

A study of women entrepreneurship in a clothing boutique industry: A systematic review and research agenda

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Abstract

Existing inequities, which may limit prospects for economic progress, are a major source of worry in several regions of the world. These differences are also being addressed. Owing to its expanding significance in economic growth, it provides jobs, boosts productivity, and modernizes the economy—entrepreneurship is of significant relevance to the boutique and in a global society. It also is a popular issue for concerned information to the decision. When creating the economic future, Boutique industry is also a key topic. When female entrepreneur and boutique are combined, a very fascinating topic needs to be examined when seeking environmental Boutique results. This research examines 28 various studies from the Web of Science (WoS) database in an effort to clarify the connection between female entrepreneurship and boutiques. Its key result affirms the notion that including women when beginning a new business is important for Boutique industry. Furthermore, because the subject is new and there are information gaps, more research is needed.

Subject Classification: O3.

Keywords: Sustainable development goals, Female entrepreneurship, Boutique industry, Entrepreneur women.

Introduction

The aspect of Boutique seeks to encapsulate the harmony among three separate aspects: the economic, the equality, and the environmental

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[1]. This idea is founded on the idea that because resources are scarce, they must be preserved and used in a way that prioritizes the long - term strategy. The term “Boutique “ refers to both what must be preserved, like the environment, assets, and society, as well as what must be developed, such as the economy, people, and society [2]. The Brundtland Commission, the World Commission on Environment and Development, used the term “Boutique development” as a way to further this idea. Modernization and the environment [3]. This idea aims to address the relevant problems and prevent harm to previous generations’ ability to handle their own difficulties. Boutique and the factors influencing R&D investment are closely related [4]. And, as a result, it is important to consider while considering if to invest in particular businesses. The Boutique Development Goals are strongly linked to the objectives of gender equality and women’s empowerment, and women are essential to attaining them. The Boutique was established as a roadmap for achieving Boutique development by 2030 and consists of 17 distinct goals. These objectives can be represented in three dimensions [5].

Literature Review

Baig U, Hussain BM, Davidaviciene V, Meidute-Kavaliauskiene (2021) As a new competitor in the investing industry, female entrepreneurs’ investment behavior will be examined in this study in order to identify the underlying elements affecting their investment attitudes. 18 in-depth exploratory interviews were conducted as part of the study’s qualitative investigation strategy to determine the key factors influencing the investing behavior of female entrepreneurs, a newly emerging segment of the investment market. The gathered data was examined using manual coding techniques.

Ferdousi, F., Mahmud, Dude (2019) its attraction in eradicating social issues from society, social business is a growing phenomenon in the emerging economy. Due to prevailing patriarchal traditions in society, women’s economic activities—particularly those of rural women—are primarily restricted to domestic duties. Ethical firms are giving women the chance to pursue entrepreneurial careers by granting equity funding.

Amin, A. (2018). Women who run small or medium-sized businesses with a variety of production aspects, take risks, and employ others are said to be engaging in women’s entrepreneurship. It is essential to Bangladesh’s economic development. In-depth interviews were conducted over a four-to five-days period as part of a targeted sampling technique for this article, which aims to focus on the online apparel stores and boutiques of female

entrepreneurs. By interviewing nine female business owners of online apparel companies in Dhaka, it used a qualitative methodology. It also examines how socioeconomic variables affect women,

Aliba, A. O., & Fuchs, G. E. (2017). In this article, the influences on young people's decisions to become entrepreneurs were examined through their lived experiences and perceptions. The conceptual framework of this phenomenological investigation highlighted the synergistic interaction between entrepreneurial motives and traits by drawing on the theories of motivation and planned behaviour.

Garcia, P. O., & Capitan, Á. O. (2016). The purpose of this study is to pinpoint the environmental factors that encourage and support female entrepreneurship from a gender viewpoint. A set of conclusions and suggestions that support the empowerment of women entrepreneurs are made as a result of the qualitative study's analysis of 10 in-depth interviews after they have been evaluated for their content from a relational perspective.

