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Financial Inclusion, Leadership Abilities, Family Support, and Country of Origin Effects Empower Female Entrepreneurs

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Abstract

Family support for business startups is crucial for household income. Country of origin effect and culture are vital in supporting women entrepreneurs. Empowering women promotes family and societal well-being, thereby facilitating business success. The study highlights the importance of a comprehensive understanding of the socio-cultural and economic factors that influence women's entrepreneurship and the cultural influence of the country of origin (COO). The study provides a strong foundation for developing enhanced policies and practices to foster the desired achievements. This study delves into the field of women's entrepreneurship, particularly emphasizing the impact of family support, leadership, financial inclusion, cultural subtleties, and gender bias on business effectiveness. This analysis highlights the benefits of adopting a female perspective in entrepreneurship and the COO effect by drawing on feminist theories. This study delves into the complex dynamics of culture and gender bias in mediating these interactions. The researchers collected data from 311 female entrepreneurs through a survey. The results of this study indicate that factors including country of origin culture, family support, financial inclusion, and leadership skills are strongly associated with the success of female entrepreneurs. In female entrepreneurship subjects, the intricate interaction between culture, the COO effect, and gender bias plays a mediating role, as illustrated by a comprehensive study conducted by Andrew Hayes. This study provides valuable insights into these multifaceted factors' subtle but influential indirect effects. All variables showed statistically significant effects, which means that these factors, combined with cultural and gender factors, can potentially enhance the success of female entrepreneurs. Further research may cover a broader range of variables and expand the sample size.

Keywords: Women entrepreneurship; Family support; Country of origin; Financial inclusion; Leader skills; Gender biasness; Culture

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1 Introduction

Empowering women and involving them in entrepreneurship is essential for economic growth (Ge et al., 2022). The cultural influence of the country of origin is an important factor in supporting women's initiatives. Women participate in economic activities; however, the number of women entrepreneurs in tourism and service organizations is deficient (Abbas et al., 2023). Women business owners running service and tourism organizations prioritize tourists' preferences in providing products and services. Some tourists do not welcome new foods and prefer food from their country of origin. Women entrepreneurs in the tourism industry pay attention to the behavior of consumers, who prefer green environments, culinary innovations and creative services in destinations (Al-Sulaiti et al., 2023). A past study indicated that companies cater to loyal consumers because they value authentic food and prefer destinations with green environments (Al-Sulaiti & Baker, 1998). Women entrepreneurs provide innovative services to customers who like to travel to destinations that offer products from the country of origin, regardless of the expenditure, risk or distance challenges.

Women's business success depends on many factors, such as cultural influences in the country of origin (COO) and family support for running business activities (Al-Sulaiti & Fontenot, 2004). When women business owners have the support of their families and governments, they provide quality food and other products to attract tourism development in local communities with COO conditions, thereby creating jobs and prosperity (Zhuang et al., 2022). Food is essential for tourists' intention to revisit and the COO effect (Al-Sulaiti & Fontenot, 2020; Muhammad, 2023). The concept of influence in international marketing covers consumer attitudes towards products produced by the COO effect organizations (Mishra et al., 2023; Nguyen et al., 2023). The term COO affects customers' perceptions of whether buying goods produced in other countries is right or ethical (Supphellen & Rittenburg, 2001)

The study focused on scrutinizing and examining the subject matter. Eleanor Schwartz coined the term “women entrepreneurship” in 1976, as documented by (Zerwas et al., 2019). In the realm of women's entrepreneurship, (Shanine et al., 2019) asserts that the focal point of research predominantly revolves around matters of a gender-specific nature. The promotion of women's entrepreneurship serves as a catalyst for the social and economic empowerment of women, enabling them to make significant contributions to their respective communities. The significance of entrepreneurship in driving national economic advancement, particularly in terms of job generation and technological innovation, has been steadily growing (Meyer et al., 2020). Gender equality is a pivotal factor in attaining economic and social sustainability, as posited by (Momsen, 2019). The global female population currently stands at 49.6%, as per recent statistical data. Based on prevailing data, a mere 7% of adolescent females aged 15 in low-income nations engage in gainful employment. Women entrepreneurs play a pivotal role in fostering economic growth. Gender disparities persist in the realm of entrepreneurship, with women facing distinct obstacles compared to their male counterparts (Banerjee et al., 2017). Entrepreneurship, as elucidated by (Zahra et al., 2000), encompasses a conceptual framework that integrates a social process wherein teams and individuals synergistically amalgamate diverse forms of capital to generate wealth by astutely leveraging market opportunities.

Women-owned businesses are an emerging entrepreneurial sector that exhibits rapid growth, thereby fostering social and economic advancement. These enterprises play a pivotal role in promoting innovation, fostering healthy competition, enhancing organizational diversity, and harnessing the potential of underutilized human resources. The findings of this study elucidate the impact of a state's cultural, social, and institutional milieu on the capitalist conduct of women. The influence of traditions and culture on perceptions of women in the professional sphere is a matter of utmost significance, as highlighted by Alsaadi et al. (2019). Women should judiciously assess the socio-cultural factors that may exert influence on their trajectory prior to embarking upon a

conventional occupation or entrepreneurial endeavor. Women are urged to assess and grasp the cultural norms, expectations, and biases prevalent within their selected sector. By adopting this approach, individuals can enhance their ability to navigate the challenges and opportunities that lie in their path. Women persistently face socio-cultural barriers that hinder their professional progression in contemporary society. Gender stereotypes, disparate opportunities, and distorted perspectives often contribute to the challenges encountered by women. Consequently, notwithstanding their considerable educational achievements, women are occasionally confined to sectors such as needlework, retail, and salon work, which can be conveniently pursued within the confines of their own residences.

Women are duly recognized and esteemed in our contemporary societal milieu for their commendable autonomy across various domains, including but not limited to their roles as life partners, enterprising professionals, and diligent caretakers of the household. The economic contributions of women persistently challenge prevailing gender norms (Yaqoob & Sciences, 2020). Entrepreneurship plays a pivotal role in fostering economic growth, cultivating innovative services, and igniting fiscal fervor. The advancement of an enterprise possesses the potential to significantly enhance a nation's economy, particularly when the focus is on small and medium-sized enterprises (SMEs) (Hasan et al., 2016). Small and medium-sized enterprises (SMEs) play a pivotal role in fostering both local and national economic expansion. The overwhelming majority of small and medium-sized enterprises (SMEs) were established, overseen, and possessed by individuals of the male gender. Roomi et al. (2018) posits that the attainment of financial independence for women is impeded by societal conventions. Women often encounter challenges when it comes to accessing both organizational and financial resources. In their study, Mahmood (2014) demonstrate that economic factors do not effectively facilitate the progress of women in the corporate sphere. The dearth of advancement directly affects the 69 small and medium-sized enterprises helmed by female entrepreneurs. Noor et al. (2020) elucidate that a subset of women encounters familial impediments when endeavoring to engage in entrepreneurial pursuits. The entrepreneurial participation among women in Pakistan exhibits a comparatively lower prevalence. The surge in the number of female entrepreneurs in recent years holds significant implications for financial progress, warranting utmost attention. The influence of different factors on female entrepreneurs is variable. In a recent study conducted by Khan et al. (2020), it was found that women entrepreneurs exhibit a greater inclination towards embracing cultural gender norms compared to their male counterparts. The impact of institutional arrangements on women's engagement in society is contingent upon various factors, including but not limited to group dynamics, cultural norms, and racial considerations (Anggadwita et al., 2017). The discouragement of women entrepreneurs has been attributed to societal structure, prevailing values, and gender stereotypes, as highlighted by Hussain et al. (2019) in their recent study. Shakeel et al. (2020) have observed a consensus regarding the profound impact of cultural notions surrounding gender and entrepreneurship on the operational aspects of women's enterprises. The involvement of women in the realm of entrepreneurship has witnessed a discernible surge over the past few decades. Gender disparities have manifested consequent to the expansion of entrepreneurial endeavors. Gender stereotypes have impeded the establishment of women's communities, leading to the manifestation of gender disparities.

