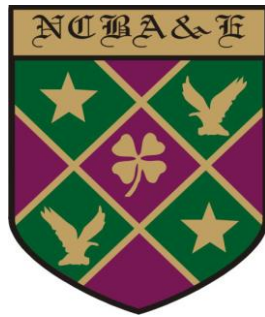


*National College of Business  
Administration & Economics  
Lahore*



**LINKING SOCIAL IDENTITY WITH WOMEN  
ENTREPRENEURSHIP PERFORMANCE  
THROUGH SOCIAL CAPITAL  
AND INNOVATION**

**BY**

*HINA FATIMA*

**MASTER OF PHILOSOPHY  
IN  
BUSINESS ADMINISTRATION**

**SEPTEMBER, 2021**

**NATIONAL COLLEGE OF BUSINESS  
ADMINISTRATION & ECONOMICS**

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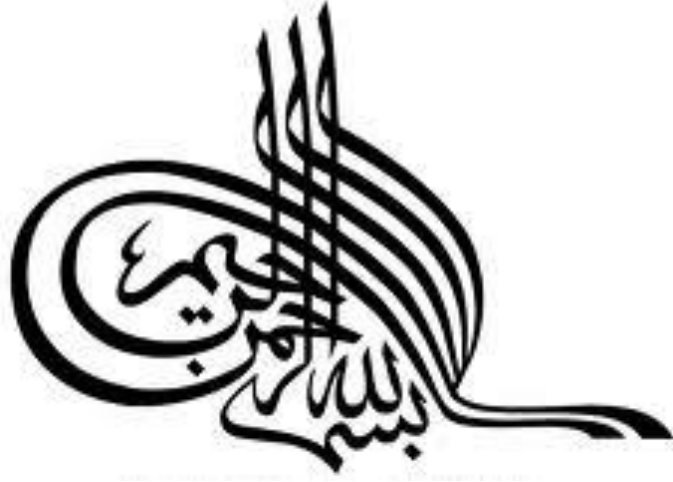
**HINA FATIMA**

**A dissertation submitted to  
School of Business Administration**

**In Partial Fulfillment of the  
Requirements for the Degree of**

**MASTER OF PHILOSOPHY  
IN  
BUSINESS ADMINISTRATION**

**SEPTEMBER, 2021**



*In the name of ALLAH,  
The Most Beneficial,  
The Most Merciful,*

**NATIONAL COLLEGE OF BUSINESS  
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**Dissertation Committee:**

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Administration and Economics

# **DECLARATION**

It is to declare that this research work has not been submitted for obtaining similar degree from any other university/college.

**HINA FATIMA  
SEPTEMBER, 2021**

# DEDICATION

*Dedicated to my father, & respected supervisor, who supported me throughout my journey and inspired me to keep moving forward no matter the obstacle or challenge. I owe you a debt of gratitude for all that you have done for me.*

## ACKNOWLEDGEMENT

Thanks to Almighty Allah whose eternal blessings facilitate me to complete this massive task. I feel immense pleasure in expressing my cordial gratitude to my respected supervisor *Dr. Umer Safdar Kiani*, for prudent advice, sympathetic attitude, moral support, inspiring comments, and strong motivation to address the problems encountered during my research work. This thesis could not have been finished without his full support, encouragement, and guidance; therefore, I am very thankful to him.

## **RESEARCH COMPLETION CERTIFICATE**

Certified that the research work contained in this thesis entitled **“Linking Social Identity with Women Entrepreneurship Performance through Social Capital and Innovation”** has been carried out and completed by **Hina Fatima** under my supervision during her **M.Phil. Business Administration** Programme.

