

Generating Income Through Passion: Factors Influencing Women's Involvement In Entrepreneurship

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ABSTRACT

This study explores the factors that influence women's involvement in entrepreneurship, specifically focusing on the role of passion. Women with a strong interest and talent in entrepreneurship are more likely to engage in and benefit from entrepreneurial activities. This study uses quantitative approach. The quantitative approach was by distributing questionnaires to 261 female entrepreneurs. The findings suggest that passion is crucial in women's decision to pursue entrepreneurship. Women naturally inclined towards entrepreneurship are more likely to seek out opportunities in the field and derive benefits from them. Additionally, passion can motivate women to persevere and overcome challenges in entrepreneurship. Women's involvement in entrepreneurship also has a positive impact on their family's income. Through entrepreneurship, women can earn additional income that helps to improve their family's standard of living and meet economic needs. Furthermore, involvement in entrepreneurship offers women opportunities to develop skills and gain experience in the field. In conclusion, this study highlights the importance of passion in women's involvement in entrepreneurship and how it can lead to positive outcomes for their families. Thus, awareness and support from family, society, and the government are necessary to encourage more women to engage in entrepreneurship.

Keywords: Women entrepreneur, Women, Motivation, family income.

1. INTRODUCTION

The potential of women to forecast entrepreneurship has been a topic of discussion for many years. Although many nations view entrepreneurship as a pillar of wealth, there is still untapped potential for women to fully profit from the considerable opportunities it presents. In Malaysia, women make up a sizeable section of the population and have significantly aided in the growth of the nation. They are essential in creating a generation that is kind and forward-thinking as mothers, wives, and daughters. The Department of Statistics Malaysia reports that in 2004, there were about 48 percent more women than men in Malaysia, making up nearly half of the population. The rise in women's labour force participation demonstrates their rising and beneficial contribution to the growth of the nation. Women now have more possibilities and places to advance their accomplishments in a variety of disciplines and activities thanks to the nation's steady development. Greater obstacles must be overcome for them to prosper in the industrial and modern periods of the twenty-first century.

Through the creation of goods and the delivery of services, entrepreneurship is essential for fostering economic progress. Regardless of the gender of the entrepreneurs, it entails taking chances while starting new firms and overcoming obstacles to make profits. Globally, entrepreneurship is expanding quickly and is now seen as a viable strategy to fight poverty and unemployment because it boosts the general health of the national economy. Vasudevan and Prasad (2016) claim that starting new businesses can result in significant economic growth. However, achieving economic development becomes difficult without the active involvement of women in the process, as their contributions are crucial to total economic advancement. Therefore, the importance of women entrepreneurs is recognised for contributing to national success. Women entrepreneurs have more challenges than males do to meet their financial needs and develop autonomous financial stability (Nagarajan, 2016).

Even though there are several studies demonstrating the social and economic benefits of women participating in entrepreneurship, men continue to have a disproportionate amount of power in this sector (Hughes et al. 2021). The 2017 Global Entrepreneurship Report (GEM) found that women are much less likely than men to launch new enterprises (Heavlow, 2017). Women's participation in entrepreneurship is seen as having a favourable impact on the nation's economic growth.

Women take advantage of the chance to actively contribute to the dynamism of the entrepreneurial sector in Malaysia, similar to men. Women have experience in entrepreneurship, as proven by Siti Khadijah, a woman who has won acclaim on a global scale. She is the ideal role model for women who are considering careers in entrepreneurship. The idea that "women belong in the kitchen" is no longer true in this day of globalisation. The successes and leadership roles of women in entrepreneurship demonstrate their capacity to prevail in the face of opposition.

LITERATURE REVIEW

Women Entrepreneurs

An entrepreneur, according to Mazzarol (2011), is someone who is capable of taking over a certain organisation or management and is aware of the associated business risks. Cantillon, on the other hand, defines an entrepreneur as someone who bravely takes chances by purchasing products at one price and reselling them at a higher one. According to Schumpeter (1934) in Mazzarol (2011), an entrepreneur is a merchant who engages in the sale of goods or services while introducing novel components. Furthermore, according to Barringger and Ireland (2010), an entrepreneur is someone who bravely accepts risks while acting as a middleman between buyers and sellers. They also have the capacity to deploy and integrate resources like capital, human capital, business models, strategies, and risk-taking abilities.