According to Adom & Anambane (2020), cultural factors play a significant role in motivating women to pursue entrepreneurship. It is worth noting that necessity-driven women entrepreneurs are more prevalent than those driven by opportunities. According to Adamus et al. (2021), it has been observed that women tend to have a lower entrepreneurial intention rate compared to men. As a result, entrepreneurship is often portrayed and described using masculine terms, even though women put in significant effort and dedication into their businesses. Entrepreneurs embody a gender stereotype that tends to favor men over women creating conditions that help more

advantageous for the former. In contemporary society, an increasing number of women are acknowledging the advantages and indispensability of self-employment. However, it is disheartening to observe that gender stereotypes continue to impose restrictions on their entry into the entrepreneurial realm and the specific types of businesses they are able to initiate (Han & Chen, 2022). It is worth noting that women-owned enterprises often focus on providing low-value services and engaging in sales activities. This observation suggests that prevailing social norms have played a role in shaping a specific market niche for these businesses. Female entrepreneurs perceive that they are unable to overcome the limitations imposed by businesses that exclusively cater to men. The examination of gender stereotypes' impact on women entrepreneurs is imperative. The current literature emphasizes the need for comprehensive studies on women's entrepreneurial activity, focusing on both the context and content.

1.1 Significance of the Study

Women can succeed in entrepreneurship if they have the support of their families. Another critical factor is whether the country supports women entrepreneurs. The untapped potential of women's leadership and the availability of financial support are also factors in the success of entrepreneurship. Women who become successful entrepreneurs can contribute to the country's economy by creating jobs (Li et al., 2022). The enduring influence of female entrepreneurship in driving advanced competitive economies has garnered international recognition (Shamsheri et al., 2021). The burgeoning prominence of women in the corporate realm over the past three decades has engendered noteworthy alterations in various facets of society, familial dynamics, the economy, and urban landscapes worldwide. The present study endeavors to elucidate the multifarious prospects and challenges that illuminate the broader landscape of global feminism, while simultaneously contemplating the particular emphasis on capitalist endeavors (Colaco & Hans, 2018). The expansion of entrepreneurial endeavors holds promise in equipping women, regardless of their literacy levels, residing in both rural and urban settings, with indispensable proficiencies essential for both wage labor and self-entrepreneurship. Moreover, these adept women exhibit the capacity to inspire and spur individuals. The realm of entrepreneurship harbors immense prospects for expansion, as it fosters the amassing of wealth, the genesis of services, and the individual advancement of persons. By employing strategic focus and deliberate actions, women possess the potential to surpass the confines of being mere female entrepreneurs and ascend to the domain of accomplished and prosperous entrepreneurs. Despite the equitable distribution of global population between genders, women's substantial aptitude in business management is hindered by a multitude of obstacles, thereby impeding their optimal engagement and societal contributions. Hence, it is crucial to undertake an inquiry and formulate strategies to safeguard the veracity of women amidst diverse metamorphoses and adaptations. Uncovering explicit and implicit inequalities, along with identifying the various avenues that facilitate a conducive environment for women's entrepreneurial pursuits, is of paramount significance.

1.2 Problem Statement

In Pakistan, women find themselves confronted with a dual challenge as they navigate the intricate dynamics of their society. On one hand, they are ingrained with the responsibility of managing their households, a role that demands their unwavering attention and dedication. On the other hand, they encounter the formidable obstacle of financial assistance, which poses a significant barrier to their progress and empowerment. This unique predicament places Pakistani women in a complex position, requiring them to balance their domestic duties with the pursuit of economic independence. In this study, I aim to delve into the nuanced experiences of female entrepreneurs as they navigate the business landscape, particularly in comparison to their male counterparts. By examining various perspectives and gathering diverse insights, this research seeks to shed light on the unique challenges and opportunities that women encounter in the realm of business. In the Pakistani context, the persistent existence of the glass ceiling poses a significant challenge for

female entrepreneurs. Therefore, the decision to leave one's job with the intention of starting a personal business has proven to be unproductive. Stereotypes and gender bias pose significant challenges in acquiring capital for entrepreneurial ventures. The obstruction of female entrepreneurs' ability to stand out in their companies is a result of this partiality (Salahuddin et al., 2021). Previous research has highlighted the numerous obstacles encountered by female entrepreneurs in their pursuit of business success. Despite these challenges, the representation of women in the national economy remains disappointingly low (Elahi & Malik, 2021). In addition, it is important to acknowledge that entrenched patriarchal beliefs permeate various aspects of Pakistani society, including the economy, social structures, and political systems. Consequently, these notions contribute to the marginalized social standing of women in the country. Despite recent efforts to promote equality, there remains a persistent disparity in female participation in business activities (Noor et al., 2020). Women continue to face discouragement when it comes to launching their own ventures and pursuing their careers (Nasir et al., 2019). The COVID-19 lockdown period has posed significant challenges for women entrepreneurs, hindering their ability to excel in their entrepreneurial endeavors (Mustafa et al., 2021).

The growth and maturation of entrepreneurship have prompted a need to delve into the significance of women's entrepreneurship in developing nations (Yaqoob & Sciences, 2020). Extensive research has been conducted about women entrepreneurs within the realm of literature. Numerous studies have been conducted thus far, exploring the realm of female entrepreneurship and its impact on business performance. The exploration of funding and financial support remains an uncharted territory in their business activity, a crucial factor that has yet to be thoroughly investigated. The profound contribution of women in developing countries to businesses warrants further investigation. Some individuals exhibit self-motivation, while others engage in such activities solely to alleviate the issue of poverty. Most women utilize the profits that are not reinvested into the company to fulfill their domestic obligations. Therefore, it is imperative to delve into the investigation of how women can achieve enhanced business outcomes, as highlighted by (Jovanović et al., 2018). In addition, it is crucial to acknowledge the importance of a well-defined hierarchy and an efficient management system as key elements of effective leadership. However, it is disheartening to observe that these qualities are often overlooked when exhibited by females. Instead, women entrepreneurs in Pakistan face the unfortunate reality of being undervalued and encountering a glass ceiling. The research on women entrepreneurs has not kept up with their increasing numbers (Cooke & Xiao, 2021).

1.3 Research Objectives

- The objective of this study is to evaluate the impact of family support, financial inclusion, and leadership skills on culture and gender bias.
- The aim of this study is to assess the impact of family support, financial inclusion, and leadership skills on the achievement of women's entrepreneurship.
- To assess the influence of these variables on the convergence of culture, gender bias, and women's entrepreneurial achievement.
- This study aims to examine the mediating influence of culture and gender bias on the association between the aforementioned factors and the achievement of entrepreneurial success among women.

