

The effect of social capital and government support on women's entrepreneurship in Bangladesh: Mediation and multigroup analysis



 **Mohammed Aminur Rahaman**^{1,2}

 **Hilal Ahmad Dar**³⁺

¹Department of Sociology, Lovely Professional University, Punjab, India.

²Department of Sociology, University of Chittagong, Chattogram, Bangladesh.

^{1,2}Email: arahaman@cu.ac.bd

³Department of Sociology, School of Liberal and Creative Arts (Social Sciences and Languages), Lovely Professional University, Punjab, India.

³Email: hilalsocio@gmail.com



(+ Corresponding author)

ABSTRACT

Article History

Received: 23 June 2025

Revised: 1 September 2025

Accepted: 6 October 2025

Published: 21 November 2025

Keywords

Developing country

Government support

Married women entrepreneurs

Self-efficacy

Social capital

Sociocultural support

Women entrepreneurship.

Women's entrepreneurship has emerged as a pivotal and innovative pathway for addressing socioeconomic challenges, particularly in developing economies. While much of the existing literature on entrepreneurship highlights the role of formal institutions within entrepreneurial ecosystems, sociocultural dimensions have received comparatively limited attention. This study examines the influence of family support, social capital, and government support on women's entrepreneurial activities in Bangladesh, with self-efficacy serving as a mediating variable. Employing a quantitative design, survey data were collected from 297 Bangladeshi women entrepreneurs and analyzed using the PLS-SEM approach. The findings demonstrate that social capital plays a critical role as both a direct and indirect driver of women's entrepreneurship. Conversely, family support and government support reveal significant indirect effects, with variations observed across marital status groups. Multigroup analysis indicates that unmarried women entrepreneurs experience a stronger influence of social capital compared to their married counterparts. Grounded in the resource-based view (RBV) theory, the findings underscore that social resources, particularly social capital, serve as key enablers of entrepreneurial engagement, while family and government support contribute indirectly. These insights highlight the need for policymakers to develop targeted initiatives such as awareness programs, capacity-building workshops, and women-focused entrepreneurial institutions that can foster confidence and strengthen the participation of women in entrepreneurial ventures.

Contribution/ Originality: This study contributes to the existing literature by applying the resource-based view to examine how social capital influences women's entrepreneurship. It uses PLS-SEM with multi-group analysis to reveal the role of marital status. The primary contribution of the paper is providing policy insights to enhance women-centric entrepreneurial support systems.

1. INTRODUCTION

Women's entrepreneurship has increasingly emerged as a critical and innovative mechanism for addressing socioeconomic challenges, particularly within developing economies [1]. It is a key driver of economic growth and development [2] that creates employment opportunities [3], alleviates poverty, and improves living standards [4]. Beyond its economic contribution, women's entrepreneurship fosters independence, enhances household well-being, and strengthens community resilience [5-7]. These dimensions are closely aligned with the United Nations' Sustainable Development Goal 1, emphasizing poverty reduction, social protection, access to economic resources, and long-term resilience [8]. Promoting women's economic independence is therefore fundamental to achieving

sustainable development, as their active participation in mainstream economic initiatives is indispensable for institutionalizing inclusive growth [9]. Accordingly, strengthening women's entrepreneurial capacity is a pathway to women's empowerment and a means of advancing broader socioeconomic transformation [10].

Bangladesh is an economically developing country in which about half of the population comprises women actively engaged as entrepreneurs in several businesses [11, 12]. Bangladesh has experienced a surge in the number of women entrepreneurs and their economic impact since the 1990s [10]. From 2008 to 2018, Bangladesh accomplished significant progress in child and women development, especially concerning women's empowerment, decision-making, health and nutrition, and the expansion of small businesses, including job creation [9, 10, 13]. These accomplishments in socioeconomic areas broadened the prospects for achieving gender equality [10]. In recent years, the government has established national programs to promote women's advancement across all economic activity sectors, specifically focusing on their entrepreneurial growth [10, 11].

In recent scholarly interest, the majority of investigations into women's entrepreneurship have predominantly focused on developed nations [14], while studies pertaining to developing countries are scarce [14-16]. Notwithstanding, studies on women entrepreneurship in the developing world are based on theoretical frameworks established in other contexts [15]. Therefore, comprehending the initial business-development strategies employed by women entrepreneurs from developing countries is still complex [15]. In addition, studies on entrepreneurship predominantly emphasize formal institutions (such as government, financial institutions, and incubators) that constitute entrepreneurial ecosystems, while sociocultural factors have received limited focus [17]. Research reveals significant disparities in the distinct problems faced by women entrepreneurs, particularly concerning sociocultural constraints that their male counterparts stereotypically do not experience [16, 18]. Considering these gaps, this study aims to identify significant sociocultural factors and government support in shaping women's self-efficacy toward entrepreneurship. In a patriarchal society, marital status is one of the crucial factors for women when making any entrepreneurial decisions [19]. The paucity of studies related to marital status in Bangladesh further motivates investigating the relationship between sociocultural factors and women's entrepreneurship for married and unmarried women. The following research questions are addressed to be answered through the investigation;

- Are there any associations between sociocultural factors, government support, and women's entrepreneurship?
- Does self-efficacy matter in the relationship between socio-cultural factors and women's entrepreneurship?
- Does the relationship between socio-cultural factors and women's entrepreneurship differ by the marital status of women entrepreneurs?

2. LITERATURE REVIEW

2.1. Theoretical Background

Women entrepreneurship refers to the engagement of women in establishing and growing their enterprises through innovative concepts and initiatives [20]. The Resource-Based View (RBV) [21] developed an approach for understanding how organizations might attain pervasive competitive advantage by leveraging valuable, scarce, distinctive, and non-replaceable resources. In entrepreneurship, the RBV posits that the resources accessible to an entrepreneur, both tangible (physical and financial assets) and intangible (social capital and networks), are essential for the establishment and success of a new business [22]. The notion of resource-based entrepreneurship posits that women's potential for entrepreneurship is significantly influenced by their access to valuable and exclusive resources [23-25].

Establishing a new business differs from managing an established one, as the entrepreneur has yet to receive the explicit and tacit information critical for its establishment and management [26]. The new business requires a comprehensive set of operational and particular plans to utilize various resources [27]. As a result, entrepreneurs consider readily available resources during the decision-making process. In this context, a supportive environment is crucial for enabling entrepreneurs to obtain sufficient knowledge and appropriate assistance to successfully initiate

and manage their businesses [27]. Nevertheless, women entrepreneurs recurrently encounter gender-based discrepancies in resource availability (e.g., access to finance, social capital, government support, and family support), which can hinder their abilities (self-efficacy) to utilize the Resource-Based View (RBV) for entrepreneurial success [28]. Women often face diverse obstacles in obtaining financial resources, support from family and society, and government, resulting in an inequitable landscape for women entrepreneurs relative to their male counterparts.

