

A Comparative Analysis of the contribution of Entrepreneurship to Women's Well-Being and Sustainability: The Case of India and Tunisia

ABSTRACT:

Entrepreneurship is widely regarded as the primary driver of profitable growth and sustainability. This has emerged as an employment opportunity and a means of increasing the number of women at various levels of the economy. In recent decades, research on women entrepreneurs has blossomed in the entrepreneurship literature, which has traditionally assumed a masculine perspective. Female entrepreneurship plays a critical role in achieving economic development and sustainability. This study contributes to the growing literature on women's entrepreneurship, it focuses on providing a theoretical understanding of where women entrepreneurship in India and Tunisia stands today. The study took a cross-sectional research design. Quantitative and qualitative data were collected separately through surveys and focus group discussions. The study included a random sample of 160 respondents, 80 women entrepreneurs (India and Tunisia) and 80 women non-entrepreneurs (India and Tunisia). SPSS and MS Excel were used to analyze data. According to the findings, women entrepreneurs have better well-being than women who are not entrepreneurs. Findings clearly show that well-being is important in the development of not only women entrepreneurs but also in the sustainability of the society as a whole. Implications: This study offers solid evidence-based recommendations for women's Entrepreneurship in India and Tunisia including that the government should take part in reducing the challenges that restrain women in their business and facilitate funding opportunities for these businesses to ensure sustained growth.

Keywords: *Economic Growth, Sustainability, Well-being, Women Entrepreneurship*

1. INTRODUCTION & PREVIOUS RESEARCH: The effectiveness of entrepreneurial achievements is determined not only by the importance of entrepreneurship in general, but also by the contribution of entrepreneurship to women's well-being and the sustainability of

economic growth. Entrepreneurship is widely acknowledged around the world as a critical driver of economic progress (Mahadea, 2013). This has emerged as a business opportunity as well as a method of integrating women into the economy at various levels. History demonstrates that women entrepreneurs may experience varying degrees of well-being depending on the motivations they pursue as well as their personal characteristics (El-Namaki, 1991). Embracing Sen's (1999) concept of working, which refers to important exercises that contribute to the well-being of people groups; business venture exercises should be visible as one of the working encompassing various things an individual might add value.

According to Timmons (1989), entrepreneurship is the process of creating and building something of significant value out of nothing. That is, it is the process of establishing or retaining freedom and pursuing it regardless of the assets currently under control. It entails the definition, creation, and dissemination of values and benefits to individuals, groups, associations, and society. A business venture is rarely recommended as a way to make quick money. Furthermore, Hisrich (2005) contends that a business venture is a method of creating something valuable by devoting necessary time and effort, anticipating monetary and social risks, and reaping financial, individual fulfilment, and freedom benefits. Clearly, the concept of entrepreneurship is broader in light of these definitions, and it is defined differently by different researchers. This poses difficulties in precisely estimating the concept, and thus operationalizing the concept in research becomes undeniably undeniable for one to evaluate it. According to a review led by Bosma et al. (2013), there are 126 million women who have started organizations in 67 countries around the world. Furthermore, there are 98 million women who run stable organizations with the primary advantage of business creation. Only 20% of all women worldwide are in informal employment, with the remainder engaged in informal business and other means of subsistence (World Bank, 2002). This current situation encourages women to engage in entrepreneurship as an alternative solution that can improve their well-being.

Moreover, in developing countries such as India, women entrepreneurs face challenges such as a lack of credit, a lack of business venture expertise, social segregation due to social standards, and a lack of networking (Vinesh, 2014). Despite these challenges, data on what they mean for female entrepreneurs is limited. Evidently, summarizing the difficulties is

difficult because they are likely to vary depending on the specific circumstance. Women in India have played significant social, political, and economic roles. In recent years, India has seen a significant increase in the number of micro-entrepreneurs, owners of boutique businesses, women running tech-led start-ups, and others. More women are becoming entrepreneurs, driven by passion, a desire to solve a problem, and a desire to be financially independent of the job framework (S. M. Ghose et al., 2021). Self-help groups, institutions, and individual initiatives from both rural and urban areas work together to assist women entrepreneurs in their endeavors (Chaudhry & Paquibut, 2021). There are several organizations in India known for promoting women's entrepreneurship, including the Entrepreneurship Development Institute of India (EDII), the National Bank for Agriculture, the National Institute for Entrepreneurship and Small Business Development (NIESBUD), and Rural Development (NABARD), and the Small Industries Development Bank of India (SIDBI), among others. SIDBI has made plans to establish operational links with a number of top national and international organizations in order to promote and develop SSI (Small Scale Institution) units in Karnataka, the state under consideration for the study.