2 Literature Review

2.1 Success of Women Entrepreneurship

Female entrepreneurs, characterized by their resolute determination, adeptly maneuver through complex business landscapes, epitomizing the very essence of entrepreneurial spirit. In the

Pakistani setting, characterized by a conspicuous dearth of female entrepreneurs, the imperative lies in the execution of measures designed to foster their active engagement. (Goyal & Yadav, 2014) posit that success hinges upon a thorough understanding of local business landscapes, a proclivity for venturing into uncertainty, a dedication to pioneering ideas, and the existence of familial backing. The study conducted by Siddiqui et al. (2018) underscores the salience of entrepreneurship in fostering employment opportunities in rural locales, thereby engendering ameliorations in economic conditions. The considerable potential of women in the realm of business is noteworthy, particularly in light of the existence of supportive societal norms. Elam et al. (2019) have identified a gender disparity in the field of entrepreneurship, a phenomenon that is exacerbated by the comparatively constrained financial resources accessible to women. The conventional framework of push and pull factors is frequently utilized to explicate the rationales underlying entrepreneurship (Itani et al., 2011). Patrick et al. (2016) argue that the conventional paradigm is confronted by the considerable challenge posed by the domestic responsibilities encountered by single women.

In the realm of entrepreneurship, traditionally male-dominated, the involvement of women has experienced a noteworthy surge, as highlighted by (Agarwal et al., 2017). This surge has resulted in substantial contributions to the economy. The active involvement of women in entrepreneurial endeavors assumes a pivotal role in propelling the economic advancement of nations, while simultaneously augmenting their prominence within the fabric of society. Regrettably, a dearth of research exists regarding the involvement of women in the domain of economic expansion (Cooke & Xiao, 2021).Women-led enterprises span various sectors and are propelled by their adeptness in providing cutting-edge solutions and offerings (Nair, 2020). Previous investigations have explored motivational factors, with particular emphasis on the pull and push variables (Al Matroushi et al., 2020). Female entrepreneurs often face numerous challenges, including but not limited to the glass ceiling, job dissatisfaction, financial burdens stemming from familial obligations, repercussions of divorce, and the complexities surrounding bereavement.

Independence, social identity, and leadership abilities are pivotal determinants in shaping an individual's character. Understanding these factors aids in the interpretation of human behavior and the process of individual development. The entrepreneurship endeavors undertaken by unmarried women are driven by their inherent attributes and the current economic circumstances in their respective localities (Patrick et al., 2016). In the present era, a noticeable shift is underway, wherein women are harnessing their commercial acumen to pursue personal advancement, thereby diverging from the historical dependence on male counterparts.

2.2 Relation between Leadership Skills (LS) and Success of Women Entrepreneurship (SWE)

The optimal combination of cognitive, interpersonal, business, and strategic proficiencies is imperative for leaders operating within an entrepreneurial milieu. A knowledge gap persists in the empirical comprehension of the skills and capacities linked to entrepreneurial leadership, specifically in emerging economies. This gap remains despite the recognition of entrepreneurial leadership as a significant catalyst for the development of strategic value (Kapila et al., 2016). Hejazi et al. (2012) and Renko et al. (2015) exemplify the multitude of scholarly sources emphasizing the significance of identifying and exploiting business opportunities. The absence of focused inquiry or insufficient methodologies for evaluating a leader's entrepreneurial qualities and decision-making process have impeded the pragmatic expansion of knowledge (Renko et al., 2015). The study aims to critically analyze the qualities and traits of entrepreneurial leadership within the framework of a developing economy. Previous research has predominantly focused on the augmentation of pre-existing theories pertaining to entrepreneurial leadership Greenberg et al. (2013). While these studies have indeed made noteworthy contributions, it is imperative to underscore the need for additional empirical research. This study aims to provide a novel and

significant perspective to the existing body of knowledge on entrepreneurial leadership, focusing specifically on the context of developing nations. The examination of gender's social constructions, in contrast to biological determinism, has garnered heightened attention in contemporary entrepreneurship research (Galloway et al., 2015). Despite the presence of physical impediments that may hinder entrepreneurial progress, Javadian & Singh (2012) propose that women not only effectively participate in labor but also navigate intricate gender conceptions. According to scholarly consensus, it is widely acknowledged that the entrepreneurial endeavors of Arab women are adversely influenced by prevailing gender norms and patriarchal sociocultural values (Al-Dajani & Marlow, 2010). Individuals who deviate from these established norms are often subject to societal disapproval (Itani et al., 2011).However, previous research conducted by Neneh (2017) indicates a noteworthy association between women entrepreneurs' self-perception and their extent of prior entrepreneurial involvement. This study underscores the salience of personal experiences and perspectives in shaping entrepreneurial identities and trajectories, thereby warranting further inquiry in this domain.

H1: *Leadership skill significantly associated with success of women entrepreneurship.*

2.3 Relation between Financial Inclusion (FI) and Success of Women Entrepreneurship (SWE)

Microfinance has demonstrated its efficacy in ameliorating the circumstances of individuals occupying lower socioeconomic strata, with a particular emphasis on women (Asad et al., 2020). By granting them access to vital resources, microfinance endeavors to enhance their quality of life. In accordance with their findings, Goel & Madan (2019) assert that the inclusion of women in financial activities confers significant advantages, as it furnishes them with a robust groundwork upon which to establish novel enterprises. Financial inclusion facilitates women's access to a diverse array of financial services and resources (Demirgüç-Kunt, et al., 2013). The study by Allen et al. (2016) highlights the beneficial role of this initiative in facilitating capital acquisition, cash flow management, and safeguarding against economic volatility for women entrepreneurs. Microfinance plays a pivotal role in fostering financial inclusion by empowering women devoid of assets or a conventional credit history to embark on entrepreneurial ventures sans the requirement of collateral (Banerjee et al., 2017). Henceforth, we proffer the ensuing supposition predicated upon the substantiation:

H2: *Financial inclusion significantly associates with success of women entrepreneurship.*

2.4 Relation between Family Support (FS) and Success of Women Entrepreneurship (SWE)

Multiple scholarly inquiries underscore the paramount importance of familial support in fostering women's attainment in the realm of entrepreneurship. The pivotal significance of familial support in stimulating entrepreneurial endeavors, facilitating seamless business operations, and guaranteeing financial viability is paramount. Consequently, this phenomenon engenders the growth and proliferation of women-led enterprises (Ghouse et al., 2022). In their study, Mari et al. (2016) underscore the salutary impact of familial support on income growth. Anggadwita et al. (2017) and Welsh et al. (2016) have conducted supplementary studies that bolster the claim of a robust correlation between the success of female-led enterprises and the extent of familial backing they receive. Home support plays a crucial role in aiding women in patriarchal contexts to navigate societal expectations and traditional gender roles, thereby facilitating the effective management of both domestic and professional responsibilities (Xheneti et al., 2021). The aspect under consideration is underscored by cultural studies carried out in regions including Pakistan and Oman (Khan et al., 2021). Furthermore, the scholarly endeavors undertaken by Solomon (2015) yield noteworthy insights into the elucidation of the underlying mechanisms through which familial support impacts the effectiveness of corporate endeavors. Familial support plays a pivotal

role in alleviating concerns, such as imposter syndrome, thereby fostering a positive entrepreneurial self-perception among women (Ladge et al., 2019). The significance of familial support has been extensively documented in the context of female entrepreneurs grappling with the challenges posed by the COVID-19 pandemic. This study underscores the pivotal role of familial support in facilitating the adaptation of business models by entrepreneurs amidst periods of crisis (Manolova et al., 2017). In conclusion, a substantial body of evidence suggests a significant association between familial support and women's entrepreneurial achievements. Further investigation is crucial to comprehensively scrutinize the intricate dynamics of familial support and its interplay with other motivational factors among female entrepreneurs.