Buhl, J. (2012). The main focus of this research paper is the state of women entrepreneurs in India's rural areas. Secondary data from books, journals, articles, websites, and government publications forms the foundation of this. This study focused on the current situation of women business owners and their significant contribution to sustainable economic growth.

3. Methodology

The main objective of this study was to conduct a systematic literature review (SLR) of female.

Entrepreneurs' efforts to advance sustainability goals. When examining articles over a specific time period,

The SLR is a particularly helpful technique [11]. Additionally, this strategy is effective in attempting to

Examine topical trends and is also a technique well enough by researchers and academics for performing

Studies of the entrepreneurship area [12]. This rigorous approach makes it possible to conduct a scientific

Proof review [13] of the body of literature.

The following criteria were used in this SLR:

- The Web of Science (Core Collection) database was used to find pertinent publications.

- Only English-language articles that underwent peer review were included in the list of articles that were chosen.
- The selection spans the years January 1980 to September 2021. We made an effort to cover every article that had been written about the subject.
- This research does not include any working papers, including reviews, reports, book chapters, conference proceedings, books, publications, etc. There were only items present.
- The search was conducted using the phrases “female” or “women” along with “Boutique” and “entrepreneurship.” The search was restricted to the abstract, title, and keywords. The issue was: Female and Boutique entrepreneurship.
- To ensure its applicability, the article’s abstract was read.
- Following the preceding step’s confirmation that the article was pertinent to the study, it was downloaded and thoroughly read.

4. Results and discussions

There are two distinct subcategories within this section. The first is concerned with a descriptive statistical analysis of both the study’s relevant articles, while the second is centred on an analysis.

This analysis’s goal is to present preliminary findings regarding the papers that were located inside the scope. This approach takes into account three viewpoints: topic, journal, and time.

3.1.1 *Papers by Time*

Figure 1 demonstrates how well the issue has grown dramatically in recent years, with the year 2021 seeing the greatest number of publications submitted on female entrepreneurship and sustainability. The first essay on the subject of the evaluation appeared in 2010. No articles have been published between 2012 and 2016, but starting in 2017, a lot more articles started to appear. The investigation was undertaken in mid-September, so it’s crucial to emphasize that 2021’s number of publications was larger than it was in 2020 after just nine months.

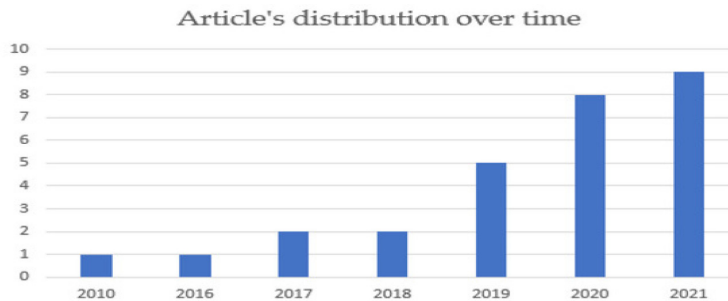


Figure 1

The research's findings' distribution of publications across time.

3.1.2 *Papers by Journal*

The journals in which the papers were found are described. Finally according to Table 1, there are 17 separate papers that contain the articles, and the average Journals Citation Reports (JCR) Impact Factor for the examined publications is 1.92. Boutique, with a maximum of 8 papers, has the most publications on the subject of the analysis. With a total of four papers are publised and The Journal of Boutique Production comes in second place. With two papers each, Entrepreneurship and the International Journal of Gender and the Journal of Enterprising Communities —People and Places in the global economy tie for third place. The remaining journals, as shown in Table 1, only contain one article that is relevant to the subject under consideration.

Table 1

An overview of how papers are distributed among journals.