*(Dr. Umar Safdar Kiyani)*  
**Supervisor**

## SUMMARY

Nowadays, Entrepreneurship is considered a pillar in the development of the country. Its trend is increasing day by day. Not only men, but women are also playing their part in entrepreneurship. Entrepreneurship has become the trend for the researcher to recognize their role on the globalization level. This present study is on women's entrepreneurship performance. Entrepreneurship can improve their performance and get more profit with the help of Social identity, Social capital, Innovation, Entrepreneurial culture. Because when women entrepreneurs are connected to other related field people or markets then they come toward success and enhance their performance. This study proposes to test the influence of Social identity, Social capital, Innovation, and Entrepreneurship culture on Women's entrepreneurship performance. This study using Social capital and Innovation as a mediating between Social identity and women's entrepreneurship performance. Entrepreneurial culture is a moderator between Social capital and women's entrepreneurship performance.

Data were gathered from women who owned their businesses individually in Lahore, Pakistan. Cross-sectional time horizons are using and data was collected from respondents with the self-administration survey questionnaire. The present research shows that Social identity is positively associated with Social capital, innovation, and women's entrepreneurship performance. This study also determines that Social identity is indirectly supported to women's entrepreneurship performance by social capital and Innovation which is a mediator. Results also show entrepreneurial culture moderated the relationship between social capital and women's entrepreneurship performance. This research also addresses the study limitation and gives directions for new researchers in the future.

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# CHAPTER 1

## INTRODUCTION

### 1.1 INTRODUCTION

Increasingly, entrepreneurship is recognized as a significant force of economic development, efficiency, creativity, and employment, and is generally recognized as an essential element of economic dynamism. History demonstrates that significant economic change has been developed by practical people who are creative and entrepreneurial, able to leverage advantages, and risk-averse (Ramadani et al, 2017). Often the role of an entrepreneurial culture and entrepreneurship has been underestimated in social and economic growth. During recent years shows that entrepreneurship has become most important for economic growth.

Women are successfully running various businesses for decades. Entrepreneurship empowers women by making them financially self-dependent. This enables them to become a motivating source for other women by creating jobs for them. Recently Pakistan started focusing on new startups and creating opportunities for entrepreneurship. Introducing passionate women in the field of business will have a positive impact on the economy of Pakistan. National and provincial governments, donors, NGOs, public and private corporations, and business groups have developed various programs and strategies to encourage women's entrepreneurship. Pakistan is ranked 37th out of 46 Asian economies in terms of women's participation in the labor force and 165th out of 191 world economies; according to the World Bank (Global Economy, 2018). These numbers show that women's participation in entrepreneurship is not enough.

Overall, the world generally accepted that women's entrepreneurship is very significant for social improvement and economic growth. In the era of rising urbanization, industrialization, social policy along higher education women's enterprises are growing in the economies of about all states (Hassan et al, 2018). After the crisis of covid-19, most of the women jumped into the online business as entrepreneurship like as food pandas, Marium Perveez makeup products, etc. Today, women are recognized as a key driver in society in many countries, whether calculated by the range of enterprises owned, the income produced, or many people are working. Overall, as owners, female entrepreneurs are increasingly popular, in the global clients, suppliers, and rivals (Ahmad et al, 2018).

Consequently, prior researchers examined that family help motive and self-confidence (Azmi, 2017), motivation and risk-taking (Rani and Hashim 2017), lack of business abilities (Muhammad, McElwee, and Dana, 2017) represents a significant part in women as employee performance. Though government actions, culture, and legislation (Muhammad, McElwee, and Dana,2017) have a major effect on the performance of women-run businesses. As (Modarresi et al.,2016), research indicates that the attitudes, community, environmental and economic factors of employees significantly affect company performance.

If we look at the population distribution in Pakistan women have a 48.54% population share, but if we look at their economic contribution then their participation is very low in the economics of our country, as compared to men (World Bank, 2019). In Pakistan entrepreneurship isn't the first prime of concern for women. They pay heed to the other fields rather than entrepreneurship. There are 134 countries in the whole world, and Pakistan got 132<sup>nd</sup> position because of entrepreneurial facilities which are provided offered to females. According to GEM (2020), overall entrepreneurial activity in Pakistan is poor, and female entrepreneurship activity is even lower, at 2.7 percent, which is 3.9 times lower than male entrepreneurship activity. After examining, it is confirmed that the female's priority towards the entrepreneurial field is very low. Therefore, it is the need of time to provide the facilities.