H3: *Family support is significantly linked with the success of women entrepreneurship.*

The burgeoning body of research has increasingly underscored the pivotal role of culture in mediating the intricate nexus between leadership attributes and the triumph of women in the realm of entrepreneurship. Several scholarly inquiries have extensively explored diverse aspects, encompassing gender role expectations, societal culture, entrepreneurial environment, and the intricate interplay among these elements, with regards to their influence on business success (Bullough et al., 2022). The impact of cultural and societal elements may present challenges or prospects for female entrepreneurs across diverse settings (Cardella et al., 2020). Previous research has demonstrated the influence of culture on the self-efficacy of women entrepreneurs and their company strategy approaches (Andriamahery & Qamruzzaman, 2022). The impact of leadership attributes on job engagement is, to some extent, modulated by the organizational culture (Srimulyani et al., 2022). In a recent study conducted by Madi Odeh et al. (2023), it was found that the integration of culturally-adaptive leadership positions has demonstrated a positive impact on organizational resilience and the cultivation of entrepreneurial accomplishments. Furthermore, extant scholarly literature posits that cultural perspectives wield a significant sway over the intricate mechanisms and resultant consequences of entrepreneurial endeavors, particularly within contexts distinguished by a prevailing collective perception pertaining to female entrepreneurs (Santos & Neumeyer, 2022). In their recent study, Shakeel & Khan (2008) present compelling evidence elucidating the significant influence of national culture on the multifaceted factors that underpin entrepreneurial triumph. This phenomenon is notably conspicuous within the realm of women-owned enterprises in Pakistan. The significance of culture in relation to the performance and achievement of female entrepreneurs in South Korea has been underscored in numerous studies, thereby enhancing our understanding of the influence of cultural elements on business results (Cho et al., 2021). Extensive research unequivocally affirms the pivotal role of culture in forging a nexus between women's entrepreneurial prowess and their accomplishments in leadership. This influence encompasses diverse facets, encompassing self-efficacy, enterprising mindsets, organizational flexibility, and the national perception of female entrepreneurs. Further inquiry is warranted to explore the nuances of these cultural ramifications and foster leadership and business approaches that are attuned to cultural sensitivities.

H4: *Culture significantly mediates between leadership skill and the success of women entrepreneurship.*

2.5 Relation between Financial Inclusion (FI) and Culture (C)

Financial inclusion has been identified by Sharma (2016) as a pivotal catalyst for fostering economic growth. Financial inclusion, as defined by the Reserve Bank of India (RBI), entails the comprehensive provision of financial services to all strata of society, with a specific emphasis on individuals with limited income. In the context of Pakistan, microfinance, often used interchangeably with microcredit, is acknowledged as a significant tool for bolstering employment prospects, amplifying income-generating capabilities, and fostering heightened productivity (Hussain et al., 2019). However, it is a prevailing observation that female entrepreneurs often rely

on informal funding approaches, such as personal funds, which ultimately restricts their capacity for growth (Edmondson, 2018). The provision of micro-credit holds promise in ameliorating living conditions and alleviating poverty. However, a paucity of comprehension persists regarding its impact, particularly on women-led enterprises. The favorable impact of initiatives such as Pakistan's Sarhad Khan et al. (2016) and Nigeria's Better Life Omorodion (2007) on the lives of women is widely acknowledged. However, it is important to note that these programs do possess certain limitations.

H5: *Culture significantly mediates between Financial Inclusion and the success of women entrepreneurship.*

2.6 Relation between Family Support (FS) and Culture (C)

This study contributes to the expanding corpus of evidence emphasizing the significance of familial connections in fostering both individual and occupational achievements (Welsh et al., 2016). This study examines the potential benefits of integrating domestic-acquired skills into the professional milieu. The provision of instrumental assistance, financial support, and emotional encouragement from family members has been recognized as a pivotal factor contributing to the achievements of female entrepreneurs in developing nations (Mari et al., 2016).The pivotal role of women in driving economic advancement is of utmost significance, as duly acknowledged by Shamsheri et al. (2021) in their recent publication. Regrettably, insufficient attention has been devoted to the intricate network of socio-cultural matters enveloping women's entrepreneurship. The study findings illuminate the influence of familial dynamics on a company's financial performance. Insufficient attention has been directed towards comprehending the intricate interplay between culture and female entrepreneurs. Based on the studies conducted this investigation postulates a positive correlation between the variables.

H6: *Culture significantly mediates between the Family Support and the Success of women Entrepreneurship.*

Gender bias significantly impacts the accomplishments of women entrepreneurs, particularly by moderating their leadership capabilities. In their recent investigation, Kleinert and Mochkabadi, (2021) shed light on the pervasiveness of gender stereotypes within leadership roles, highlighting the disproportionate impact these preconceived notions have on female entrepreneurs. Bullough et al. (2019) have recently reported on a study that reveals a significant correlation between gender identification and female entrepreneurship, thus indicating that gender bias often serves as a mediating factor in this relationship. Acevedo-Duque et al. (2021) elucidated empirical evidence establishing a significant correlation between leadership skills and the achievement of success in the realm of female entrepreneurship. The study specifically concentrated on the meticulous examination of leadership capabilities. However, it is crucial to acknowledge that this specific association was also influenced by societal and political gender biases, which may have compromised leadership effectiveness (Mehta et al., 2022). The aforementioned bias has been observed to endure in the digital realm, as elucidated by Molina-López et al. (2021), who demonstrated that the discrepancy in digital literacy among genders may impede women involved in entrepreneurial endeavors. The association between gender bias and the degree of success attained by women entrepreneurs is notably impacted by financial considerations. Andriamahery & Qamruzzaman (2022) have elucidated a salient nexus between gender bias, capital accessibility, and the progression of entrepreneurship. This discovery suggests that bias may serve as a mediating factor in the association between financial comprehension and the attainment of entrepreneurial pursuits. The mediation phenomenon was underscored by Epezagne Assamala et al. (2022) in their study, positing that the association between knowledge sharing and entrepreneurial performance in women-owned SMEs may be mediated by opportunity recognition. Blount et al. (2023) have presented findings that are congruent, suggesting that the correlation

between CEO gender and corporate triumph is mediated by financial acumen. In their recent study, Osei and Zhuang, (2020) posit that social innovation assumes a pivotal role in mediating the intricate nexus between entrepreneurship growth and the amelioration of poverty. Their research particularly underscores the profound influence of social innovation on women entrepreneurs. The authors underscored the potential impediments to this process posed by gender stereotypes and discrimination. The persistence of gender discrimination poses a significant impediment to the progress of female entrepreneurs, as highlighted by (Ilie et al., 2021). Several scholarly investigations have emphasized the necessity of institutional support to combat gender bias, as demonstrated by the studies conducted by Abdelwahed et al. (2022) and Andriamahery & Qamruzzaman (2022). The authors posit that the existence of a conducive institutional framework can exert a significant influence on the cultivation of women's entrepreneurial self-efficacy and the subsequent performance of their ventures. Gender bias significantly impacts the correlation between leadership aptitude and the degree of success achieved by female entrepreneurs. Addressing bias is imperative to facilitate women's business success and advance gender equality in the entrepreneurial sphere.