2.2. Hypothesis Development

Given that resources are pivotal in entrepreneurial endeavors [23], the comprehension of resources has garnered significant attention from the academic community [29]. Family support is deemed essential for entrepreneurial success [30]. It encompasses real and intangible aid entrepreneurs obtain from family members, significantly influencing their entrepreneurial cognition, behavior, and performance [31]. According to the family embeddedness hypothesis, the roles and interactions of family members in entrepreneurship can impact the entire entrepreneurial process, from organizational emergence to entrepreneurial success [32, 33]. A notable feature of this relational embeddedness is that entrepreneurs can fully leverage the resources offered by family members to undertake entrepreneurial activities [33]. Studies have categorized family support into financial and emotional support [34]. Financial support denotes the monetary sponsorship provided to entrepreneurs by family members, which is essential for the survival and growth of firms [33]. Emotional support denotes the psychological encouragement and understanding provided by family members, which can inspire entrepreneurs to persevere in their objectives and sustain a positive outlook during challenging phases of entrepreneurship [35]. The family system significantly influences entrepreneurial processes, such as startup decisions, and outcomes, including firm performance and wellbeing, yielding both positive and negative effects [30, 33]. Therefore, this study suggests that family social capital, defined as family support, facilitates entrepreneurs in initiating or preparing for a new enterprise [29, 33].

H₁: Family support significantly affects women's entrepreneurship.

Social capital denotes the interpersonal relationships within a certain social group that enable its members to collaborate in attaining their objectives [36]. It provides a real-time scope for social engagement that expands women's communal networks [37]. Thus, it facilitates women entrepreneurs in accessing innovative ideas, procedures, practices, strategies, commercial prospects, and market entry, which are crucial for the growth and progress of enterprises [38, 39]. It facilitates information exchange, fosters trust and commitment, addresses issues, and proves supportive of women entrepreneurs [24, 40, 41]. Therefore, social capital is crucial for enhancing the growth and development of women entrepreneurs [16, 40].

H₂: Social capital has a significant effect on women's entrepreneurship.

Previous scholars have recognized that government policies and initiatives strongly influence the settings of women entrepreneurs and the development of the necessary skills and competencies for entrepreneurs [5, 19, 42] however, its effectiveness in this domain is notably inadequate [27, 43, 44]. The Government of Bangladesh launched various programs to empower women to commence entrepreneurial activities [10, 11]. In addition, some NGOs have endorsed initiatives for women's entrepreneurship [45]. Therefore, this study suggests that government support significantly affects women's entrepreneurship.

H₃: Government support significantly influences women's entrepreneurship.

In entrepreneurial activity, self-efficacy is crucial as it affects an individual's drive to initiate and maintain a business [46], serving as an indicator of entrepreneurial intentions [16] and entrepreneurial outcomes [47]. It is believed to significantly impact the business objectives, learning behaviors, perseverance, and growth ambitions of persons who initiate or manage enterprises [48]. This study suggests that entrepreneurs with high self-efficacy regarding their capabilities promote entrepreneurial behavior.

H₄: Self-efficacy has a significant influence on women's entrepreneurship.

2.3. Self-Efficacy as Mediator

Social-supported environments (e.g., access to finance, family support, and social capital) facilitate the enhancement of entrepreneurial confidence and aspirations among women entrepreneurs by providing access to new business concepts and entrepreneurial cognition [49]. The success of entrepreneurial endeavors may be influenced by the degree to which a socially supported environment either incentivizes or deters entrepreneurial thoughts and innovative actions [50]. A socially supported environment encourages nascent entrepreneurs to engage in developing new businesses, facilitated by the presence of both tangible and intangible resources [51]. Therefore, women entrepreneurs must obtain societal support for their entrepreneurial activities within a local community, as social legitimacy enhances resource allocation and alleviates the disadvantages of inexperience, improving the business's success [52]. The lack of social support for women's entrepreneurship could discourage aspiring women entrepreneurs from continuing their endeavors to achieve social acceptance [53].

Previous studies on women's entrepreneurship have offered theoretical and empirical insights into the relationship between socially supported environments and women's entrepreneurial endeavors [54–56] limited studies examined the significance of pinpointing the specific cognitive mechanisms by which socially supported environment facilitate successful startups for women [25, 56]. This study argues that women who realize socially supported settings, including social capital, family support, access to finance, and government support for women entrepreneurs, enhance confidence. The central assertion is that women entrepreneurs with high self-efficacy are more inclined to identify and capitalize on entrepreneurial possibilities [5, 56]. Notwithstanding the robustness of the sociocultural and government support available to a woman entrepreneur, the absence of an improved and sustained sense of self-efficacy diminishes the likelihood of entrepreneurial activities. The following hypothesis is developed as follows;

H₁: Self-efficacy mediates the relationship between family support and women's entrepreneurship.

H₂: Self-efficacy mediates the relationship between social capital and women's entrepreneurship.

H₃: Self-efficacy mediates the relationship between government support and women's entrepreneurship.

2.4. Marital Status of Entrepreneurs

Demographic variables are crucial in determining significant factors that influence entrepreneurial activities. The majority of the studies emphasised the influence of demographic factors, including gender, age, educational level, marital status, and prior entrepreneurial experience, on entrepreneurial behaviours Alene [19]; Amofah and Saladrighes [57]; Dvouletý et al. [58] and Kawai and Kazumi [59]. Peter and Munyithya [60] revealed an inverse correlation between married status and the entrepreneurial performance of women and asserted that unmarried women exhibit business performance close to men and possess diversified networks in Kenya. However, Alene [19] and Ayinaddis [61] identified marital status as an insignificant factor while demonstrating women entrepreneurs' performance in Ethiopia. Similarly, Dvouletý et al. [58] found no significant difference between married and unmarried women entrepreneurs regarding entrepreneurial engagement in the Czech Republic.

This study argued that marital status varies in the relationship between influential factors and women's entrepreneurship in Bangladesh. It is evident from the context that married women with children bear increased obligations for nourishing and clothing both their children and themselves, and attending to other household members. This indicates that gender alone does not signify a discrepancy; however, marital status determines the relationship between sociocultural factors and self-efficacy toward women's entrepreneurship.

2.5. Conceptual Framework

Based on the proposed hypotheses, this study formulated the conceptual framework as presented in Figure 1. In the framework, women's entrepreneurship is the dependent variable, which is directly influenced by independent variables such as family support, social capital, government support, and self-efficacy (H1-H4). It further shows that

self-efficacy is the mediator that mediates the relationship between family support, social capital, government support, and women's entrepreneurship (H5-H7). Marital status is a categorical factor that creates deviations in all proposed relationships in this study.

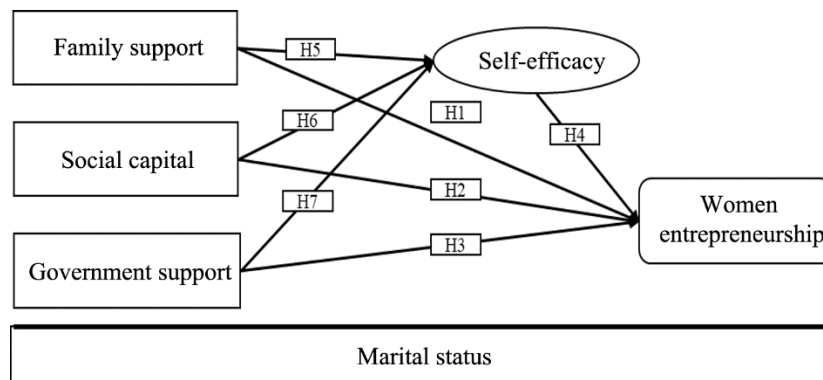


Figure 1. Conceptual framework.