In addition to all these challenges, however, the Pakistan government has launched many programs for women entrepreneurs and developed a female The 2012 SMEDA Business Development Center (WBDCs) aims to improve women entrepreneurs' understanding of entrepreneurial start-ups. Furthermore, the first was begins by the Government of Pakistan Women's Bank Ltd, to make it easier for women to get access to money. *“They launched Women Business Development Centers (WBDCs)”* in all Pakistan major cities during 2012, following great female's community struggles.

Therefore, the current research design aims to deeply analyze the experiences of Pakistani women entrepreneurs who are set up new ventures to combine income generation. This study will inspect a worthwhile contribution to women's entrepreneurship study by giving knowledge and understanding on women's entrepreneurship in Pakistan.

This study aims to explore the aspects which affect women entrepreneurs' success and performance in Pakistan. Our study aims to investigate the different kinds of internal and external factors that support and oppose entrepreneurs' performance. In this research, the social identity and

social capital strategies at an individual level are investigating. This study also checks the relationship of social identity with social capital, innovation, and women's entrepreneurial performance. This research identifying the effect of entrepreneurial culture on social capital and women's entrepreneurial performance. Entrepreneurial culture works as a moderator of the relationship between social capital and women's entrepreneurial performance. The first one correlates with the influence of social identity on social capital. In this study, especially the moderating influence of entrepreneurial culture is considered. In this research Social capital, and innovation using as mediating. This research will allow them to formulate strategies and policies about promoting innovation for their ventures based on the consequences of their social identity, and social capital and innovation relationships. This research also assists independent entrepreneur to recognize their ability to succeed in the form of social identity and social capital.

This study will focus on the definition of Hisrich (2005): According to Hisrich (2005) entrepreneurship defines as:

*“Entrepreneurship is the means of generating something valuable by committing the required effort and time, accepting the associated economic, psychological, and common risks, and reaping financial and personal well-being and self-confidence as a result” (p.2)*

## **1.2 PROBLEM STATEMENT**

Improve the women entrepreneurial performance on small level businesses with the help of social identity, social capital, innovation, and entrepreneurial culture.

## **1.3 OBJECTIVES OF THE STUDY**

The basic objectives of this research are to examine the main components that influencing women entrepreneur's successful performance in Pakistan's SMEs. The objectives are:

- To explore the effects of Social Identity and Social Capital on Women's Entrepreneurial Performance.
- To find out the relation of social identity with Social Capital and innovation

- To explore the relation of Social Capital and innovation with Women's Entrepreneurial Performance
- To explore the effects of entrepreneurial culture on the relation of social capital and Women's Entrepreneurial Performance.

#### **1.4 THE RATIONALE OF STUDY**

This study has explored a valuable contribution to women entrepreneurship literature by giving knowledge and understanding on women's entrepreneurship in Pakistan

#### **1.5 RESEARCH QUESTIONS**

This study addresses the following research questions:

- To determine the effect of social identity on social capital, Innovation, and women's entrepreneurial performance?
- To determine the effects of social capital on women's entrepreneurial performance?
- To determine the effects of Innovation on women's entrepreneurial performance?
- How to entrepreneurial culture influence the relation of social capital women's entrepreneurial performance?
- This study will contribute to how to improve women's entrepreneurial performance?
- How to measure the women's entrepreneurial performance?

#### **1.6 SIGNIFICANCE OF THE STUDY**

This study evaluates those components that influence the women's entrepreneurial performance in Pakistan's SMEs. This study may be useful for policymaking, government officials, and other government & non-government agencies which are working for the high expansion of women entrepreneurship. This study will also contribute to women's entrepreneurship

progress. The finding of this study provides a comprehensive understanding of the factors enhancing women's entrepreneurial performance.