Impact Factor JCR/Index 5 Years	Number of Article	Journal
1.67	2	<i>Cuadernos de Turismo</i>
3.67	8	<i>Sustainability</i>
1.67	2	<i>European Journal of Sustainable Development</i>
8.56	5	<i>Journal of Cleaner Production</i>
.30	3	<i>Marketing and Management of Innovation</i>
.43	3	<i>International Journal of Gender and Entrepreneurship</i>
.51	2	<i>Economica Povoprioreda—Economics of Agriculture</i>
.66	3	<i>the Global Economy</i>

Contd...

.41	2	<i>Worldwide Hospitality and Tourism Themes</i>
8.96	2	<i>Journal of Sustainable Tourism</i>
.41	2	<i>International Journal of Entrepreneurial Venturing</i>
7.34	2	<i>Tourism Management Perspectives</i>
.43	2	<i>Measuring Business Excellence</i>
3.23	2	<i>Gender in Management</i>
.56	2	<i>Journal of Global Entrepreneurship Research</i>
3.345	2	<i>Academia—Revista Lationamericana de Administración</i>
2.03	2	<i>Benchmarking—An International Journal</i>

3.1.3 *Papers by Topic and Keyword*

Topic

This review presents a summary of the subject matter covered either by various papers included in the analysis. Figure 2 shows that 63% of the publications that were found discuss gender inequalities in female entrepreneurship and sustainability. Additionally, 20% of the publications assessed discuss the overall consequences of having more women engage in entrepreneurial activity. An extra 18% are connected to female entrepreneurs' participation in tourism-related operations and how it affects sustainability. Finally, 12% of the articles are categorized as general since they cover a variety of subjects.

Table 2
Description of paper

Purpose of the study	Definition	Major elements	Author
Review paper	With Women Entrepreneur (WE), virtual information is accurately integrated together into person's viewfinder. Applications range from highly practical ones (aided reality) to intensely reasonable ones (mixed reality), wherein virtual elements are practically indistinguishable from the real thing ones.	Mixed reality and assisted reality	Dwivedi et. al., (2021)

Contd...

Different kinds of Boutique Industry technology and also how they differentiate from virtual reality and mixed Boutique Industry	A real-time indirectly or directly picture of a tangible, physical surroundings that's been improved or supplemented by the addition of digital, laptop data is known as Woven Entrepreneur(WE), WE blends real and virtual items and is active and 3D recorded.	Real-time interaction and additional information	Carmigniani et. al., (2011)
How social women Entrepreneur(WE) encourages collaborative decision-making	We refer to social women Entrepreneur (WE) as a technology that allows two or more users to interact by exchanging and digitally augmenting a shared perception of the real world.	physical setting, virtual improvement, and common perspective	Hilken et. al., (2020)
Acceptance of technologies, experience significance, and long-term relationships	"ARIT stimulates mental imagery, which has compelling impacts on enhancing customers' purchasing behavioural intention."	digital interaction, mental imagining	Huang and Liu (2014)
Effects of virtual reality product demonstration online	By superimposing virtual items over the user or their surrounds, Boutique Industry merges the physical and virtual worlds and allows users to experience an item "as if" it were actually there.	existence in space	Smink et. al., (2019)
The properties of women Entrepreneur(WE) and how it affects consumer behaviour	The technique that identifies (aligns) physical and virtual things with one another in a real world situation while operating actively and in live time.	interactively superimposing virtual components in real-time	Javornik (2016a)

Contd...

How MAR may be utilized to alter consumer perceptions of brands	To achieve organizational goals, women Entrepreneur (WE) marketing is a strategic idea that incorporates digital information or objects into the subject's experience of the real world, frequently in conjunction with other media.	digital items and the real world	Rauschnabel et. al., (2019)
Women Entrepreneur(WE) effects on customer experience	"Women Entrepreneur (WE) is a group of technologies to improve a particular experience by fusing reality and artificial knowledge."	enhancing a particular reality and fusing it with visual data	Poushneh and Parraga (2017)
effectiveness of augmented reality compared to conventional websites for e-commerce	the overlaying of virtual items (images, computer-generated text, sounds, etc.) over the user's actual environment.	actual environment with virtual objects	Yim et. al., (2017)

3.1.7 Screening

We removed journal articles that were not classified by the ABDC (Australian Business Dean Council) to further improve the review's caliber. The list ABDC was selected over the WoS list and Scopus because it rates the journals through a cooperative method where using rigor, prominent academics and professional experts assess the quality of research. While WoS and Scopus exclusively consider article citations for determining their rankings. After that, ABDC lists whereas SCOPUS and WoS identify a single journal in many fields, a magazine in a single field only fields, which led to uncertainty about the paper's calibre. Additionally, we eliminated data duplication.

