduates

The distribution of answers to this query is shown in Table 11 Eight employers responded with a "No," with five responding "Yes" and five responding "No." The bosses claimed that it was challenging because the company couldn't always offer an escort at night. In addition, the Factory Act of 1948 forbids hiring women between the hours of 7 p.m. and 6 a.m.

Table 11 Shift Duties a Stumbling Block to Female Employment

Value Label	Frequency	Per cent
N.R.	8	42.1
Yes	5	26.3
No	5	26.3
Late nights, escort is not provided by company	1	5.2
Total	19	100.0

Facilities Provided for Female Employees

According to the management, Table 12 shows the distribution of the various facilities offered to female employees.

Table 12 Facilities Provided for Female Employees

Facilities	Yes	%	No	%	Total
Separate rest room	9	47.4	4	21.1	13
Canteen	8	42.1	2	10.5	10
Toilet Facility	10	52.6	2	10.5	12
Drinking water closet	8	42.1	2	10.5	10

Nine employers said "yes," and four said "no" when asked if there should be a separate bathroom for women. Eight firms reported having separate canteens for women, while two claimed that there was no such facility available. While two managements lacked such amenities, ten managements offered separate restrooms. Eight management teams offered separate drinking water facilities for female employees, whereas two did not.

Management Views in Relation to Women Workers

The employers were requested to supply any additional material not already covered by the management opinions on women worker's section. Diverse opinions have been spoken, some of which are even at odds

with one another, but these opinions reflect the relationship between the management and the female employees. Women employees work in a number of companies and perform a wide range of tasks, including some machine handling. The majority of employers believed that women could operate machinery if they received the proper instruction and training. Heavy manual handling is not necessary with modern machines. Women control one entire unit of production in the engineering sector. One unit's management stated that due to issues with labor disputes from male employees, they would not hire women for shop floor positions.

CONCLUSION

Across the most popular social media platforms, including Facebook, Twitter, YouTube, Skype, LinkedIn, and WhatsApp, women are far more active than men. In a changing world, it is essential that the print and electronic media paint a fair picture of women's varied lives and contributions to society. Together, STL and MAVIM have worked to establish bank and market connections for them, resulting in sustainable businesses that open the door to better futures for the village. Several women have found stable jobs thanks to the introduction of this program in their villages and nearby. Despite the official educational system's tremendous expansion, the great majority of Indian women have not been able to access it. In 1997–98, women made up 34.6% of all enrolled students. The percentage of female students is lower in the faculties of education, law, and engineering, with the arts faculty, comprising humanities, having the highest concentration. Between 1986–1987 and 1997–1998, there was a significant increase in the number of women's colleges, with a growth rate of just over 60%.

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