3. METHOD

3.1. Data

Based on the stratified purposive sampling technique, data were collected from major cities in Bangladesh, namely Dhaka, Chattogram, Sylhet, Khulna, and Barisal. Due to distance and cost considerations, the data were collected using both online and offline methods. Out of 297 data points, a total of 111 survey data were collected using printed questionnaires, while the remaining 186 data were gathered from online participants. The online survey was designed with a compulsory response option that prevented incomplete submissions unless all questions were answered, resulting in no missing data. In contrast, the physically distributed questionnaires had three instances of missing responses, which were omitted from the total data sample. The targeted respondents are mainly women entrepreneurs, especially those who operate their businesses.

3.2. Measurement of Items

The measurement items for constructs used in the research model were taken from previous studies. There are five constructs: family support, social capital, government support, self-efficacy, and women entrepreneurship. Respondents marked their responses with a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Therefore, the measurement items for all constructs were adapted from prior studies. For instance, four items such as, 'through running my business, I have offered/created a new product/service for customers' adapted from a study led by Bagheri et al. [62] four items for family support such as, 'Family support has played an important role in my business success' and four items for government support from Chhabra et al. [63] followed by five items for social capital adapted from Prayitno et al. [64] and five items for self-efficacy from Chen et al. [48]. The measurement items were validated by performing a pilot study before proceeding with final data collection.

4. RESULTS AND DISCUSSION

4.1. Measurement Model

Prior to developing the structural model, scholars first evaluate the measurement model to ensure data reliability and validity. This study assessed construct reliability and validity through Cronbach's Alpha, composite reliability (CR), and convergent validity (average variance extracted-AVE). Table 1 presents the construct reliability and validity for both marital status-specific and complete samples. The Cronbach's Alpha and CR values for all variables exceeded the recommended threshold of 0.7 [65] for the complete, married entrepreneurs, and unmarried entrepreneurs. The AVE values were higher than the suggested threshold of 0.5 across all constructs for the complete

sample, married, and unmarried entrepreneurs. Overall, the results indicate good construct reliability and convergent validity of the constructs for the complete dataset as well as for married and unmarried entrepreneurs.

Table 1. Construct reliability and convergent validity.

Items	Complete			Married			Unmarried			VIF
	α	CR	AVE	α	CR	AVE	α	CR	AVE	
FS	0.808	0.841	0.576	0.822	0.865	0.618	0.795	0.812	0.532	1.112
SC	0.893	0.922	0.703	0.880	0.913	0.681	0.902	0.928	0.721	1.686
GS	0.839	0.890	0.670	0.835	0.885	0.659	0.843	0.894	0.679	1.059
SE	0.806	0.866	0.566	0.783	0.853	0.543	0.826	0.878	0.590	1.507
WE	0.884	0.841	0.743	0.902	0.932	0.773	0.866	0.908	0.713	1.719

Meanwhile, discriminant validity was examined through cross-loadings as well as the HTMT ratio. The results indicate that the factor loadings of the underlying construct's items were higher than those of the other construct's items in each sample (see Appendix 1), thus confirming discriminant validity. Further, the HTMT ratio for each construct was lower than the suggested threshold value of 0.85, thus establishing the discriminant validity of the constructs for all sets of samples (refer to Table 2). Further, this study measured the goodness of fit (GoF) for the overall hypothesized model using the formula (Equation 1) suggested by Tenenhaus et al. [66]. The GoF value is calculated as 0.30 for the complete, 0.24 for the married, and 0.31 for the unmarried entrepreneurs (Table 3), suggesting the fitness of the model by attaining more than the global criterion of 0.30 Henseler et al. [67] and Wetzels et al. [68] except for married entrepreneurs.

$$GoF = \sqrt{\text{Average of all AVE values} * \text{Average } R^2} \quad (1)$$

Table 2. HTMT ratios.

Constructs	FS	GS	SC	SE	VIF	
FS						Complete
GS	0.113					
SC	0.315	0.194				
SE	0.344	0.440	0.551			
WE	0.247	0.234	0.678	0.586		
FS						Married
GS	0.133					
SC	0.325	0.137				
SE	0.356	0.443	0.558			
WE	0.257	0.189	0.550	0.574		
FS						Unmarried
GS	0.120					
SC	0.309	0.246				
SE	0.338	0.444	0.545			
WE	0.246	0.289	0.813	0.602		

4.2. Structural Model

Before proceeding to the structural model (Figure 2), the multicollinearity issue was examined through the Variance Inflation Factor (VIF). The results in Table 1 show that the VIF value is less than or equal to five, indicating no multicollinearity issues in the model [65]. The current study indicates that there are no significant multicollinearity issues in the data, as all VIF values for the constructs are below 5. The R^2 values range from 0.369 to 0.524 for the dependent variables across different samples, including complete, married, and unmarried data samples. These R^2 values can be considered modest across the samples [69]. Using the Q^2 for the dependent variables, this study examined the predictive relevance. The Q^2 values ranged from 0.225 to 0.518, which are regarded as indicating modest predictive power across all data sets.

Table 3. Goodness of fit, R^2 , and Q^2 values.

Data sample	GoF	R^2		Q^2	
		SE	WE	SE	WE
Complete	0.30	0.379	0.438	0.355	0.371
Married	0.24	0.390	0.335	0.325	0.225
Unmarried	0.31	0.379	0.580	0.316	0.518

Henceforth, the proposed hypotheses are examined, and the results are displayed in Table 4. According to the results, H2 refers to the relationship between social capital (SC) and women's entrepreneurship (WE), and H4 refers to the link between self-efficacy (SE) and women's entrepreneurship, which unveiled a significant and positive path. In the meantime, both H1: the effect of family support (FS) on women's entrepreneurship and H3: the link between government support (GS) and women's entrepreneurship (WE) exhibit an insignificant path in all sets of datasets. H5: the mediating effect of self-efficacy on the effect of family support on women's entrepreneurship unveiled a significant and positive full mediation path ($\beta=0.066$; $t=3.471$; $p=0.001$) in both complete and unmarried entrepreneurs' sample ($\beta=0.062$; $t=2.649$; $p=0.008$), while it was insignificant ($\beta=0.069$; $t=1.799$; $p=0.072$) for married entrepreneurs' sample. Meanwhile, H6: the mediation effect of self-efficacy between social capital and women's entrepreneurship uncovered a significant partial mediation effect for both complete ($\beta=0.10$; $t=2.903$; $p=.001$) and married entrepreneurs' sample ($\beta=0.231$; $t=2.506$; $p=.012$), while it was insignificant ($\beta=0.077$; $t=1.707$; $p=.088$) for unmarried entrepreneurs. The final hypothesis (H7: mediation effect between government support and women's entrepreneurship) is fully mediated in all sample sets.

Table 4. Hypothesized relationships.