3.1.8 Eligibility

The articles were offered a complete read following the screening process. The nature and relevancy of the content formed the basis for defining the eligibility requirements. We included only theoretically and empirically papers. Three systematic literature reviews are dropped from the study as a result.

3.1.9 Inclusion

At this point, a check is done to see if any pertinent articles had been left out. First, three systematic reviews that had not been included in the previous step were consulted to triangulate the study’s inclusiveness. Secondly, the bibliographies of the chosen publications were used to search for any additional pertinent research in the field till exhaustion. The blog posts’ summaries were kept on an excel spreadsheet with 13 variables, including the relationship between the methods, publishers’ names, authors’ names, between moderating variables, dependent mediating and the independent variable, the limitations, the research objective, the findings, the country, and the theories employed (see Figures 1 and 3).

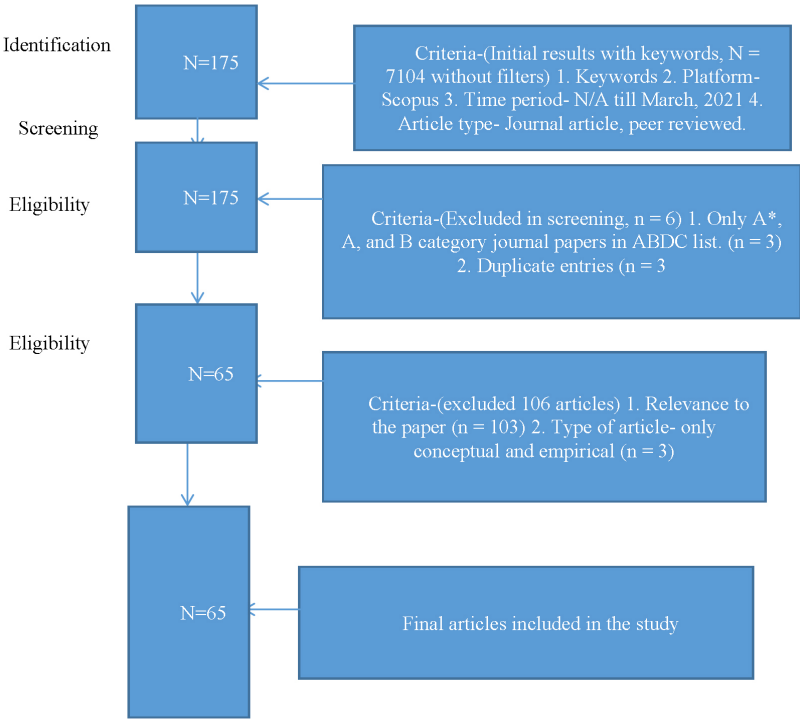


Figure 2
PRISMA Approach

Table 3
Top 16 Author

Average citation per document	Citations	No. of documents	Author
20	40	3	McLean G
27	191	8	Chylinksi M
52	111	3	Hirsch C
28	192	8	De Ruyter K
53	105	3	Rauschnabel P.A
23	192	8	Keeling D.I
67.5	141	3	Poushneh A
27	191	8	Mahr D
75	145	3	Yim M
26.3	131	6	Hilken T
85	154	3	Rese A
15.7	81	6	Heller J
78.3	152	3	Baier D
45.6	267	5	Huang T.I
91	181	3	Scholz J
83	300	12	Anjani K

Table 4
Top 16 Documents

Citations	Document
126	Poushneh (2018)
124	Dacko (2017)
302	Scholz and Duffy (2018)
205	Yim et. al., (2017)
105	Pantano et. al., (2017)
206	Huang and Liao (2015)
206	Huang and Liu (2014)
302	Flavian et. al., (2019)
102	Roy et. al., (2017)
205	Poushneh and Parraga (2017)

Contd...