Besides, Tunisia has long been regarded as one of the most progressive Arab countries in terms of women's rights. Tunisia has a legal framework that allows women to participate in the economy, with provisions in the Constitution and Labor Code for equality of opportunity and non-discrimination between men and women. Recent initiatives and legislative reforms in Tunisia following the 14 January 2011 revolution have resulted in greater gender equality in recent years from an economic, political, and family perspective. However, women continue to face socio-cultural barriers and inequalities in terms of opportunities, resources, and job quality. Tunisia's female participation rate rose significantly until 2000, but has since remained relatively low, reaching 24% in 2018. Certain sectors of the economy show relative promise; for example, according to the most recent World Bank Enterprise Survey, Tunisia's female entrepreneurship outperforms that of other MENA countries. Women's businesses are typically smaller and employ fewer people than their male counterparts. The nondurable manufacturing and services sector employs nearly two-thirds of all female entrepreneurs, but the number of female entrepreneurs interested in non-traditional fields such as telecommunications and finance is growing. Furthermore, as free markets have expanded and household consumption has increased, more women have become entrepreneurs.

2. CONCEPTUAL FRAMEWORK

This study hypothesizes that entrepreneurship, regardless of financial qualities, has an impact on women's personal well-being. Education, marital status, age, business status, and family size are among the financial factors considered in this study. According to Gawel (2013), married women are likely to have low well-being as a result of being accommodating to their spouses. In comparison to unmarried women, married women are more involved with their families, taking on various roles such as paying for children's school fees and providing health care for the family. According to a similar study, a woman with a large family size is likely to have low well-being.

Furthermore, educated women are more likely to have high well-being than uneducated women because educated women are more capable of having a decent income from their business, and thus they can create a lot from their business. Regardless of these factors that can affect the well-being of women entrepreneurs, various difficulties can affect entrepreneurs and thus impact women's well-being, as illustrated in Figure 1.

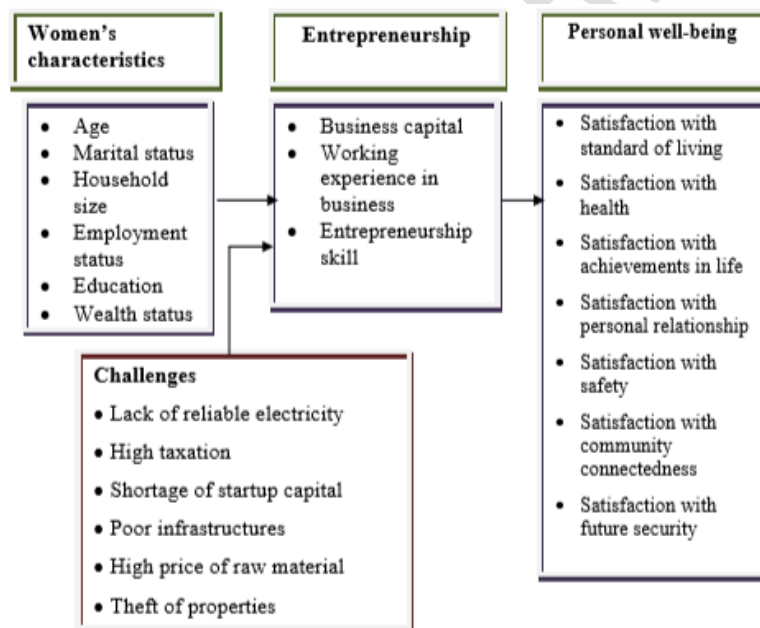


Figure 1: Adapted from: CONTRIBUTION OF ENTREPRENEURSHIP ON WOMEN'S WELL-BEING IN TANZANIA: A CASE OF ARUMERU DISTRICT by ELIAKUNDA ANDREW URIO

3. METHODOLOGY: The objectives of the study are:

1. To explore the challenges affecting women entrepreneurs in India and Tunisia.

2. To examine the relationship between the women's chosen profession and their well-being.

Research Design:

The study was conducted in India and Tunisia. A systematic random sampling technique was adopted to choose 5 women entrepreneurs and 5 women non-entrepreneurs from a sampling frame that enlisted all women entrepreneurs in the villages/cities generating a total of 80 women entrepreneurs and 80 women non-entrepreneurs both (India and Tunisia). The sample size was suitable to acquire and the data was pertinent to the study since a minimum of 15 cases is suitable for accommodating a variety of variable subpopulations (Bailey 1994). Women entrepreneur's survey was utilized to gather quantitative information by which a questionnaire with closed and open-ended questions was used for data collection. To guarantee the consistency of the instrument, the questionnaire was pre-tested before real information was collected. The pre-testing included 15 respondents both in India and Tunisia. After pre-testing, modifications were made to the questionnaires and an improved version was developed before administering the tool for actual data collection. Quantitative data was analysed by involving Statistical Package for Social Science (SPSS). Further, the results and their implications were elucidated. In particular, cross-tabulations were calculated to establish relationships among variables predominantly associations between categories of entrepreneurial initiatives accomplished by women entrepreneurs and their characteristics containing education level, marital status, employment status, and whether the household head was a woman or a man. Moreover, the descriptive investigation was done by calculating frequencies and percentages of respondents' socio-economic and demographic characteristics. Additionally, challenges confronted by women entrepreneurs were calculated to show percentage distribution. Finally, comparisons in terms of the satisfaction levels of well-being were assessed.

4. RESULTS AND DISCUSSIONS:

Objective 1-To explore the challenges affecting women entrepreneurs

Table 1: Table showing the Major challenges faced by women entrepreneurs

Challenges	Frequency		Percent	
	India	Tunisia	India	Tunisia

Overall-life/personal satisfaction	40	40	2	1	5	5	3.46	3.56	.967	0.819
Standard of Living	40	40	1	2	5	5	3.31	3.54	1.298	0.879
Personal Health	40	40	2	2	5	5	4.03	3.78	.941	0.836
Achieving in Life	40	40	1	1	5	5	3.54	3.34	1.396	0.805
Personal Relationship	40	40	2	2	5	5	4.19	3.6	.765	0.681
Personal safety	40	40	3	2	5	5	4.11	3.61	.693	0.581
Community-Connectedness	40	40	2	2	5	5	4.05	3.69	.778	0.663
Future Security	40	40	1	1	5	5	3.53	3.49	1.467	0.756

The seven personal well-being measurement constructs proposed by the International Well-being Group (2013), include satisfaction with standard of living, satisfaction with one's health, satisfaction with achievement in life, satisfaction with a personal relationship, satisfaction with one's safety, satisfaction with community connectedness and satisfaction with future security. Respondents were expected to answer how fulfilled they were with their life as a whole. The response went from 1 (no fulfilment by any means) to 5 (totally fulfilled). A score of 3 was taken as impartial. Reliability analysis was utilized to test whether the personal well-being measurement constructs can be combined to form a Personal Well-being Index (PWI). The most usually involved measurement in this examination is Cronbach's alpha value. The Cronbach's alpha value was 0.73 higher than a base worth of 0.7 demonstrating that the personal wellbeing measurement construct can be quantified to form one variable, in this case, personal well-being.

Table 3 :showing the differences in the well-being among Indian entrepreneurs and Indian non-entrepreneurs (N=80)

Well Being	Satisfaction levels (1=least and 5=highest)	Entrepreneur		Non-Entrepreneur	
		Frequency	Percent (%)	Frequency	Percent (%)
Satisfaction with Standard of living	1	0	0	14	35

	2	0	0	6	15
	3	5	12.5	6	15
	4	27	67.5	12	30
	5	8	20	2	5
Satisfaction with Personal Health	1	0	0	0	0
	2	0	0	8	20
	3	2	5	8	20
	4	18	45	16	40
	5	20	50	8	20
Satisfaction with Achievement in life	1	0	0	8	20
	2	0	0	14	35
	3	2	5	12	30
	4	15	37.5	0	0
	5	23	57.5	6	15
Satisfaction with Personal Relationship	1	0	0	0	0
	2	0	0	4	10
	3	1	2.5	4	10
	4	19	47.5	24	60
	5	20	50	8	20
Satisfaction with Personal safety	1	0	0	0	0
	2	0	0	0	0
	3	7	17.5	8	20
	4	19	47.5	22	55
	5	14	35	10	25
Satisfaction with Community connectedness	1	0	0	0	0
	2	0	0	2	5
	3	6	15	10	25
	4	16	40	22	55
	5	18	45	6	15
Satisfaction with Future Security	1	0	0	16	40
	2	0	0	2	5
	3	5	12.5	6	15
	4	18	45	8	20
	5	17	42.5	8	20