H7: *Gender biasness significantly mediates between leadership skill and the success of women entrepreneurship.*

2.7 Relation between Financial Inclusion (FI) and Gender Biasness (GB)

Financial inclusion refers to the provision of accessible, affordable, and accountable financial products and services to individuals and enterprises. Gender bias refers to the systemic and detrimental treatment or consideration of individuals based on their gender, resulting in their disadvantage. The intricate dynamics of financial inclusion and gender bias have been subject to extensive scholarly examination. The study posits a noteworthy association between these variables, bolstered by pertinent literature. A study conducted by Aterido et al. (2011) revealed no discernible gender disparity in financial inclusion. The findings indicate that female entrepreneurs encounter no significant obstacles in obtaining loans compared to their male counterparts. This finding challenges prior research indicating a gender disparity in financial inclusion. Fletschner & Kenney (2014) posit that notwithstanding recent advancements in gender parity, women across the globe continue to encounter unique obstacles in accessing financial services. The influence of social norms and prejudices on women's mobility, safety, and wealth ownership engenders the existing gap. Considering a 2018 World Bank study, it is evident that the gender disparity in financial inclusion has exhibited a decline, albeit persisting, particularly within developing nations. The data reveals a notable disparity, with a 9% higher prevalence of males in possession of bank accounts compared to their female counterparts. The potential mediating effects of financial inclusion and gender bias on women entrepreneurship warrant examination. In a study conducted by Klapper and Dutt (2015), it was discovered that the augmentation of women's accessibility to and utilization of financial services has the potential to significantly enhance enterprises owned by women. This study provides validation for hypothesis H8, suggesting that gender bias plays a substantial role in mediating the relationship between Financial Inclusion and the success of women entrepreneurs. The intricacy of this association is contingent upon the advancement of the economy, the imposition of legal limitations, and the prevailing cultural norms. Further investigation is warranted to comprehensively examine the implications of this link and its associated policy ramifications.

H8: *Gender biasness significantly mediates between Financial Inclusion and the success of women entrepreneurship.*

2.8 Relation between Family Support (FS) and Gender Biasness (GB)

The research conducted by Bruton et al. (2010), sheds light on the strategic utilization of societal constraints by women in order to assert their entrepreneurial leadership, rather than being impeded

by such constraints. This approach facilitates the individuation of individuals from prevailing societal norms, concurrently affirming their status as prominent figures in the realm of business leadership. Expanding upon the scholarly inquiry undertaken by Galloway et al. (2015), our investigation underscores the paramount importance of perceiving leadership and entrepreneurship as identities that are shaped by societal forces, rather than as innate attributes of individuals. This transition enables a more holistic understanding of women's entrepreneurship, recognizing the importance of societal and environmental factors in shaping entrepreneurial identities (Brush et al., 2009).This prompts the formulation of our hypothesis. In line with Ahl and practice, (2006), our hypothesis suggests that familial support may mitigate the detrimental effects of gender bias on women's entrepreneurial pursuits and their subsequent outcomes. The examination of this hypothesis augments our understanding of the interplay between family support, gender bias, and women's entrepreneurship (O'Reilly et al., 2018).

H9: *Gender biasness significantly mediates between the Family Support and Success of Women Entrepreneurship*

2.9 Relation of Culture(C) and Success of Women Entrepreneurship (SWE)

In certain regions, such as Oman, the advancement of women entrepreneurs is impeded by cultural obstacles, despite efforts made towards achieving gender parity (Ghouse et al., 2022). In Canada, a country that holds the third position worldwide in terms of entrepreneurship health, women encounter distinct obstacles within the tech sector, despite the nation's strong focus on innovation and inclusivity (Grandy et al., 2020). Gender bias in entrepreneurship is a salient issue in China, as highlighted by Cooke and Xiao (2021). Moreover, the challenges faced by marginalized groups are exacerbated by intersectional factors, as noted by (Neville et al., 2018). The ongoing discourse revolves around the persistent examination of these patterns within the framework of emerging economies, wherein pivotal determinants are yet to be discerned (Hechavarría & Ingram, 2019).

The interplay between culture (C) and the success of women entrepreneurship (SWE) has been a subject of considerable interest. Shafiq (2014) have conducted research indicating that women entrepreneurs, when provided with equivalent resources and opportunities, have the potential to attain comparable success rates and profits as their male counterparts. The presented evidence underscores the capacity of cultures to adapt and mitigate obstacles faced by women, thereby prompting the hypothesis that culture exerts a substantial influence on the prosperity of women's entrepreneurship.

H10: *Culture is significantly associated with the success of women's entrepreneurship.*

Previous studies have predominantly focused their attention on delineating the distinctive attributes of female entrepreneurs, encompassing comprehensive analyses of their profiles, alongside insightful deliberations on their diverse experiences and backgrounds. In line with the findings of Brush & Vanderwerf (1992), gender is depicted as a distinguishing characteristic that sets female entrepreneurs apart from their male counterparts. However, a notable shift in the research focus on entrepreneurship towards feminist perspectives has been observed in recent years, as highlighted by (Henry et al., 2015). Based on the observations, certain deductions can be made regarding the hypothesis.

H11: *Gender biasness is significantly associated with the success of women entrepreneurship.*

2.10 Theoretical Framework

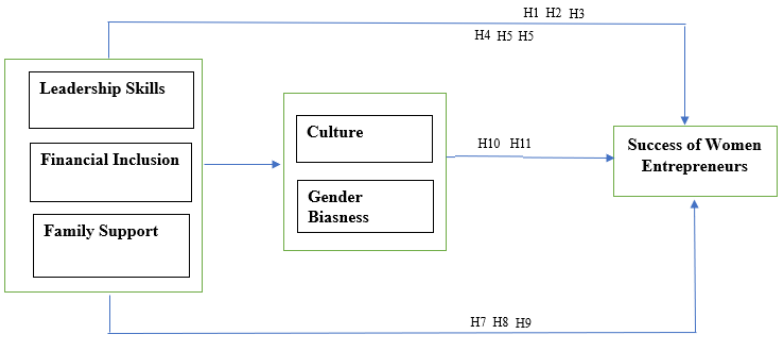

Figure 1: Theoretical Framework

The above model illustrates that culture and gender biasness play a mediating role with leadership skills, financial inclusion, and family support as independent variables. In contrast, the success of women's entrepreneurship is the dependent variable. The feminist theory of this study was formulated after an exhaustive review of pertinent literature. In a recent publication by Akter et al. (2019), the authors present their findings on a particular subject. This review elucidated the proclivity of researchers to accord primacy to a feminist perspective, duly underscoring its salience in furnishing unparalleled insights into the realm of women's entrepreneurship. The feminist theory presented herein offers alternative avenues for theorizing empirical observations, thereby enabling the interrogation and reassessment of conventional viewpoints and methodologies. Hohenthal et al. (2014) posits that the adoption of feminist perspectives enables a gender-centric lens through which to perceive the world. The comprehension of gender perception is deemed indispensable in the realm of entrepreneurship, as emphasized by Stead (2017). Feminist theory elucidates the profound influence of gender roles within organizational contexts wherein women engage in the realm of women's entrepreneurship. The literature unequivocally underscores the pivotal role of feminist theory in comprehending women's entrepreneurship, accentuating the profound influence of gender positions on our comprehension thereof.