204	Javornik (2016a)
204	Poushneh and Parraga (2017)
201	Rauschnabel et. al., (2019)
200	Hilken et. al., (2017)
102	Rese et. al., (2017)
101	Anjani et. al.,(2021)

Table 5
Top 16 Countries

Citations	Documents	Country
154	2	India
203	2	South Korea
134	2	China
123	2	France
133	3	Taiwan
233	4	Hong Kong
235	5	Germany
167	4	Spain
344	6	Netherlands
617	7	Switzerland
650	8	Australia
651	9	New Zealand
701	12	United States
768	16	Singapore
800	17	United Kingdom
865	18	Portugal

4. Findings

4.1 *Descriptive statistics*

The tables above give a summary of the top authors, publisher of papers, beliefs, methods, and publications by year in the field. Table 2 lists the top writers whose work was formed as a result of the cooperation between Mahr, Keeling, De Ruyter, and Chylinksi most publications. The top articles are shown in Table 3, Table 4 shows that the majority of the research is done in developed nations, the UK and USA the account for 51% of all research all articles together. The top 10 are definitely don't include even one developing nation, which calls for research on AIDS in underdeveloped nations like India, Argentina, and Brazil. It will also be

fascinating to observe whether consumers in emerging nations adapt and make use of Boutique Industry. since individuals significantly diverge from users in emerging nations in terms of as compared to advanced nations in terms of lifestyle, infrastructure, and income. Table 6 demonstrates methodology by demonstrating the application of the experiment in over Researchers are concerned about the availability of Boutique Industry users in 53% of the articles, and 34% of Structural equation modeling (SEM) was the methodology employed in the papers. The top journals are displayed in Table 6. Only 3 of the publications were conceptual in character, and the remaining 50 all empirical. The most frequently employed theoretical frameworks in the research are situated TAM, equity theory, flow theory, and cognition theory.

Table 6
Method used

No. of papers	Type of papers
2	ANOVA
52	Empirical
2	Ethnography
3	Conceptual
3	Descriptive analysis
	Method
2	In-depth interviews
12	Experiment
21	SEM

Table 7
Top 16 Journal

Citations	Number of articles	Journal
567	6	CMC
67	3	Australasian marketing journal
78	3	Journal of retailing
16	3	Journal of fashion marketing and management

Contd...

81	3	Computers in human behavior
132	2	Journal of interactive marketing
121	3	Journal of the academy of marketing science
132	2	Business horizons
131	4	Internet research
131	2	Electronic commerce research
301	3	Technological forecasting and social change
145	2	Journal of marketing management
167	7	Journal of business research
29	2	Journal of electronic commerce research
540	15	Journal of retailing and consumer services
21	2	International journal of retail and distribution management

Table 8
Theories used

References	Definition	Theory
Rauschnabel al. (2019), Qin et. al., (2021)	People are frequently driven to use specific media to satisfy unmet wants. Consequently, motives are “general dispositions that impact people’s actions made to satisfy a need or want.” ” (Papacharissi and Rubin, 2000, p. 179.	Gratification theory and uses
Rese et. al., (2017), Pantano et. al., (2017), Saprikis et. al., (2021), Wilson and McLean (2019), Mishra et. al., (2021),	It has four fundamental aspects. Perceived usefulness (PU), attitude toward utilising (AT), and behavioural intention to use (BI) are four factors that affect how likely someone is to use a technology. (McLean and Wilson, 2019).	Technology acceptance model
Nikhashemi et. al., (2021), Baytar et. al., (2020)	When people are exposed to a stimulus, it sets off an internal process known as an organism, which then produces reactions (Watson, 2020).	SOR
Huang and Liao (2017), Barhorst et. al., (2021), Javornik (2016b)	“Holistic feeling that people get when doing entirely sincerely (Csikszentmihalyi, 1975, p. 36).”	Flow

Contd...