Table 4 :showing the differences in the well-being among Tunisian entrepreneurs and Tunisian non-entrepreneurs (N=80)

Well Being Satisfaction Levels (1 is the least and 5 is the highest)	Entrepreneur		Non-Entrepreneur	
	Frequency	Percent (%)	Frequency	Percent (%)

Satisfaction with Standard of Living	1	0	0%	0	0%
	2	2	5%	10	25%
	3	16	40%	16	40%
	4	18	45%	12	30%
	5	4	10%	2	5%
Satisfaction with Personal Health	1	0	0%	0	0%
	2	4	10%	2	5%
	3	12	30%	9	22.5%
	4	20	50%	19	47.5%
	5	4	10%	10	25%
Satisfaction with Achievement in Life	1	0	0%	2	5%
	2	5	12.5%	4	10%
	3	15	37.5%	18	45%
	4	18	45%	16	40%
	5	2	5%	0	0%
Satisfaction with Personal Relationship	1	0	0%	0	0%
	2	1	2.5%	2	5%
	3	17	42.5%	15	37.5%
	4	19	47.5%	20	50%
	5	3	7.5%	3	7.5%
Satisfaction with Personal Safety	1	0	0%	0	0%
	2	0	0%	1	2.5%
	3	18	45%	14	35%
	4	20	50%	24	60%
	5	2	5%	1	2.5%
Satisfaction with Community Connectedness	1	0	0%	0	0%
	2	0	0%	2	5%
	3	17	42.5%	9	22.5%

	4	18	45%	27	67.5%
	5	5	12.5%	2	5%
Satisfaction with Future Security	1	0	0%	1	2.5%
	2	3	7.5%	4	10%
	3	16	40%	10	25%
	4	19	47.5%	24	60%
	5	2	5%	1	2.5%

Discussion of findings: On the basis of the findings, as per the Table 3 and 4, we can evidently conclude that the dimensions of well-being for the women entrepreneurs in both the countries are almost similar. The dimensions contributing to the overall wellbeing of women, like personal satisfaction, standard of living, personal health, personal achievements and future security are perceived in a similar fashion by the women of both countries. However, the dimensions where there is a bit of discrepancy are personal relationships, personal safety and community connectedness. This can be supported by one of the most read research, which pertains to the cultural impact on community connectedness and perception of individuality (Hofstede, 1980).

5. CONCLUSIONS AND RECOMMENDATIONS: Conclusions based on Indian entrepreneurs and non-entrepreneurs:

The objectives of this study were to explore the challenges affecting women entrepreneurs; to ascertain the impact of entrepreneurship on women's well-being. Thereby, the study concluded that;

- (i) Women entrepreneurs confronted many difficulties like deficiency of start-up capital, high tax assessment rate, absence of dependable power, unfortunate frameworks, the excessive cost of natural substances, and burglary of properties.
- (ii) Satisfaction with the personal relationship, community connectedness, and personal security are almost similar between entrepreneurial and non-entrepreneurial women, but entrepreneurial women have better satisfaction on the rest of the four parameters

than non-entrepreneurial women i.e. standard of living, personal health, achievement in life and future security.

Recommendations

- (i) Grounded on the conclusions, the study claims that when supporting women's entrepreneurial initiatives, women must not be considered as a homogeneous group. Encouraging initiatives should contemplate socio-economic characteristics of women such as marital status, education, and type of household whether is headed by a woman or by a man. Furthermore the government should take part in reducing the challenges that restrain women in their business.
- (ii) It is suggested that the seven personal well-being measurement constructs can be combined to form personal well-being.
- (iii) The government should encourage women entrepreneurs, through the providing of credit, market for their products, and developing entrepreneurial skills because women are the agents of change, according to the Capability Approach, it is the women who can bring socio-economic changes in society.

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