Women have demonstrated tremendous potential in the field of entrepreneurship in the ever-changing global economic landscape, leading experts to offer fresh and thorough definitions of entrepreneurship and women's entrepreneurship. Women show that they are equally capable as males in the manufacturing sector by taking full responsibility for managing, organising, and assuming all associated risks in their work and having high expectations for profit. This revised description emphasises how women are adept organisers, quick learners, and deliberate decision-makers (Jeanne & Thomas, 2002). Strong decision-makers, women frequently start their businesses to establish their value, become financially independent, or help out their families when they are in need (Dhameja, 2002). Women entrepreneurs are individuals or a group of individuals who start, plan, or run a business or initiative (Suganthi, 2009).

The phrase "women's entrepreneurship" is used when efforts are made to advance the economic or social well-being of women in society. According to Munshi (2011), this term relates to the beneficial socioeconomic contributions made by women entrepreneurs. According to findings from this survey, which was done at the governmental level in India, women entrepreneurs dominate the manufacturing sector, with 51% of them holding financial control over their companies. This suggests that women entrepreneurs can be included in the notion of entrepreneurship. On the other hand, the Indian government emphasises women's financial control and its parameters. Some academics have taken into account the distinctive qualities of women as entrepreneurs, while others focus on their roles (Government of India, 2012).

However, a study carried out by Abdulwahab bin Shmailan in 2016 revealed that female entrepreneurs struggle to acquire enough resources and frequently have to shut down their firms. While males are more attracted to cost reduction in business, women typically focus more on innovative methods and product quality. Male and female entrepreneurs have different decision-making methods, company goals, business management, capabilities, social networks, and motivation (Abdulwahab bin Shmailan, 2016).

International Finance Corporation (2011) described female entrepreneurs as individuals or groups of individuals who start, plan, and operate a business. They put in a lot of effort to earn a living so they can support their partners financially. Every woman needs her source of inspiration to spur her on to start her own business. Increased income, discontent with prior employment, trouble obtaining work, and the necessity to locate a job with flexible hours to care for the family are some prevalent factors (Nor Hanim et al., 2020). However, in practice, women face numerous obstacles when running a business, such as an inability to participate in external networking events because they must juggle caring for their families and outside work at the same time (Kumalasari et al., 2020).

Education is another barrier that traditional or rural female entrepreneurs must overcome. Girls should not put much effort into their education in some cultures, particularly in South Asian nations, because they will marry and obey their in-laws when they are adults. Parents who invest in the higher education of girls will not reap many rewards. In addition, women are frequently less likely to acquire formal education in business or finance than males, which frequently favours the

disciplines of art, health, and natural sciences (Carranza et al., 2018). This is true even in many economically developed countries where men and women have similar levels of education. Training programmes are therefore crucial and have the ability to help people become prosperous business owners.

Women's Involvement in Entrepreneurship

Islam is seen as having a clear integration of the material and spiritual components of life. Islam urges Muslims to take part in good deeds that unite and benefit the entire universe as *Khalifah fi al-Ardh* (Fatah Yasin et al., 2020). The author also talks about how women fit into the professional sector. This backs up Mohiuddin's (2016) claim that in pre- and mediaeval Islamic communities, women were actively engaged in a variety of economic activities, including agriculture, handicraft and textile production, animal husbandry, and trading. In truth, a lot of women have worked in the economy, supplying necessities and earning money, especially in trade and agriculture. In truth, a lot of women have worked in the economy, supplying necessities and earning money, especially in trade and agriculture. Women have occasionally participated in extensive commodity trading. One prominent instance is Khadijah, the Prophet Muhammad's first wife, who was a well-known and prosperous female entrepreneur and an important role model for Muslim women.

The Labour Force Participation Rate suggests a considerable improvement in gender equality in Malaysia, with more women participating in economic activities, according to the Statistics of Women Empowerment in Selected Domains in Malaysia published by the Department of Statistics Malaysia (2018). Malaysia dropped from number 104 to number 70 out of 144 countries throughout the previous year. The government has invested 2.3 billion to promote women's engagement in business in addition to advancing gender equality and economic opportunity. This demonstrates that the government is cognizant of the contribution that women make to the expansion of the economy (Department of Statistics Malaysia, 2018).