3 Methodology

The study aimed to evaluate the impact of female entrepreneurship on measures of achievement. The study examined various pivotal factors, namely Family Support, Financial Inclusion, Leadership Skills, Culture, Gender Biasness, and Success of Women Entrepreneurship with COO efffects. (Majeed & Shahid, 2023). Operational definitions for each variable were established through a comprehensive review of pertinent literature and expert insights.

Family support was operationalized in accordance with Gilligan and Farmer, (1995) proposed practices, with a specific emphasis on recognizing the unique needs of families during challenging circumstances. Financial inclusion has been regarded as a means to empower women in resource allocation, as highlighted by Karlan et al. (2016). The discourse revolved around the exploration of leadership aptitude, with a particular focus on the prospects available to women, particularly those who are married, to foster their professional development and embark on entrepreneurial endeavors. The exploration of the concept of Culture was undertaken through the lens of entrepreneurship, with a deliberate incorporation of historical elements into various activities. The present study sought to examine the phenomenon of gender bias through a comprehensive analysis of both socially and biologically determined gender roles. The practice of Women Entrepreneurship, as elucidated by Cabrera et al. (2017), is characterized by its success in perpetuating inspiration, identifying opportunities, acquiring resources, and enhancing productivity.

The study utilized questionnaires as the primary instrument for data collection, with a sample size of 311 participants. The questionnaires consisted of an initial set of 50 items, which were designed to capture and measure the various research variables under investigation. The survey methodology was employed for data acquisition, wherein a total of 350 questionnaires were initially disseminated. Ultimately, 311 questionnaires were deemed suitable for data collection, with 19 partially completed forms being excluded. Data analysis was conducted employing the Statistical Package for Social Sciences (SPSS), encompassing a range of techniques including reliability assessment, correlation analysis, regression modeling, factor analysis, descriptive statistics, and hypothesis testing to meticulously scrutinize the data.

The instrumentation employed multiple scales, including a seven-point Likert scale, to assess family support, leadership skills, financial inclusion, culture, gender bias, and the success of women entrepreneurship. The scales were derived from diverse sources, encompassing antecedent investigations conducted by various authors.

Data collection primarily occurred online, with the administration of 50 questionnaires for pilot testing conducted through personal interaction with female entrepreneurs. The residual data was procured through online channels from female entrepreneurs who are active members of diverse social media communities. The questionnaire was meticulously crafted, employing scales derived from previous scholarly investigations, and duly sanctioned by a supervisor.

The study participants consisted solely of females, who were initially approached for pilot testing and subsequently recruited through social media channels. Coding was performed on all variables to facilitate data analysis using the Statistical Package for the Social Sciences (SPSS). The data analysis encompassed the utilization of statistical methodologies to elucidate and scrutinize the data, employing tools such as correlation coefficients, frequencies, instrument reliability or validity, and mediation processes. The study encompassed an examination of the respondents' demographic characteristics, including but not limited to gender, age, education level, number of dependents, marital status, and family class. These characteristics served to provide supplementary contextual information for the gathered data. The survey employed a convenient sampling approach, distributing 350 questionnaires and ultimately utilizing 311 questionnaires for analysis.

4 Results And Discussion

Table 1: Demographical Characteristics of Female Entrepreneurs

Demographics	Categories	Number (N)	Percentage (%)
Gender	Female	311	99.7
Age Group	18-25	84	27
	26-35	181	58.2
	36-45	19	6.1
	46-55	27	8.7
Educational Level	High School	96	30.9
	Intermediate	141	45.3
	Bachelor's	74	23.8
Marital Status	Married	147	47.3
	Unmarried	164	52.7
No of Dependents	One	123	39.5
	Two	107	34.4
	Three	53	17
	Above Four	28	9
Family Class	Middle	90	28.9
	Upper	132	42.4
	Elite	89	28.6

The demographic characteristics of a sample comprising 311 female entrepreneurs are succinctly presented in the table 1. It is noteworthy that an overwhelming majority of the participants (99.7%) identify as female. The age distribution of the study cohort spans from 18 to 55 years, with the predominant proportion (58.2%) concentrated within the age range of 26 to 35. In relation to the subject matter of education, it is noteworthy that 45.3% of the participants have achieved an intermediate level of educational attainment, whereas 23.8% have successfully acquired bachelor's degrees. In relation to marital status, a slightly higher proportion of participants (52.7%) indicated their unmarried status compared to those who reported being married (47.3%). Among the surveyed cohort of entrepreneurs, a notable majority possess either one or two dependents. Specifically, 39.5% of respondents indicated the presence of a solitary dependent, while 34.4% disclosed the responsibility of nurturing two dependents. A notable proportion, specifically 9%, of the populace consists of individuals burdened with the responsibility of supporting more than four dependents. The data ultimately unveils a wide spectrum of socioeconomic statuses among the individuals encompassed in this study. The proportion of the population belonging to the upper class is the largest, accounting for 42.4%. The middle and elite classes, comprising 28.9% and 28.6% of the sample, respectively, exhibit a proximate presence. This data possesses the potential to enhance comprehension regarding the economic origins of individuals and the ramifications of their entrepreneurial pursuits.

Table 2: Descriptive Statistics

Scale	Mean	Std. Deviation
Success of Entrepreneurs	5.1011	1.34199
Financial Inclusion	4.3771	1.49468
Leadership Skills	5.3312	1.14964
Culture	5.2522	1.27313
Gender Biasness	4.47	1.21744
Family Support	5.2191	1.28385

Table 2 exhibits the descriptive statistics of six distinct variables pertaining to the triumph of entrepreneurs, wherein each variable was evaluated for a sample size of 311 participants. The mean score for 'Financial Inclusion' stands at 4.3771 (SD: 1.49468), indicating a moderate level of financial inclusion among the entrepreneurs in this sample. However, it is worth noting that there exists substantial variability surrounding this average. The mean score for 'Leadership Skills' was found to be 5.3312, with a standard deviation of 1.14964. The findings suggest that the entrepreneurs included in the sample exhibit a predominantly elevated level of leadership skills, displaying a relatively limited degree of variability. The variable 'Culture' exhibits a mean score of 5.2522, accompanied by a standard deviation of 1.27313. These statistical measures suggest a substantial degree of cultural influence on the entrepreneurs' achievements. The observed diminutive standard deviation indicates a persistent and uniform prevalence of cultural influence within the examined sample. The presence of gender bias in the experiences of these entrepreneurs is indicated by a mean of 4.4700 and a standard deviation of 1.21744, suggesting a moderate level of bias with some degree of variation. The variable 'Family Support' demonstrates a mean score of 5.2191, accompanied by a standard deviation of 1.28385. The findings indicate a notable degree of familial backing for the entrepreneurs included in the sample, albeit with certain degrees of variability. The mean score for the overall 'Success of Entrepreneurs' is 5.1011 (SD: 1.34199), suggesting a generally positive self-perception of success among entrepreneurs, albeit with some perceptual variability. In brief, this cohort of entrepreneurs demonstrates a prevailing perception of elevated levels of leadership acumen, cultural impact, and familial backing, alongside relatively moderate levels of financial inclusivity and gender bias. The self-perceived success of individuals exhibits a relatively high magnitude, as observed on average.