Complete dataset				
Hypotheses	β	T	p	Decision
H1: FS -> WE	0.01	0.201	0.84	Not supported
H2: SC-> WE	0.474	8.951	0.001	Supported
H3: GS-> WE	0.012	0.216	0.829	Not supported
H4: SE-> WE	0.277	4.928	0.001	Supported
H5: FS->SE->WE	0.066	3.471	0.001	Supported (Full)
H6: SC->SE->WE	0.100	2.903	0.001	Supported (Partial)
H7: GS->SE->WE	0.079	4.099	0.004	Supported (Full)
Married entrepreneurs				
H1a: FS -> WE	0.033	0.406	0.684	Not supported
H2a: SC-> WE	0.322	4.213	0.001	Supported
H3a: GS-> WE	-0.005	0.058	0.954	Not supported
H4a: SE-> WE	0.334	3.991	0.001	Supported
H5a: FS->SE->WE	0.069	1.799	0.072	Not supported
H6a: SC->SE->WE	0.131	2.506	0.012	Supported (Partial)
H7a: GS->SE->WE	0.103	3.372	0.001	Supported (Full)
Unmarried entrepreneurs				
H1b: FS -> WE	-0.003	0.042	0.967	Not supported
H2b: SC-> WE	0.615	9.059	0.001	Supported
H3b: GS-> WE	0.024	0.342	0.733	Not supported
H4b: SE-> WE	0.231	2.965	0.003	Supported
H5b: FS->SE->WE	0.062	2.649	0.008	Supported (Full)
H6b: SC->SE->WE	0.077	1.707	0.088	Not supported
H7b: GS->SE->WE	0.063	2.428	0.015	Supported (Full)

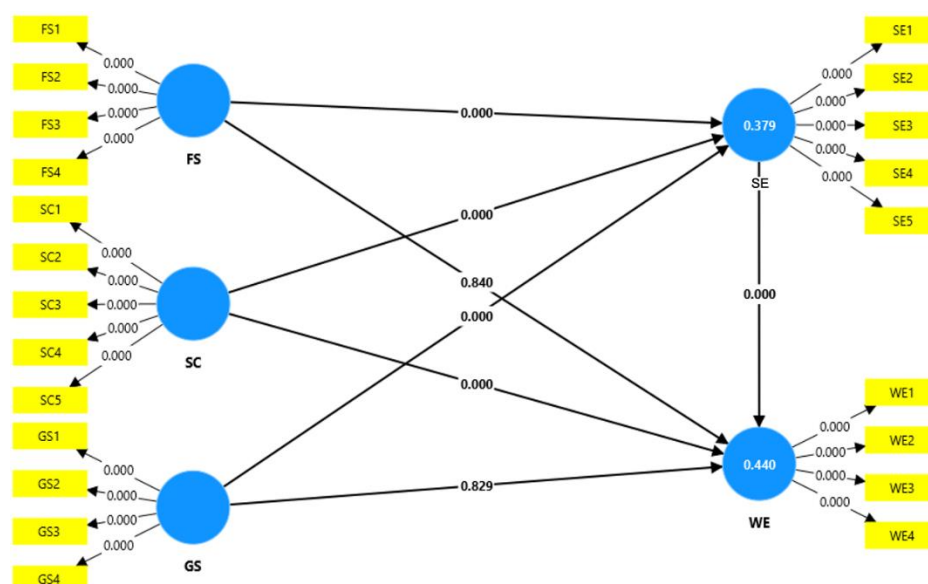


Figure 2. Structural model.

4.3. Multigroup Analysis

This study considered the noteworthy variations between married and unmarried women entrepreneurs in terms of the effects of family support, government support, social capital, and self-efficacy on entrepreneurial activities. All the path differences between married and unmarried samples are insignificant except for social capital and women's entrepreneurship. The different path coefficients for social capital and women's entrepreneurship are significant, indicating that the impact of social capital on women's entrepreneurship is stronger for unmarried respondents. The results of multigroup analysis are displayed in Table 5.

Table 5. Results of multigroup analysis.

Hypothesis path	Difference (Unmarried-married)	p-value
H1: FS -> WE	-0.036	0.327
H2: SC-> WE	0.293	0.003
H3: GS-> WE	0.030	0.397
H4: SE-> WE	-0.103	0.816
H5: FS->SE->WE	-0.007	0.557
H6: SC->SE->WE	-0.054	0.790
H7: GS->SE->WE	-0.041	0.850

The overall results indicate that social capital and self-efficacy directly influence women's entrepreneurship, whereby family support and government influence on women's entrepreneurship are fully mediated by self-efficacy. Thus, social capital is partially mediated by self-efficacy. However, the stimulus of social capital on entrepreneurship differs between married and unmarried women.

4.4. Discussion

The RBV (Resource-Based View) theory asserts that resources and capabilities are key drivers of decision-making in any venture, including entrepreneurial activities [22, 25]. The findings support the idea that resources such as social capital demonstrate women's courage to initiate any entrepreneurial activity. These systems can substantially improve women's capacity to initiate and expand their businesses by cultivating an atmosphere of support and practical aid. Social capital can facilitate partnerships and collaborative opportunities and encourage structures that enhance business resilience [41]. This supports the notion that social capital serves as a valuable and intangible asset for the growth and advancement of microenterprises [70]. The viewpoint of social capital among women

entrepreneurs enhances access to business knowledge, which is crucial for fostering business development and achievement [41, 71]. Meanwhile, this study found that self-efficacy is another significant catalyst for women's entrepreneurship, which supports previous studies such as Alnemer [72] and Qamariah et al. [73], who stated that higher levels of self-efficacy in women are associated with greater positive perceptions of their capacity for entrepreneurship. Regarding family support, the findings indicate an insignificant direct effect on entrepreneurship, which contradicts the earlier findings of Dewitt et al. [74] and Al Boinin [75] who revealed that family support significantly influences women's decisions to pursue entrepreneurship. Henceforth, this study found an insignificant effect of government support on women's entrepreneurship. This finding contradicts a past study conducted by Rakib et al. [76], which found that government support is a significant catalyst for women's entrepreneurship.

Although social capital has a significant direct impact on entrepreneurial activities, self-efficacy intervenes in this relationship. The findings indicate that self-efficacy improves through the availability of social capital, which leads to entrepreneurial endeavors. Subsequently, the relationship between family support and entrepreneurial endeavors is fully mediated by self-efficacy, primarily among unmarried entrepreneurs. The findings explain that unmarried women perceive favorable family support, demonstrating higher self-efficacy, which encourages them to engage in entrepreneurial activities. Conversely, married women who experience unfavorable family support have lower self-efficacy toward entrepreneurial endeavors. However, government support is critical in enhancing women entrepreneurs' self-efficacy [56]. Both married and unmarried women demonstrated higher self-efficacy through government support, which led them to start their own businesses.