Even though men make up the majority of Malaysian entrepreneurs, the number of women entrepreneurs has grown over time. This can be the result of a need or motive that encourages women to start their businesses and contribute to the economic development of the nation. Women have particular demands and traits that help them succeed as entrepreneurs. According to earlier research, the needs for

power, affiliation, and achievement are what motivates women to start their businesses. The motivational elements and barriers experienced by women entrepreneurs need to be further investigated as they prepare to achieve their goals and advance in women's entrepreneurship.

Interest

One of the key drivers of women's participation in entrepreneurship is interest. Women who are passionate about starting their businesses are more likely to take risks and look for new business prospects. Their propensity to take on entrepreneurship-related problems, learn new things, and innovate can also be influenced by this inclination. Additionally, a woman's curiosity and passion for business might inspire her to work towards her professional and personal objectives. Women's enthusiasm and interest in entrepreneurship can also be bolstered through supportive relationships with family and the community. To increase women's engagement in entrepreneurship and benefit both people and society as a whole, there is a need to raise knowledge of and interest in it, as well as to offer assistance and chances for developing entrepreneurial skills. Suaibah et al. (2005) did a study on single mothers in the state of Johor. The study's conclusions showed that financial motivations are the primary reason single mothers in Johor start their businesses. In addition, things like passion, side occupations, and discontent with existing employment can inspire single mothers to start their businesses.

The main factor inspiring women to pursue entrepreneurship is now their educational background. Kavitha (2014) discovered that women with educational backgrounds have demonstrated a greater desire in starting their businesses. The most important factors influencing a woman's decision to start a business and the development of the organisation are her education and professional experiences. In addition, Welsh et al. (2017) discovered that background experience, learning motivation, and workplace challenges could all have a significant impact on a person's decision to become an entrepreneur.

METHODOLOGY

Research Design

The systematic process of integrating research methodology and data analysis that conforms to the rules to ensure efficient and comprehensive research is referred to as methodology. By outlining the research procedure, the methodology also serves to aid a deeper understanding of how the approach is used. This study uses a quantitative methodology. The quantitative approach seeks to eliminate subjectivity in the research process and avoid bias in the empirical evaluation process. The analysis of the data used to support the research conclusions is appropriate and consistent with its aims and objectives, allowing greater interpretation, anticipation and understanding. Since there are many respondents in this survey, using a quantitative method can help save time and money.

Population, Sample, and Sampling

The population of female entrepreneurs in Malaysia is the main subject of this study. The term "population" describes the total set of people or things that the study is interested in. Women who are entrepreneurs in the state of Selangor make up the study's demographic. On the other hand, the sample only represents a small percentage of the population that was chosen for the investigation. The sample for this study was selected based on particular qualities that enable a thorough investigation of the research questions. 261 women business owners in the state of Selangor make up the study sample. Purposive sampling and snowball sampling are the sample methods employed in this investigation. Snowball sampling is used to choose people who are hard to reach or who aren't included in the population, whereas purposeful sampling is used to choose samples that fit particular criteria. Both of these sample methods can be used, allowing for a more extensive and in-depth investigation of the research.

Research Instruments

The research tool in this quantitative study is a questionnaire. Five components make up the questionnaire, which (see Table 1) include respondent profiles, business profiles, traits of women entrepreneurs, variables influencing women's interest in entrepreneurship, and contributions to family income.

The questionnaire is made to gather structured data from the respondents, enabling statistical interpretation and quantitative analysis. There are several questions in it, each with a predetermined response option, such as a ranking scale, a Likert scale, or multiple choices. To learn more about many

elements of the experiences and contributions of the chosen sample of female entrepreneurs, a questionnaire is given to them.

The questionnaire is a dependable and effective method for systematic, standardised data collection from a sizable number of respondents. It makes data comparison and analysis simple and aids in ensuring consistency in data collecting. The data gathered from the survey will contribute to the study's overall conclusions and offer insights into the variables affecting women's participation in entrepreneurship and their contributions to family income.