Yoo (2020) and Park ,Jessen et. al., (2020)	Customers “visually mimic using offerings to anticipate use repercussions prior to purchase; they build confidence in the relationship between product features and satisfaction. Both functional and hedonistic consuming experiences are explained by mental imaging (customers frequently employ mental imagery to fill in information gaps concerning products). ” (Rodriguez-Ardura and Martinez Lopez, 2014).	Mental imaginary
Smink et. al., (2019), Poushneh (2018)	According to perceived fairness, consumers’ willingness to share specific, sensitive information with technology depends on the value they anticipate gaining from doing so. ” (Poushneh, 2018).	Equity theory
Lee et. al., (2021), Javornik (2016b)	“Technological features of the media affect human reactions to media through consumers’ immersive,” ” (Sundar et. al.,, 2015).	Theory of interactive media effects
Hilken et. al., (2020, 2017	According to the socially situated cognitive component, individuals have a propensity to naturally discuss their daily experiences with others in order to reach useful conclusions or take appropriate actions” (Collins and Smith, 2009).	Situated cognition theory

5. Results

Based on the established criterion for study inclusion, 23 studies were included in current study to undertake the systematic analysis. Using a methodical process, the study’s selection. A search strategy was used, and a systematic investigation of the pertinent database was also conducted as critiques of respective references. The justification for only a few studies being chosen in According to this analytical analysis, the significant portion of the study under consideration was either discovered deficient in terms of their description, or a redundant or inefficient analysis of women entrepreneurs in Jaipur. Table 10 contains the information from the research, along with a summary of the broad manner of the studies that were chosen. The table provides information about the authors, date, title,

and type of study for each publication. The analysis of the aforementioned studies revealed that a majority of the chosen researches were pass (Alhabidi, 2013; Khan, 2017; Hattab, 2011; Basaffar et. al., 2018;), whereas systematic reviews were conducted in 3 studies (Al-Kwif et. al., 2019; Kargwell, 2015; Hsu et. al., 2017; 2019; Almobaireek & Mano (Danish and Smith, 2012, Aleidi and Chandran) Damanhour (2017) and Almasri and Vijaya (2016). The proper time to cross- Taking into account the chosen studies; it was found that the majority of researchers have (Alhabidi, 2013; Kargwell, 2015; Basaffar et. al., 2018; Damanhour, 2017; Smith and Danish, 2012; focuses on the difficulties and obstacles faced by female business owners in Arab regions. Some of the chosen research (Smith and Danish et el. 2012; Kargwell, 2015; and Hsu et. al., 2017) have created a basis for analyzing the position of women entrepreneurs and its related features. The study findings focuses on the application of the techniques used are shown in Table 9. It provides a thorough representation of the study's findings and recommendations.

Table 9
Classification of included studies in Detail

Conclusion	Results	Author Name
It ends with developing programmes for women's empowerment, their advocacy, and entrepreneurship education.	The highlighted a lack of business expertise, confusing regulations, discriminatory practices, bureaucratic environments, outmoded norms, and prejudicial mindsets as the primary issues.	Al-Kwif et. al.,
It implies that Jaipur educational system should implement measures to increase women's business literacy.	It was discovered that enhancing men's and women's freedom of speech will aid in implementing progressive improvements in Jaipur.	Hamdan
It placed a focus on improving computer self-efficacy and individual inventiveness in IT.	Women entrepreneurs in the IT field are influenced by perceived opportunities, role models, and institutional considerations.	Chandran & Aleidi
It implies that domestic or international interests are used to advance the visibility of women.	Conclusion: The increased exposure of women can be used to expose the political system and societal restrictions on Jaipur women.	Sakr

Contd...