This study further investigated the profound effect of marital status on the association between determinants and women's entrepreneurship, specifically regarding the varying impacts of marital status in the context of women's entrepreneurship. This study unveiled the significant difference between married and unmarried women in terms of social capital. The findings showed that the impact of social capital is stronger for unmarried women than for married women. Usually, married women face several barriers in decision-making within a patriarchal society, such as obligations to their spouse's family, caring for children, and social stigma that hinder their decision to start their own business [77, 78]. Social variables significantly influence the development of women's self-efficacy, and the lack of social support can severely impede their entrepreneurial aspirations. In a developing nation such as Bangladesh, societal attitudes may significantly influence women's self-efficacy due to existing gender stereotypes. Married women are perceived as superior homemakers rather than entrepreneurs attempting to establish their own businesses. They experience challenges in achieving work-life balance due to insufficient family support, resulting in ambiguity regarding their familial responsibilities and professional obligations [77]. On the other hand, unmarried women are free from spouse and family obligations, which facilitates their entrepreneurial decisions comparatively. This is also supported by the finding of family and social support, whereby the relationship was significant for unmarried women, while insignificant for married women. This can be explained by the fact that unmarried women receive the additional privilege of living with their parents, which comparatively supports the realm of children's welfare.

5. IMPLICATIONS

5.1. Theoretical

This study assessed the influences of societal factors on strengthening self-efficacy toward women's entrepreneurship in a patriarchal setting. It reinforces the notion of RBV theory that particular social factors, especially social capital, directly and indirectly influence women's entrepreneurship, while family support and government support indirectly influence women's entrepreneurship. This study demonstrated that resources themselves cannot directly influence women's entrepreneurship. Socially supported environments that foster sociocultural resources improve confidence and drive entrepreneurial endeavors. This study enhances the women's entrepreneurial literature by underscoring the necessity of further examining the marital status of women entrepreneurs in influencing their entrepreneurial endeavors through sociocultural resources in a patriarchal

environment and stresses the significance of integrating these insights into theoretical models that analyze women's entrepreneurship in developing countries. Government support is emphasized as crucial in establishing a supportive and equitable environment for women entrepreneurs. Finally, this study posits the importance of individual belief and capabilities of utilizing external resources to engage in entrepreneurial endeavors, thus, self-efficacy is an important factor.

5.2. Practical

The present study offers crucial findings for women entrepreneurs and suggestions for policymakers. The findings indicate that women entrepreneurs necessitate psychological belief and confidence in utilizing external resources to initiate their businesses, which can be achieved through a socially supportive environment for women. The study further demonstrates social capital's significance for married and unmarried entrepreneurs, which signifies the recognition of such resources for entrepreneurial endeavors. They possess a diminished capacity to acquire substantial social capital. These findings are crucial for novice entrepreneurs as well as future women entrepreneurs. Access to social capital, such as networks and the exchange of experiences and expertise, may positively influence entrepreneurial activities. To address the issue of diminished confidence post-marriage, both local and national governments can intervene to harmonize the distinct responsibilities of a woman, a successful entrepreneur, a devoted mother, and an accountable wife. This can be achieved by integrating women's entrepreneurial aspects into the development of all policies and strategies, considering the influence of social, economic, legal, and administrative factors on women's entrepreneurship. The findings also indicate that women's motivation and confidence can significantly improve entrepreneurial performance. Consequently, policymakers should organize promotional seminars and training or establish women's entrepreneurial institutions to empower women to cultivate confidence and initiate business endeavors.

6. CONCLUSION

The main purpose of this study was to assess the effect of family, social, and government support on women's entrepreneurship. Furthermore, it evaluated the mediating role of self-efficacy within the model, utilizing multigroup analysis to examine differences in relationships between married and unmarried women entrepreneurs. The findings confirmed that social capital functions as both a direct and indirect driver of women's entrepreneurship. Conversely, family support and government support demonstrate significant indirect effects, with variations observed across marital status groups.

Multigroup analysis indicates that unmarried women entrepreneurs experience a stronger influence of social capital compared to their married counterparts.

6.1. Limitations and Future Research Directions

Every study has its limits, and this study is no exception. The primary limitation pertains to the sampling, conducted in six major cities; nevertheless, future researchers may extend it to a national scale to achieve more complete results, taking into account geological and cultural disparities.

Further, future scholars may connect the present study with countries that share common cultural practices through a comparative analysis. Additionally, this study recommends a mixed-method approach for future research, specifically articulating important factors by performing a qualitative study, then verifying crucial factors using a quantitative study. It is recommended that more variables be incorporated in future research to gain a more comprehensive understanding of the notion of women's entrepreneurship.

Finally, further studies can include moderating the effect of religion as well as education, which may strengthen or lessen the association between these parameters and women's entrepreneurship.

Funding: This study received no specific financial support.

Institutional Review Board Statement: The Ethical Committee of the Lovely Professional University (LPU), Punjab, India has granted approval for this study on 01 June 2023 (Ref. No. LPU/CRDP/PHD/EC/20230823/002495)

Transparency: The authors state that the manuscript is honest, truthful, and transparent, that no key aspects of the investigation have been omitted, and that any differences from the study as planned have been clarified. This study followed all writing ethics.

Competing Interests: The authors declare that they have no competing interests.

Authors' Contributions: Both authors contributed equally to the conception and design of the study. Both authors have read and agreed to the published version of the manuscript.

Disclosure of AI Use: The author(s) used OpenAI's ChatGPT5.0 to refine the wording of the importance of the study. All outputs were reviewed and verified by the authors.

REFERENCES

- [1] A. Mishra and B. Debata, "Livelihood security among rural poor: Evaluating the impact of Rural Livelihood Mission in Odisha, India," *Cogent Economics & Finance*, vol. 9, no. 1, p. 1978705, 2021. <https://doi.org/10.1080/23322039.2021.1978705>
- [2] A. Gawel and E. Mińska-Struzik, "The digitalisation as gender equaliser? The import and export of digitally delivered services in shaping female entrepreneurship in European countries," *International Journal of Gender and Entrepreneurship*, vol. 15, no. 3, pp. 293-313, 2023. <https://doi.org/10.1108/IJGE-08-2022-0141>
- [3] I. Kelikume, "Digital financial inclusion, informal economy and poverty reduction in Africa," *Journal of Enterprising Communities: People and Places in the Global Economy*, vol. 15, no. 4, pp. 626-640, 2021. <https://doi.org/10.1108/JEC-06-2020-0124>
- [4] C. Laffineur, S. D. Barbosa, A. Fayolle, and E. Nziali, "Active labor market programs' effects on entrepreneurship and unemployment," *Small Business Economics*, vol. 49, no. 4, pp. 889-918, 2017. <https://doi.org/10.1007/s11187-017-9857-7>
- [5] M. Abrar ul Haq, S. Victor, and F. Akram, "Exploring the motives and success factors behind female entrepreneurs in India," *Quality & Quantity*, vol. 55, no. 3, pp. 1105-1132, 2021. <https://doi.org/10.1007/s11135-020-01046-x>
- [6] M.-T. Lepeley, *The multiplier effect of wellbeing of women entrepreneurs. In the wellbeing of women in entrepreneurship*, 1st ed. New York: Routledge/Taylor & Francis Group, 2019.
- [7] M. Sánchez-Limón, P. Severino-González, G. Rebolledo-Aburto, J. Dote-Pardo, and I. Scott-Kinney, "Female entrepreneurship and sustainability: Behavioral insights and sustainable development goals," *Sustainable Futures*, vol. 9, p. 100695, 2025. <https://doi.org/10.1016/j.sfr.2025.100695>
- [8] United Nations, *Transforming our world: The 2030 agenda for sustainable development*. New York: United Nations, 2015.
- [9] F. Khanum, N. Akter, T. A. Deep, M. A. R. Nayeem, and F. Akter, "The role of women entrepreneurship in women empowerment: A case study in the city of Barishal, Bangladesh," *Asian Journal of Advances in Research*, vol. 3, no. 1, pp. 346-357, 2020.
- [10] A. Andriamahery and M. Qamruzzaman, "Do access to finance, technical know-how, and financial literacy offer women empowerment through women's entrepreneurial development?," *Frontiers in Psychology*, vol. 12, p. 776844, 2022. <https://doi.org/10.3389/fpsyg.2021.776844>
- [11] A. Akhter, M. J. Ali, K. R. Tanchi, W. B. Latif, and M. M. Karim, "Determinants of women's entrepreneurial performance: Evidence from Bangladesh," *Problems and Perspectives in Management*, vol. 21, no. 1, pp. 302-311, 2023. [https://doi.org/10.21511/ppm.21\(1\).2023.26](https://doi.org/10.21511/ppm.21(1).2023.26)
- [12] M. Z. R. Siddique, "Women entrepreneurship in Bangladesh: Influential aspects and their relationship in small and medium enterprise involvement," *Journal for International Business and Entrepreneurship Development*, vol. 11, no. 4, pp. 302-326, 2018.
- [13] M. A. M. Chowdhury, M. C. M. Salleh, S. A. Rusmita, and P. S. Sukmaningrum, "Does microcredit bring the women into economic world: Evidence from Bangladesh," *KnE Social Sciences*, vol. 3, no. 13, pp. 1238-1248, 2019. <https://doi.org/10.18502/kss.v3i13.4280>