Table 1: Content of the Questionnaire Form

Section	Content of the Questionnaire
A	Demographic Profile
B	Business Profile
C	Characteristics of Women Entrepreneurs
D	Women's Interest in Entrepreneurship
E	Contribution to Family Income

Study Findings

Demographic Profile

The quantitative study involved 261 female entrepreneurs who completed the survey questionnaire. Table 2 presents the demographic profile of the respondents.

Age, marital status, family size, and educational attainment are just a few of the characteristics that make up the demographic profile of female entrepreneurs. With 152 respondents or 58.2 percent, the majority of respondents are between the ages of 31 and 40. With 54 responses, the 41–50 age range represents 20.7 percent, while the 21–30 age range represents 18.8 percent with 49 respondents. In terms of marital status, 232 respondents, or 88.9 percent, are married, followed by 12 respondents, or 4.6 percent, who are single, and 17 respondents, or 6.5 percent, who are widowed or divorced. 80.8 percent of the respondents, or 211 people, have one to five children.

In terms of education, 86 respondents, or 33%, have earned a Malaysian Certificate of Education (SPM). In terms of having come from an entrepreneurial family, 224 respondents, or 85.8%, do so, as opposed to 37 respondents, or 14.2%. 108 respondents, or 41.4 percent, were unemployed whereas 91 respondents, or 34.9 percent, worked in private enterprises in

their previous careers before starting their businesses. With 115 responses or 44.1%, the bulk of respondents started their firms when they were between the ages of 31 and 40. 194 people, or 74.3 percent of the respondents, were among the close to three-quarters who said they had no prior business training.

Table 2: Demographic Profile of Study Respondents

Criteria	Frequency	Percentage (%)
Age		
< 20 years	1	0.4
➤ 51 years	5	1.9
21 – 30 years	49	18.8
31 – 40 years	152	58.2
41 – 50 years	54	20.7
Marital Status		
Married	232	88.9
Single	12	4.6
Divorced/Widowed	17	6.5
Number of Children		
1 - 5 children	211	80.8
6 - 10 children	23	8.8
None	27	10.3
Educational Level		
Diploma	27	10.3
Bachelor's Degree	21	8.0
Others	37	14.2
PMR/SRP	59	22.6
SPM	86	33
Entrepreneurial Family		
Yes	224	85.8
No	37	14.2
Previous Occupation		
Others	42	16.1
Government Sector	20	7.7
Private Sector	91	34.9
Unemployed /housewife	108	41.4
Age of Starting Business		
< 20 years	30	11.5
21 – 30 years	98	37.5
31 – 40 years	115	44.1
41 – 50 years	17	6.5
> 51 years	1	0.4
Received Training		
Yes	67	25.7

No	194	74.3
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Business Profile

Part B focuses on the business profile. There are nine questions asked in this section regarding the organizational status, type of company, experience in the field, duration of experience in the field, number of employees, initial capital, source of business capital, management of business accounts, advisory services, and business performance compared to the previous year.

Table 3 presents the organizational/company status pursued by the 261 respondents of the study. The highest number of respondents, 212 individuals or 81.2 percent, engaged in sole proprietorship businesses. Partnership businesses accounted for 30 respondents or 11.5 percent, while private limited companies (SDN BHD) comprised 13 respondents or 5.0 percent. Cooperative companies represented the lowest business status, with 6 respondents or 2.3 percent.

In terms of experience in the field, there is an equal number of respondents who answered "yes" and "no." A total of 131 respondents have experience in the field, accounting for 50.2 percent, while 130 respondents have no experience, representing 49.8 percent (N=261).

There are five categories of duration of experience in the field: 1-3 years, less than three years, more than 10 years, 4 to 6 years, and 7 to 9 years. A total of 105 respondents have less than 3 years of experience, accounting for 10 percent, while 88 respondents have 1-3 years of experience, representing 33.7 percent. Additionally, 37 respondents have 4-6 years of experience, comprising 14.2 percent, and 23 respondents have more than 10 years of experience in the field.

Regarding the number of employees, the statistics show that 232 respondents have no employees, representing 88.9 percent, while 21 respondents have 1-2 employees, comprising 8.0 percent. The majority of respondents, 225 individuals or 86.2 percent, started their businesses with initial capital below RM1,000.00. As for the source of business capital, 217 respondents or 83.1 percent used their savings. In terms of managing business accounts, 214 respondents or 82 percent handle it themselves. Furthermore, regarding advisory services/support, 97 respondents received advice from their parents, accounting for 37.2 percent, 84 respondents (32.2 percent) received advice from business associates, and 74

respondents or 28.4 percent did not receive any advisory services (N=261).