Table 3: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.925
Bartlett's Test of Sphericity	Approx. Chi-Square	8718.626
	Df	780
	Sig.	.000

The Kaiser-Meyer-Olkin (KMO) metric evaluates the proportion of variance among variables that can be ascribed to underlying factors in table 3. Data appropriate for factor analysis exhibit Kaiser-Meyer-Olkin (KMO) values near unity. The substantial interrelatedness observed among variables, as indicated by the commendable Kaiser-Meyer-Olkin (KMO) measure of 0.925, strongly suggests the appropriateness of employing factor analysis on the dataset. Bartlett's test of sphericity assesses the absence of correlation among variables within a population. This is achieved by comparing the population correlation matrix with an identity matrix, thereby obviating the need for component analysis. The Bartlett's test yielded a significant result ($p < .001$), exhibiting an estimated Chi-Square value of 8718.626 with 780 degrees of freedom. This finding challenges the null hypothesis positing that the correlation matrix conforms to an identity matrix, thereby revealing noteworthy associations among variables. Factor analysis has the potential to augment correlation analysis. The KMO measure and Bartlett's test results indicate the suitability of conducting factor analysis on the dataset.

Table 4: Pattern Matrix

Variable	Highest Factor Loading
SWE1	1 (.833)
SWE6	1 (.819)
FI6	2 (.848)
FI3	2 (.841)
GB6	3 (.873)
GB5	3 (.780)
FS4	4 (.835)
FS2	4 (.828)
LS5	5 (.889)
LS6	5 (.811)
C6	6 (.705)
C3	6 (.676)

SWE=Success of Entrepreneurs, FI= Financial Inclusion, LS=Leadership Skills, C=Culture, GB=Gender Biasness, FS=Family Support

The pattern matrix in table 4 depicts the loading of variables onto six extracted elements, namely Success of Entrepreneurs (SWE), Financial Inclusion (FI), Leadership Skills (LS), Culture (C), Gender Biasness (GB), and Family Support (FS). The variables pertaining to software engineering (SWE) exhibit a noteworthy correlation with Factor 1, signifying their reflection of entrepreneurial accomplishments. Factor 2 demonstrates a robust correlation with FI variables, indicating its potential to encompass dimensions associated with financial inclusion. The variables pertaining to gender bias demonstrate a robust loading on Factor 3, suggesting that this factor encapsulates attributes linked to gender bias. The variables concerning family support exhibit a notable correlation with Factor 4, suggesting a potential association with multiple dimensions pertaining to familial assistance. The factors associated with LS are intricately connected to Factor 5, potentially signifying multifaceted dimensions of leadership aptitude. Factor 6 exhibits an association with C variables, suggesting its potential to reflect discrete facets of culture. The accurate comprehension and analysis of these traits rely on their alignment with the theoretical framework utilized in the study.

Table 5: Reliability and Validity Test

Scale	Number of Items	Cronbach's Alpha
Family Support	8	0.922
Financial Inclusion	7	0.919
Leadership Skills	6	0.851
Culture	6	0.908
Gender Biasness	6	0.849
Success Women Entrepreneurship	7	0.913

The Cronbach's alpha values obtained in this study demonstrated in table 5 a commendable level of internal consistency across all constructs, spanning from satisfactory to exceptional. The constructs of Family Support (α = 0.922) and Financial Inclusion (α = 0.919) demonstrate robust internal consistency, suggesting that the questions encompassed within these domains effectively evaluate their respective intended concepts. The findings reveal that both Leadership Skills (α=0.851) and Gender Biasness (α=0.849) demonstrate commendable levels of internal consistency. This implies that the employed questionnaire effectively captures the essence of these constructs, ensuring reliable measurement of their intended concepts. The constructs of Culture (α=0.908) and Success in Women Entrepreneurship (α=0.913) exhibit commendable levels of internal consistency, thereby indicating the credibility of assessing these variables. Therefore, it can be inferred that all the constructs incorporated in this investigation demonstrate reliability, as evidenced by their elevated Cronbach's alpha coefficients.

Table 6: Correlation Analyses

Variables	SWE	LS	FS	C	FI	GB
Success of women Entrepreneurship	1					
Leadership Skills	.608**	1				
Family Support	.610**	.585**	1			
Culture	.759**	.613**	.684**	1		
Financial Inclusion	.182**	.170**	.132*	.201**	1	
Gender Biasness	.213**	.208**	.206**	.222**	.462**	1

In the table 6, all the variables of success of women entrepreneurship, financial inclusion, family support, culture, gender biasness, and financial inclusion are significant and positively correlated. Culture and gender biasness as mediating variables are positively correlated with leadership skills and family support. Likewise, financial inclusion is significantly associated with leadership skills and culture and slightly connected with family support. All the variables are in significant correlation as the P-value is less than 0.05.

4.1 Hypothesis Testing

Table 7: Simple Linear Regression (Direct Effects)

Hypothesis	Path	β Coefficient	R^2	P-Value	Remarks
H1	LS →SWE	0.710	.370	.000	Significant
H2	FI →SWE	0.163	.033	.001	Significant
H3	FS→SWE	0.638	.373	.000	Significant
H4	C→SWE	0.800	.575	.000	Significant
H5	GB→SWE	0.235	.046	.000	Significant

Notes: SWE=Success of Entrepreneurs, FI= Financial Inclusion, LS=Leadership Skills, C=Culture, GB=Gender Biasness, FS=Family Support

The presented table 7 exhibits the findings of a fundamental linear regression investigation, scrutinizing the direct effects of various independent variables on the triumph of entrepreneurs (SWE). The hypotheses assessed in this study, labeled as H1 to H5, all demonstrate a statistically

significant positive correlation between an independent variable and the variable of interest, SWE. The results of the H1 study demonstrate a noteworthy association between Leadership Skills (LS) and the fluctuation in Software Engineering (SWE). Notably, LS accounts for 37% of the observed variability in SWE. The findings indicate a significant and impactful involvement of LS within the framework of SWE. Although the influence of Financial Inclusion (FI) on Socioeconomic Well-being (SWE) in the second half of the year is noteworthy, it merely accounts for a modest fraction (3.3%) of the total variability. The variables pertaining to Family Support (FS) in Hypothesis 3 (H3) and Culture (C) in Hypothesis 4 (H4) demonstrate statistically significant associations with Subjective Well-Being (SWE). In our study, we found that FS accounts for 37.3% of the variance in SWE, while C explains 57.5% of its variability. The present findings underscore the substantial impact of FS and C on SWE. Hypothesis H5 posits that Gender Biasness (GB) exerts a discernible influence on Software Engineering (SWE), albeit contributing to a relatively modest fraction (4.6%) of the observed variability. In conclusion, the variables of LS, FI, FS, C, and GB exert a substantial influence on the attainment of entrepreneurial success. It is noteworthy to acknowledge the variable extent of influence among these factors, with Culture displaying the most conspicuous effect and Financial Inclusion manifesting a comparatively modest impact.