- [14] G. M. Cardella, B. R. Hernández-Sánchez, and J. C. Sanchez Garcia, "Entrepreneurship and family role: A systematic review of a growing research," *Frontiers in Psychology*, vol. 10, p. 2939, 2020. <https://doi.org/10.3389/fpsyg.2019.02939>
- [15] O. M. Ogundana, A. Simba, L.-P. Dana, and E. Liguori, "Women entrepreneurship in developing economies: A gender-based growth model," *Journal of Small Business Management*, vol. 59, no. sup1, pp. S42-S72, 2021. <https://doi.org/10.1080/00472778.2021.1938098>
- [16] R. U. Khan, Y. Salamzadeh, S. Z. A. Shah, and M. Hussain, "Factors affecting women entrepreneurs' success: A study of small-and medium-sized enterprises in emerging market of Pakistan," *Journal of Innovation and Entrepreneurship*, vol. 10, no. 1, p. 11, 2021. <https://doi.org/10.1186/s13731-021-00145-9>
- [17] M. McAdam, C. Crowley, and R. T. Harrison, "Digital girl: Cyberfeminism and the emancipatory potential of digital entrepreneurship in emerging economies," *Small Business Economics*, vol. 55, no. 2, pp. 349-362, 2020. <https://doi.org/10.1007/s11187-019-00301-2>
- [18] S. Panda, "Constraints faced by women entrepreneurs in developing countries: Review and ranking," *Gender in Management: An International Journal*, vol. 33, no. 4, pp. 315-331, 2018. <https://doi.org/10.1108/GM-01-2017-0003>
- [19] E. T. Alene, "Determinants that influence the performance of women entrepreneurs in micro and small enterprises in Ethiopia," *Journal of Innovation and Entrepreneurship*, vol. 9, no. 1, p. 24, 2020. <https://doi.org/10.1186/s13731-020-00132-6>
- [20] N. Abdo and C. Kerbage, "Women's entrepreneurship development initiatives in Lebanon: Micro-achievements and macro-gaps," *Gender & Development*, vol. 20, no. 1, pp. 67-80, 2012. <https://doi.org/10.1080/13552074.2012.663639>
- [21] J. Barney, "Firm resources and sustained competitive advantage," *Journal of Management*, vol. 17, no. 1, pp. 99-120, 1991. <https://doi.org/10.1177/014920639101700108>
- [22] D. F. Kakeesh, "Female entrepreneurship and entrepreneurial ecosystems," *Journal of Research in Marketing and Entrepreneurship*, vol. 26, no. 3, pp. 485-526, 2024. <https://doi.org/10.1108/JRME-09-2023-0158>
- [23] C. G. Brush, P. G. Greene, and M. M. Hart, "From initial idea to unique advantage: The entrepreneurial challenge of constructing a resource base," *Academy of Management Perspectives*, vol. 15, no. 1, pp. 64-78, 2001. <https://doi.org/10.5465/ame.2001.4251394>
- [24] E. McKeever, A. Anderson, and S. Jack, "Entrepreneurship and mutuality: Social capital in processes and practices," *Entrepreneurship & Regional Development*, vol. 26, no. 5-6, pp. 453-477, 2014. <https://doi.org/10.1080/08985626.2014.939536>
- [25] S. A. Zahra, "The resource-based view, resourcefulness, and resource management in startup firms: A proposed research agenda," *Journal of Management*, vol. 47, no. 7, pp. 1841-1860, 2021. <https://doi.org/10.1177/01492063211018505>
- [26] J. J. Chrisman, J. H. Chua, and P. Sharma, "Trends and directions in the development of a strategic management theory of the family firm," *Entrepreneurship Theory and Practice*, vol. 29, no. 5, pp. 555-575, 2005. <https://doi.org/10.1111/j.1540-6520.2005.00098.x>
- [27] O. S. Al-Kwafi, T. Tien Khoa, V. Ongsakul, and Z. U. Ahmed, "Determinants of female entrepreneurship success across Saudi Arabia," *Journal of Transnational Management*, vol. 25, no. 1, pp. 3-29, 2019. <https://doi.org/10.1080/15475778.2019.1682769>
- [28] H. Ahl, "Why research on women entrepreneurs needs new directions," *Entrepreneurship Theory and Practice*, vol. 30, no. 5, pp. 595-621, 2006. <https://doi.org/10.1111/j.1540-6520.2006.00138.x>
- [29] W. Wan, H. Wu, and H.-L. Hu, "Roles of entrepreneurial resource acquisition and family support in internet use and women's entrepreneurial competence," *Sage Open*, vol. 14, no. 2, pp. 1-13, 2024. <https://doi.org/10.1177/21582440241242999>
- [30] G. N. Powell and K. A. Eddleston, "Family involvement in the firm, family-to-business support, and entrepreneurial outcomes: An exploration," *Journal of Small Business Management*, vol. 55, no. 4, pp. 614-631, 2017. <https://doi.org/10.1111/jsbm.12252>