Table 3: Demographic Profile of Business

Criteria	Frequency	Percentage (%)
Organization/Company status		
Partnership	30	11.5
Individuals	212	81.2
Cooperative Company	6	2.3
Company Sdn. Bhd	13	5.0
Experience in the field of Interest		
Yes	131	50.2
No	130	49.8
Duration of experience in the field		
1-3 Years	88	33.7
< 3 Years	105	40.2
➤ Years	23	8.8
4-6 Years	37	14.2
7-9 Years	8	3.1
Number of Employees		
1-2 People	21	8.0
3-4 People	4	1.5
5-6 People	2	0.8
➤ 9 People	2	0.8
No	232	88.9
Capital when start the business		
RM10,001-RM50,000	3	1.1
< RM1,000	225	86.2
RM1,001-RM5,000	27	10.3
RM5,001-RM10,000	6	2.3
Source of Business Capital		
Heritage Property	2	0.8
Loan from bank/associations	16	6.1
Loan from friend/family	26	10
Personnal saving	217	83.1
Business account operator		
Cleark	1	0.4
Others	1	0.4
Own	214	82
No	45	17.2
Obtained maintenance advisor/assistant services from any party		
Parents	97	37.2
Institution	5	1.9
Ministry	1	0.4

Business Partner	84	32.2
No	74	28.4

Characteristics of Women Entrepreneurs

These characteristics of women entrepreneurs refer to the selected respondents in this study. There are 15 questions asked of the respondents (Table 4). The respondents consistently show a positive attitude towards every challenge and opportunity, with a mean of 4.55 (SD=0.634). They have plans to improve their businesses, with a mean of 4.60 (SD=0.578). They prioritize communication with employees and customers, with a mean of 4.63 (SD=0.590). They place a higher emphasis on building relationships with customers, with a mean of 4.55 (SD=0.622). They are cautious when making decisions, with a mean of 4.64 (SD=0.561). They require moral support, with a mean of 4.68 (SD=0.544). They consider the challenges of a business before starting it, with a mean of 4.47 (SD=0.667). They value good relationships with employees, with a mean of 4.69 (SD=0.526). They avoid taking on excessive financial loans, with a mean of 4.37 (SD=0.905). They prioritize following their instincts when making decisions, with a mean of 3.89 (SD=1.003). If they face problems, they tend to use traditional methods to solve them, with a mean of 3.49 (SD=1.080). They prefer managing small businesses, with a mean of 3.75 (SD=1.031). They find it difficult to make decisions, with a mean of 3.23 (SD=1.074). They do not have an emergency plan for their business, with a mean of 3.09 (SD=1.260). They do not have significant business contacts, with a mean of 3.47 (SD=1.188) (N=261).

Table 4: Characteristics of Women Entrepreneurs

Characteristics	Mean	Std Deviation
	4.55	.634
Always positive in facing challenges and opportunities	4.60	.578
Have plans to improve the business	4.63	.590
Prioritize communication with employees and customers	4.55	.622
Emphasize building relationships with customers	4.64	.561
Careful in making decisions	4.68	.544
Require moral support	4.47	.667
Consider the challenges in a business before starting	4.69	.526

Value good relationships with employees	4.37	.905
Avoid taking on too much financial debt	3.89	1.003
Rely on intuition in decision-making	3.49	1.080
Use traditional methods to solve problems	3.75	1.031
Prefer managing small businesses	3.23	1.074
Find it difficult to make decisions	3.09	1.260
Lack of an emergency plan for the business	3.47	1.188

Women's Interest in Entrepreneurship

Table 5 illustrates women's interest in entrepreneurship. There are 7 questions posed to the respondents regarding their interest, including acquiring an interest in business with a mean of 4.66 (SD=0.563), having a deep interest in the chosen business field with a mean of 4.62 (SD=0.579), being willing to take risks in business with a mean of 4.34 (SD=0.747), drawing inspiration from the success of others with a mean of 4.38 (SD=0.803), disliking employment under others with a mean of 4.56 (SD=1.106), desiring a luxurious lifestyle with a mean of 3.87 (SD=1.057), and aspiring for independence with a mean of 4.58 (SD=0.567) (N=261).