Table 8: Andrew Hayees Mediation Process (Indirect Effects)

Hypothesis	Path	Coefficient	R^2	t-value	P-Value	Remarks
H6	LS→ C→SWE	0.6793	0.3763	13.6544	0	Significant
H7	LS →GB→SWE	0.2202	0.0432	3.7361	.0002	Significant
H8	FS→C→SWE	0.6782	0.4677	16.4779	.0000	Significant
H9	FS→GB→SWE	0.195	0.0423	3.6929	.0003	Significant
H10	FI→C→SWE	0.1713	0.0404	3.608	.0004	Significant
H11	FI→GB→SWE	0.3767	0.2139	9.1689	0	Significant

Notes: SWE=Success of Entrepreneurs, FI= Financial Inclusion, LS=Leadership Skills, C=Culture, GB=Gender Biasness, FS=Family Support

The presented table 8 showcases the outcomes of Andrew Hayees' mediation study, elucidating the indirect effects of various independent variables on the success of entrepreneurs (SWE). Hypotheses H6 to H11 explore diverse causal pathways between the variables. In hypothesis six (H6), a significant statistical association is observed between Leadership Skills (LS) and Software Engineering (SWE), wherein Culture (C) serves as a mediating factor. The observed association between these variables demonstrates a remarkable level of significance, as evidenced by the p-value of 0.0000. The influence of leadership skills on software engineering (SWE), with culture as a mediator, explains approximately 37.63% of the observed variability in SWE outcomes. This observation underscores the pivotal role of culture in shaping leadership competencies and its profound influence on the attainment of entrepreneurial pursuits.

In stark contrast, H7 postulates a theoretical framework positing a plausible linkage between LS and SWE, with the mediating influence of Gender Biasness (GB). The statistical significance of this pathway is apparent (p-value=0.0002); however, its explanatory capacity is rather restricted, explaining merely 4.32% of the observed variation in SWE. Regarding the influence of Family Support (FS) on Software Engineering (SWE), as denoted by hypotheses H8 and H9, it is noteworthy that both the mediated pathways of Culture and Gender Biasness exhibit statistical significance. Nevertheless, these factors demonstrate unique contributions to the observed variability in SWE. The noteworthy significance of Financial Inclusion (FI) on SWE, as exemplified in H10 and H11, is evident. The influence of gender bias on the pathway leading to a significant proportion of the variability in SWE (21.39%) merits acknowledgement. These findings indicate that modifications in gender bias, because of enhanced financial inclusion, possess the capacity to exert a significant impact on entrepreneurial attainment. Overall, all hypotheses exhibit statistically significant associations, emphasizing the intricate interplay between Leadership Skills, Family Support, and Financial Inclusion, along with the mediating effects of Culture and Gender

Biasness, on the accomplishments of entrepreneurs.

5 Conclusion and Recommendations

Women's success depends on numerous elements, like cultural affect in country of origin effects and family support for operating commercial activities. Women entrepreneurs with family support from families and governments, they provide quality food and other products to attract tourism development in local communities with COO conditions, thereby creating jobs and prosperity. Food is essential for tourists' intention to revisit and the COO effect. The concept of influence in international marketing covers consumer attitudes towards products produced by the COO effect organizations. The term COO affects customers' perceptions of whether buying goods produced in other countries is right or ethical. This study presents a comprehensive examination of the effects of family support, financial inclusion, and leadership capabilities on the attainment of women entrepreneurs, with specific attention to the moderating impact of cultural and gender biases. This study provides valuable insights into the indirect effects of the independent factors by employing Andrew Hayes' mediation approach. Despite previous research highlighting numerous barriers encountered by women in executive roles, their representation in the broader national economy remains inadequate. The observed discrepancy has been attributed to various factors, including inadequate motivation and support, which hinder the development of their abilities. The findings provide valuable insights into the intricate interplay of sociological, economic, and cultural determinants on the phenomenon of female entrepreneurship. Female entrepreneurs often exhibit a dual impetus, driven by both necessity and opportunity, typically guided by personal fervor, enthusiasm, and individual inclinations. Entrepreneurship is occasionally perceived as a mechanism through which individuals surmount the limitations impeding their career progression, colloquially known as the 'glass ceiling.' This notion finds support in research emphasizing women's aspirations to surmount gender and cultural barriers, thereby cementing their positions as trailblazers in the realm of entrepreneurship.

The results of the linear regression analysis offer empirical support for the proposition that variables such as familial support, financial inclusion, and leadership capabilities exert a significant and positive influence on the entrepreneurial accomplishments of women. It is imperative to highlight that all variables have been found to exert a significant impact on the dependent variable, namely, the entrepreneurial success of women. Furthermore, Andrew's study offers corroborative evidence regarding the influence of gender bias and cultural elements as mediators in the link between the independent variables and the degree of entrepreneurial achievement attained by women. The study underscores the noteworthy impact of these factors on the triumph of female entrepreneurs, suggesting the need for their deeper investigation in forthcoming policy and research endeavors.

5.1 Practical Implications

The topic of our discussion revolved around the evolving conceptualization of entrepreneurship and its implications for women in the context of Pakistan. Although women will have access to favorable chances, they will be expected to exert greater levels of effort compared to their male counterparts (Zerwas et al., 2019). Being a female, particularly a woman engaged in professional pursuits, entails inherent complexities, hence rendering the attainment of success a formidable endeavor. Consequently, it is imperative for individuals to engage in diligent work while maintaining a focused mental state, and to involve both genders in their endeavors. The aims of our study have been achieved by a thorough examination and analysis of various data sets. Furthermore, the findings of the study not only provide insights into the skills employed by female entrepreneurs but also reveal significant intervening factors (Zahra et al., 2000). The facilitation of a higher number of successful female entrepreneurs can be achieved by a deeper comprehension of crucial characteristics, alongside the good impact of familial assistance and access to financing

resources (Khan et al., 2021). The primary aim of this research was to acquire a complete elucidation and enhance understanding of female entrepreneurs operating in developing countries (Cabrera et al., 2017). Further investigation using a more extensive sample size in future research has the potential to generate novel insights into the evolving field of entrepreneurship theory. The investigation of this phenomenon might be conducted through the utilization of a qualitative research approach, which would encompass the examination of many entrepreneurial contexts. In recent years, there has been a surge in the level of attention and fascination surrounding the phenomenon of female entrepreneurship. The present study endeavors to tackle this matter by formulating a pragmatic framework for entrepreneurship, specifically focusing on Pakistani women entrepreneurs. The fundamental contribution of this study is the establishment of a skill-based empirical framework that pertains to the success of women entrepreneurs in developing countries, specifically focusing on Pakistan. This research aims to address the unique research challenges related to this topic.

5.2 Recommendations

Given the apparent lack of focus on low-income or disadvantaged women by the microfinance institution, it is justifiable to assert that governmental intervention is necessary to aid these women, considering the facility's apparent disregard for their needs. Furthermore, it is imperative to provide disadvantaged aspiring female entrepreneurs with affordable or free education on the basic skills required to effectively manage and operate firms. In a recent study conducted by Özsungur, (2019), an examination was made of the components that contribute to motivation, specifically focusing on the pull and push factors. Women who aspire to engage in company operations in a progressive manner might derive confidence from several forms of motives. Through the attainment of financial independence, women can consistently maintain an elevated standard of life and effectively grow their entrepreneurial endeavors on both a national and worldwide scale. Furthermore, there exists a strong correlation between the roles of wife and mother, along with their associated responsibilities, and the inclination towards entrepreneurship among women who want to strike a balance between their family duties and their daily employment (Agarwal et al., 2017). As a result, the suggested framework can be improved by incorporating exceptions to certain constructs. As an illustration, our ongoing study encompasses three distinct independent variables, including family support, financial inclusion, and leadership capabilities. To ascertain the association, forthcoming study endeavors may incorporate supplementary independent variables, including goal setting, risk aversion, and entrepreneurial education, alongside the identical mediators and dependent factors. The present study employed culture and gender prejudice as mediators to examine the relationship between independent and dependent variables. Subsequent investigations have the potential to enhance the suggested framework's sophistication through the inclusion of moderating variables.

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