- [31] D. H. B. Welsh, E. Memili, and E. Kaciak, "An empirical analysis of the impact of family moral support on Turkish women entrepreneurs," *Journal of Innovation & Knowledge*, vol. 1, no. 1, pp. 3-12, 2016. <https://doi.org/10.1016/j.jik.2016.01.012>
- [32] H. E. Aldrich and J. E. Cliff, "The pervasive effects of family on entrepreneurship: Toward a family embeddedness perspective," *Journal of Business Venturing*, vol. 18, no. 5, pp. 573-596, 2003. [https://doi.org/10.1016/S0883-9026\(03\)00011-9](https://doi.org/10.1016/S0883-9026(03)00011-9)
- [33] F. Xu, F. W. Kellermanns, L. Jin, and J. Xi, "Family support as social exchange in entrepreneurship: Its moderating impact on entrepreneurial stressors-well-being relationships," *Journal of Business Research*, vol. 120, pp. 59-73, 2020. <https://doi.org/10.1016/j.jbusres.2020.07.033>
- [34] M. Mari, S. Poggessi, and L. De Vita, "Family embeddedness and business performance: Evidences from women-owned firms," *Management Decision*, vol. 54, no. 2, pp. 476-500, 2016. <https://doi.org/10.1108/MD-07-2014-0453>
- [35] H. Van Auken and J. Werbel, "Family dynamic and family business financial performance: Spousal commitment," *Family Business Review*, vol. 19, no. 1, pp. 49-63, 2006. <https://doi.org/10.1111/j.1741-6248.2006.00059.x>
- [36] R. D. Putnam, "Tuning in, tuning out: The strange disappearance of social capital in America," *PS: Political Science & Politics*, vol. 28, no. 4, pp. 664-683, 1995. <https://doi.org/10.2307/420517>
- [37] T. Davidson and P. Sanyal, "Associational participation and network expansion: Microcredit self-help groups and poor women's social ties in rural India," *Social Forces*, vol. 95, no. 4, pp. 1695-1724, 2017. <https://doi.org/10.1093/sf/sox021>
- [38] T. Oinas, P. Ruuskanen, M. Hakala, and T. Anttila, "The effect of early career social capital on long-term income development in Finland," *International Journal of Sociology and Social Policy*, vol. 40, no. 11-12, pp. 1373-1390, 2020. <https://doi.org/10.1108/IJSSP-02-2020-0032>
- [39] J. M. H. M. Upulwehera *et al.*, "Is women entrepreneurship a key driver for business performance of the SMEs in Asian developing nations? A case study of SMEs in the agricultural sector in Sri Lanka," *Journal of the Knowledge Economy*, vol. 15, no. 4, pp. 17436-17471, 2024. <https://doi.org/10.1007/s13132-024-01833-z>
- [40] A. Ahmad, D. Amry, P. Bhatt, and Y. Hu, "Promoting women's entrepreneurship in developing countries: The case of the world's largest women-owned community-based enterprise," *International Journal of Entrepreneurship and Small Business*, vol. 53, no. 3, pp. 300-323, 2024. <https://doi.org/10.1504/IJESB.2024.141991>
- [41] J. Mahato and M. K. Jha, "Does social capital promote sustainable livelihood? Mediating effect of women entrepreneurship," *International Journal of Sociology and Social Policy*, vol. 44, no. 5-6, pp. 448-461, 2024. <https://doi.org/10.1108/IJSSP-09-2023-0234>
- [42] M. Z. Solesvik, "Entrepreneurial motivations and intentions: Investigating the role of education major," *Education + Training*, vol. 55, no. 3, pp. 253-271, 2013. <https://doi.org/10.1108/00400911311309314>
- [43] S. Alkhaled, "Women's entrepreneurship in Saudi Arabia: Feminist solidarity and political activism in disguise?," *Gender, Work & Organization*, vol. 28, no. 3, pp. 950-972, 2021. <https://doi.org/10.1111/gwao.12626>
- [44] M. S. Awwad and R. M. N. Al-Aseer, "Big five personality traits impact on entrepreneurial intention: The mediating role of entrepreneurial alertness," *Asia Pacific Journal of Innovation and Entrepreneurship*, vol. 15, no. 1, pp. 87-100, 2021. <https://doi.org/10.1108/APJIE-09-2020-0136>
- [45] K. Amrita, C. P. Garg, and S. Singh, "Modelling the critical success factors of women entrepreneurship using fuzzy AHP framework," *Journal of Entrepreneurship in Emerging Economies*, vol. 10, no. 1, pp. 81-116, 2018. <https://doi.org/10.1108/JEEE-03-2017-0017>
- [46] A. Bandura, *Self-efficacy: The exercise of control*. New York: W. H. Freeman, 1997.
- [47] O. Bulanova, E. J. Isaksen, and L. Kolvereid, "Growth aspirations among women entrepreneurs in high growth firms," *Baltic Journal of Management*, vol. 11, no. 2, pp. 187-206, 2016. <https://doi.org/10.1108/BJM-11-2014-0204>
- [48] C. C. Chen, P. G. Greene, and A. Crick, "Does entrepreneurial self-efficacy distinguish entrepreneurs from managers?," *Journal of Business Venturing*, vol. 13, no. 4, pp. 295-316, 1998. [https://doi.org/10.1016/S0883-9026\(97\)00029-3](https://doi.org/10.1016/S0883-9026(97)00029-3)