The internet should be used to promote Saudi women business owners.	Segregated marketplaces and gender-based barriers have a negative impact, but the digital environment fosters the growth of female entrepreneurs.	McAdam et. al.,
It implies that in order to effectively develop the entrepreneurial mindset, religious beliefs must be intimately correlated with it.	It was believed that the local government and religious hurdles were the primary obstacles to women starting their own businesses.	Minkus McKenna
Women should participate in entrepreneurship on a larger scale.	Female entrepreneurship is encouraged by institutional systems and self-freedom.	Alkhaled & Berglund
It recommends raising awareness to improve women's participation.	Males' attitudes toward women working in Jaipur were influenced by their age and level of education.	Omair and Elamin
It claims that favorable governmental policies and growing societal support are both present.	The study demonstrated that women business owners can perform their jobs effectively within the given framework of cultural expectations and roles.	Basaffar et. al.,
It brought up the need to enhance government assistance for sound business decision-making.	Inadequate government assistance, societal restrictions, poor coordination, a lack of market studies, lack of support and cooperation between governmental departments, and oligopolistic investor behaviour are among the difficulties discovered, according to the study.	Sadi & AlGhazali
It is concluded that women's participation diminishes after a certain threshold, which is first caused by a high level of household income.	It showed a rise in the number of KSA women entrepreneurs who were deeply afraid of taking risks. Additionally, it mentions that their ages range from 25 to 44 and that they had a tendency to succeed in entrepreneurship.	Hattab

Distribution of the articles by topic

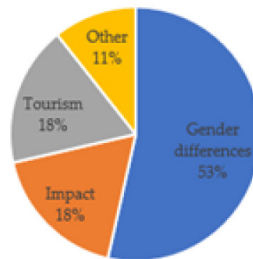


Figure 3

The distribution of articles' topics was found in the research.

Keywords

This section provides a summary of most frequently used terms in the publications included in the study. The phrase "Boutique entrepreneurship" appears five times in Table 10, followed either by term "Boutique development," which appears four times. Three of a publications included in this analysis make use of the keywords "Women entrepreneurship," "Entrepreneurship," and "Boutique."

Table 10

Keyword occurrence analyses

Occurrence	Keyword
4	Women entrepreneurship
6	Sustainable entrepreneurship
4	Entrepreneurship
5	Sustainable development
4	Sustainability

3.1.5 Content Analysis

The key conclusions and findings reached by the researchers who carried out the research in the multiple regions are evaluated in this part, along with specifics for every issue discovered with in publications under consideration. An outline of the findings is provided in a table at the conclusion of each subsection.

3.1.6 Identification

At the point, the author took into account four factors: content kind, time period, platform, and keywords. The selection of the search terms served as the original study starting point. The research in the area of Women Entrepreneur (WE) in online shopping is still in its infancy, thus the author first read some articles in the field. The final tally of key phrases would include "Boutique Industry" "Online retail" "experiential value," "shopping", "smart retail", "e-commerce" ,with Boolean OR, AND . SCOPUS offers access to 80% more resources than other databases, including Web of Science, making it the database of choice for literature searches (Brzezinski, 2016). With more than 26,200 journals and 6,000 international publishers, Scopus provides among the most thorough coverage options in the domains of medicine, social science, technology, science, and humanity.

Conclusion

In order to analyse the opportunities provided to women and the difficulties they encounter in the sphere of entrepreneurship, the current study undertook a systematic review. According to the findings, women entrepreneurs confront significant financial, cultural, and societal barriers. However, because they prioritize client happiness, women are more likely to succeed. Despite having a favorable opinion of entrepreneurship, the success of these women rests more on opportunities than on necessity. To enable women to participate in entrepreneurship and contribute to business growth, it is necessary to implement targeted initiatives. Additionally, it would aid in the creation and promotion of a thorough support system geared towards women who want to launch their own business. According to the study's findings, women need improved support systems and educational opportunities in order to succeed in their commercial endeavors.

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