Table 5: Women's Interest in Entrepreneurship

Interest	Mean	Std Deviation
Generating interest in entrepreneurship	4.66	.563
Having a deep interest in the chosen business field	4.62	.579
Willingness to take risks in business	4.34	.747
Inspiration from the success of others	4.38	.803
Dislike of being employed and receiving a salary	3.56	1.106
Desire to enjoy a luxurious lifestyle	3.87	1.057
Desire for independence	4.58	.567

Contribution to Family Income

Table 6 shows the contribution to family income. There are 9 questions included in this table. The role I play in the family is very important, with a mean of 4.33 (SD=0.789). I am the main contributor to the family with a mean of 3.60 (SD=1.066). I have

reduced the burden on my spouse with a mean of 4.02 (SD=1.052). I like to share income with my spouse with a mean of 4.14 (SD=1.025). Children are more comfortable asking me for things with a mean of 4.10 (SD=1.091). The needs of the children are under my responsibility with a mean of 3.32 (SD=1.357). I never tire of helping the family with a mean of 4.31 (SD=0.924). It is my responsibility to assist the family with a mean of 4.39 (SD=0.799), and I never feel pressured with a mean of 3.61 (SD=1.170) (N=261).

Table 6: Contribution to Family Income

Contribution	Mean	Std Deviation
My role is very important in the family	4.33	.789
I am the main contributor to the family	3.60	1.066
I have reduced the burden on my spouse	4.02	1.052
I enjoy sharing income with my spouse	4.14	1.025
Children are more comfortable asking from me	4.10	1.091
The needs of children are my responsibility	3.32	1.357
I never tire of helping the family	4.31	.924
It is my responsibility to support the family	4.39	.799
I never feel pressured	3.61	1.170

Table 7 provided indicates a correlation between interest and contribution to family income. The Pearson correlation between interest and contribution to family income is 0.311**, indicating a significant relationship between these two factors at the 0.01 significance level. In the 261 samples analyzed, this correlation is found to be significant at a 99% confidence level. Therefore, it can be concluded that the greater someone's interest in engaging in income-generating activities, the greater their contribution to the family income.

Table 7: Correlation Between Passion and Contribution to Family Income

	Passion	Family Income
Pearson Correlation	1	.311**

Sig (2-tailed)		.001
N	261	261

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

DISCUSSION

Over the past ten years, Malaysian women have demonstrated a propensity for entrepreneurship. The proportion of female business owners has significantly increased. This is a promising indication that more and more women are becoming capable leaders. The elements that motivate women to start their businesses will be covered in this section. Nor & Ramli (2016) assert that the primary driver of women's participation in entrepreneurship is the desire to earn money; thus, support from friends, family, and prior employment also play important roles in sparking women's interest in entrepreneurship. According to Ramadani et al. (2015), women who want to increase their family's income often start their businesses.

Interest plays a significant role in business success. When someone has an interest in a particular field, they tend to have higher motivation to learn and develop knowledge and skills in that field. If someone has a deep interest in business, they are more likely to learn and understand how to effectively run a business. They will be prepared to face challenges and work hard to achieve their goals. Furthermore, when someone has a deep interest in business, they are more inclined to continuously sharpen their skills and knowledge. They will strive to improve their business processes, seek new ways to expand their business and explore new opportunities. In conclusion, a deep interest in business plays a crucial role in helping individuals achieve success in their ventures. It provides motivation, fuels creativity, and helps individuals continuously learn and grow in the business field.

CONCLUSION

According to the discussion of the research's findings, the push variables have a bigger impact on women's entrepreneurship than the pull elements do. The elements that influence women's participation in entrepreneurship are examined. The interest of women in business is beneficial to family finances. At the moment, more women are starting their businesses, entering the workforce, and becoming entrepreneurs. This shows that women contribute significantly to society and sustain the neighbourhood. Their entrepreneurial activity will

advance Malaysia's economy. To strengthen women's entrepreneurship development and help them in Malaysia realise their full entrepreneurial potential, there is an urgent need for collaboration and clear policies from the government or non-governmental organisations (NGOs).

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