- [49] P. McGowan, S. Cooper, M. Durkin, and C. O'kane, "The influence of social and human capital in developing young women as entrepreneurial business leaders," *Journal of Small Business Management*, vol. 53, no. 3, pp. 645-661, 2015. <https://doi.org/10.1111/jsbm.12176>
- [50] W. J. Baumol, "Entrepreneurship: Productive, unproductive, and destructive," *Journal of Business Venturing*, vol. 11, no. 1, pp. 3-22, 1996. [https://doi.org/10.1016/0883-9026\(94\)00014-X](https://doi.org/10.1016/0883-9026(94)00014-X)
- [51] U. Stephan and L. M. Uhlaner, "Performance-based vs socially supportive culture: A cross-national study of descriptive norms and entrepreneurship," *Journal of International Business Studies*, vol. 41, no. 8, pp. 1347-1364, 2010. <https://doi.org/10.1057/jibs.2010.14>
- [52] E. Kibler, T. Kautonen, and M. Fink, "Regional social legitimacy of entrepreneurship: Implications for entrepreneurial intention and start-up behaviour," *Regional Studies*, vol. 48, no. 6, pp. 995-1015, 2014. <https://doi.org/10.1080/00343404.2013.851373>
- [53] P. Muñoz and E. Kibler, "Institutional complexity and social entrepreneurship: A fuzzy-set approach," *Journal of Business Research*, vol. 69, no. 4, pp. 1314-1318, 2016. <https://doi.org/10.1016/j.jbusres.2015.10.098>
- [54] C. C. Baughn, B.-L. Chua, and K. E. Neupert, "The normative context for women's participation in entrepreneurship: A multicountry study," *Entrepreneurship Theory and Practice*, vol. 30, no. 5, pp. 687-708, 2006. <https://doi.org/10.1111/j.1540-6520.2006.00142.x>
- [55] S. Estrin and T. Mickiewicz, "Institutions and female entrepreneurship," *Small Business Economics*, vol. 37, no. 4, pp. 397-415, 2011. <https://doi.org/10.1007/s11187-011-9373-0>
- [56] T. Kazumi and N. Kawai, "Institutional support and women's entrepreneurial self-efficacy," *Asia Pacific Journal of Innovation and Entrepreneurship*, vol. 11, no. 3, pp. 345-365, 2017. <https://doi.org/10.1108/APJIE-12-2017-041>
- [57] K. Amofah and R. Saladrighes, "Impact of attitude towards entrepreneurship education and role models on entrepreneurial intention," *Journal of Innovation and Entrepreneurship*, vol. 11, no. 1, p. 36, 2022. <https://doi.org/10.1186/s13731-022-00197-5>
- [58] O. D. Dvoutely, J. Šebestová, I. Svobodová, B. Habrmanová, and J. Müllerová, "Analysing determinants influencing female entrepreneurship engagement in the Czech Republic: What is the role of caring responsibilities?," *World Journal of Entrepreneurship, Management and Sustainable Development*, vol. 18, no. 1, pp. 1-19, 2022.
- [59] N. Kawai and T. Kazumi, "Female entrepreneurs' cognitive attributes and venture growth in Japan: The moderating role of perceived social legitimacy," *International Journal of Gender and Entrepreneurship*, vol. 13, no. 1, pp. 1-29, 2021. <https://doi.org/10.1108/IJGE-05-2020-0063>
- [60] P. W. Peter and H. M. Munyithya, "The gender factor influence on entrepreneurial success in Kitui County, Kenya," *International Journal of Education and Research*, vol. 3, no. 7, pp. 13-32, 2015.
- [61] S. G. Ayinaddis, "Socio-economic factors affecting women's entrepreneurial performance in MSEs in Bahir Dar City, Ethiopia," *Journal of Innovation and Entrepreneurship*, vol. 12, no. 1, p. 23, 2023. <https://doi.org/10.1186/s13731-023-00289-w>
- [62] F. Bagheri, Z. Ghaderi, N. Abdi, and C. M. Hall, "Female entrepreneurship, creating shared value, and empowerment in tourism; the neutralizing effect of gender-based discrimination," *Current Issues in Tourism*, vol. 26, no. 21, pp. 3465-3482, 2022. <https://doi.org/10.1080/13683500.2022.2126749>
- [63] M. Chhabra, L. B. Singh, and S. A. Mehdi, "Women entrepreneurs' success factors of Northern Indian community: A person-environment fit theory perspective," *Journal of Enterprising Communities: People and Places in the Global Economy*, vol. 17, no. 6, pp. 1293-1314, 2023. <https://doi.org/10.1108/JEC-04-2022-0059>
- [64] P. H. Prayitno, S. Sahid, and M. Hussin, "Social capital and household economic welfare: Do entrepreneurship, financial and digital literacy matter?," *Sustainability*, vol. 14, no. 24, p. 16970, 2022. <https://doi.org/10.3390/su142416970>
- [65] J. F. Hair Jr, M. C. Howard, and C. Nitzl, "Assessing measurement model quality in PLS-SEM using confirmatory composite analysis," *Journal of Business Research*, vol. 109, pp. 101-110, 2020. <https://doi.org/10.1016/j.jbusres.2019.11.069>

- [66] M. Tenenhaus, V. E. Vinzi, Y.-M. Chatelin, and C. Lauro, "PLS path modeling," *Computational Statistics & Data Analysis*, vol. 48, no. 1, pp. 159-205, 2005. <https://doi.org/10.1016/j.csda.2004.03.005>
- [67] J. Henseler, C. M. Ringle, and M. Sarstedt, "A new criterion for assessing discriminant validity in variance-based structural equation modeling," *Journal of the Academy of Marketing Science*, vol. 43, no. 1, pp. 115-135, 2015. <https://doi.org/10.1007/s11747-014-0403-8>
- [68] M. Wetzels, G. Odekerken-Schröder, and C. Van Oppen, "Using PLS path modeling for assessing hierarchical construct models: Guidelines and empirical illustration," *MIS Quarterly*, vol. 33, no. 1, pp. 177-195, 2009. <https://doi.org/10.2307/20650284>
- [69] G. Shmueli *et al.*, "Predictive model assessment in PLS-SEM: Guidelines for using PLSpredict," *European Journal of Marketing*, vol. 53, no. 11, pp. 2322-2347, 2019. <https://doi.org/10.1108/EJM-02-2019-0189>
- [70] S. M. Ghouse, O. Durrah, and G. McElwee, "Rural women entrepreneurs in Oman: problems and opportunities," *International Journal of Entrepreneurial Behavior & Research*, vol. 27, no. 7, pp. 1674-1695, 2021. <https://doi.org/10.1108/IJEBR-03-2021-0209>
- [71] N. Chatterjee, N. Das, and N. K. Srivastava, "A structural model assessing key factors affecting women's entrepreneurial success: Evidence from India," *Journal of Entrepreneurship in Emerging Economies*, vol. 11, no. 1, pp. 122-151, 2019. <https://doi.org/10.1108/JEEE-08-2016-0030>
- [72] A. H. Alnemer, "Predicting start-up intention among the females of Saudi Arabia using social cognitive theory," *World Journal of Entrepreneurship, Management and Sustainable Development*, vol. 17, no. 4, pp. 889-906, 2021.
- [73] I. Qamariah, Fadli, W. Astuti, and M. D. T. P. Nasution, *Empowering women in entrepreneurship: Unraveling the nexus of technological capital, self-efficacy, and the role of perception. In Anticipating Future Business Trends: Navigating Artificial Intelligence Innovations.* Cham: Springer Nature Switzerland, 2024.
- [74] S. Dewitt, V. Jafari-Sadeghi, A. Sukumar, R. Aruvanahalli Nagaraju, R. Sadraei, and F. Li, "Family dynamics and relationships in female entrepreneurship: An exploratory study," *Journal of Family Business Management*, vol. 13, no. 3, pp. 626-644, 2023. <https://doi.org/10.1108/JFBM-01-2022-0013>
- [75] H. Al Boinin, "Women's entrepreneurship in the GCC: A literature analysis from a socio-cultural perspective," *Journal of Enterprising Communities: People and Places in the Global Economy*, vol. 17, no. 5, pp. 999-1021, 2023. <https://doi.org/10.1108/JEC-03-2022-0048>
- [76] M. Rakib, F. Azis, D. A. Sanusi, A. Ab, and M. Taufik, "How does government support, finance, family environment and information technology influence sustainable entrepreneurship?," *Journal of Law and Sustainable Development*, vol. 12, no. 1, p. e2499, 2024. <https://doi.org/10.55908/sdgs.v12i1.2499>
- [77] B. C. Patra and U. Lenka, "An AHP analysis of scientometrically derived factors of entrepreneurial intentions of women and constructing a conceptual research framework," *Journal of Research in Marketing and Entrepreneurship*, vol. 23, no. 1, pp. 139-158, 2021. <https://doi.org/10.1108/JRME-02-2020-0017>
- [78] F. Yuan, Y. Lu, and P. Xu, "Can hypergamy affect married women's entrepreneurship in China?," *Women's Studies International Forum*, vol. 103, p. 102889, 2024. <https://doi.org/10.1016/j.wsif.2024.102889>

Views and opinions expressed in this article are the views and opinions of the author(s), Journal of Asian Scientific Research shall not be responsible or answerable for any loss, damage or liability etc. caused in relation to/arising out of the use of the content.