- Pakistan is a developing country while entrepreneurship plays a central role in the economic development of the county.
- Due to the limited entrepreneurial culture for women in Pakistan women are not taking part independently in entrepreneurial activities.
- Women should be engaged in entrepreneurial activities so that they contribute to the micro-level and also at the national level of development.

## 1.7 SCOPE OF THIS STUDY

In Pakistan, women-owned enterprises are mainly concentrated on small or medium-sized entrepreneurship operating in women-only areas such as tuition centers, kindergarten academies, boutiques, beauty parlors, etc. This study will also explore the motivational factors which enhance women's entrepreneurial performance such as social identity, social capital, knowledge sharing, innovation, and entrepreneurial culture.

## 1.8 RESEARCH GAP

- In this study, we are using **social identity** as an independent variable that links to **social capital, innovation, and women's entrepreneurial performance**.
- **Entrepreneurial culture** is used as a **moderator** in the relation of social capital and women's entrepreneurial performance.
- Through this study, we also tried to add some new points in **social identity theory, social network theory, and diffusion of innovation theory**.

# CHAPTER 2

## LITERATURE

### 2.1 AN OVERVIEW OF ENTREPRENEURSHIP

Entrepreneurship is recognized to be the core source that forms a novel value in the marketplace and community. Entrepreneurship is perceived whole across the society as the spine of economic extension. Entrepreneurs see many market possibilities from which they build works, minimize unemployment and generate durable economic growth. Entrepreneurs' innovative ideas have developed the world today, as they are in various fields such as science, culture, science, and technology (Gerlach & Ferreros 2018). In recent years, the significance of entrepreneurship has to be converted into more gradually more evident to governments that place entrepreneurship at the core of their monetary development plan.

Nevertheless, the role of entrepreneurial and entrepreneurship traditions in monetary growth has often been underrated in some countries. Moreover, there is also a big gender gap in entrepreneurship, in which women face persistent barriers to their development (Howell & Nanda, 2019).

#### 2.2.1 Definition of Entrepreneurship

About the meanings of Entrepreneurship, there is no agreement between authors. Different scholars have tried to describe it in various directions. Below, different authors have given these concepts:

- **Ponstadt (1998) Defines:** *“Entrepreneurship is a potent system of accumulating wealth. Somebody who takes the following major risks creates this wealth: Commitment in terms of money, effort, and/or expertise to provide value for specific products or services. Although the product or service may or may not be innovative or distinctive, the entrepreneur must infuse value by assuring and disseminating the essential talents and sources”* (page 9)
- **According to Timmons (1989):** *“Entrepreneurship is the process of creating and building something valuable rarely. In other words, it is created or occupied opportunity and pursues,*

*regardless of the resources currently under control. It involves the definition, creation, and distribution of value and the distribution of benefits. Individuals, groups, organizations, and society. Very entrepreneurial There is rarely a get rich quick proposition (not short-term), but one of them Build long-term value and lasting cash flow (p.29)''*

## **2.1.2 Entrepreneurship Benefits**

It is sufficiently apparent that entrepreneurship is essential for financial increase, productivity, innovation, discovery, new ideas, increase employment, and also various countries have started entrepreneurship policy of explicit advantage. In organizational and economic growth, success, and wealth generation, entrepreneurial activities have been recognized as key factors. The following benefits are given by entrepreneurship, Fox (2019), World Bank (2019), and Antoncic et al, (2018) are defined as:

- 1) Entrepreneurs are their managers. They do the decisions independently. They choose who they will do business with and what work they will do. They decide when to pay, take vacations, as well as what time to work.
- 2) Entrepreneurship provides a greater potential for substantial financial achievement. Bonuses instead of working with someone else.
- 3) It allows you to participate in all aspects of the business, from idea to design and production, business processes to sales, and customer response.
- 4) Entrepreneurship provides a chance for an individual to contribute. The local economy is boosted by newest entrepreneurs. A few contribute to society as a whole by their inventions.
- 5) It is a driving force behind economic growth and development. Due to Entrepreneurship, we can increase income, per capita output, and also changes the structure of business and society. Entrepreneurship also contributes a lot to developing countries' productivity and outputs.
- 6) Entrepreneurship also helps in creativity and innovation with new ideas. it helps to develop new innovative products and services

according to the market desires and humans want. With the help of innovation, process entrepreneurship can get opportunities for investment for new businesses. Due to this new jobs opportunity are created and a reduced rate of unemployment. This will help to create and distribute wealth. As previously stated, entrepreneurship benefits the economy by generating wealth for many people looking for new business opportunities. So this reason is not the first reason which people are engaged in entrepreneurial practices that play an important role in our society. Both The wealth available to new businesses and owners will help to promote economic development in the following ways provide new products and consumption ability to develop for entrepreneurs. Our economy would not get gain and promotion which increased business ideas without entrepreneurs.

### **2.2.3 Social identity (SI)**

The theory of social identity forms a part of social cognition literature (Hogg, 2020; Hockey & James (2017). According to Hahn (2020), shows the 5 supporting relevant theories are derived from cognitive research perspectives in this regard. In research that explores cognition in institutions, psychology, and social cognition appears: a) the behavioral judgment theory (b) theory of schema, c) theory of attribution, d) the theory of social identity, and (e) enactment. According to these viewpoints, the behavioral decision theory in entrepreneurship research has gained a lot of attention (e.g., Şahin et al, 2019; Madhubhashin & Tennakoon, 2020). So, because of this many entrepreneurship scholars could be unfamiliar with social identity theory, we briefly review the key theoretical components.

"The concept of social identity was referred by Hockey et al (2017), who aimed to explain how the self is conceptualized in social contexts and came to the conclusion that a person's social identity is his belief that he belongs to those social classes, as well as some emotional and significant importance he places on group membership. The self-conception of the person in social identity theory is reflexive in that it can classify and identify itself by social categories (Hogg, 2020;). People who are socially associated with a particular group develop social attitudes, feelings of psychological connection to the group's fate, and a foundation for self-worth growth (Hornung et al 2019; Abdi 2018; Rees et al,2015). Therefore, an individual's level of social identity can give an incomplete solution to the basic rational question, "*Who am I? What is my social position?*" (Hockey & James, 2017; Davis et al,2019).

According to these studies, social identity is considered a vital factor for organizations but this argument is valid in the sense of women entrepreneurship. The self-conception of women entrepreneurs as a business lady and helps women entrepreneurs to associate and link with other entrepreneurs for self-worth development and social identity as an entrepreneur.

The theory of self-categorization extends this perspective by reflecting on the nature, motivations, and implications of processes of self-categorization (Kromidha & Robson, 2016). Leung & Harrison, 2017). theorize that while the basis of the social capital theory and the theory of social identity are in different ways, the first is a sociological viewpoint and the second is cognitive and behavioral science and They are linked to psychological problems because mutual social identities are focused on shared values that drive social relations and networks. Entrepreneurship study indicates that personal statuses are value-expressive and explicitly and indirectly influence goals set by entrepreneurs for themselves and their projects (Wry & York, 2019)

Social identity introduces the knowledge of individuals about the fellowship of a social party (de la Cruz et al,2018). The emotional meaning linked to that membership is closely correlated with social identity (Udall et al, 2020; Brändle et al, 2018). As with the relationship between social identity and the intention to use a microblog, this emotional link and the ability to keep membership will strengthen individuals' intentions to use the associated channels. (Raj, 2020). According to these authors, social identity provides facilities to individuals. These social identities create different channels with other business societies, which can affect women's entrepreneurial performance, which can enhance the social identity of women entrepreneurs. A stronger social identity can increase the bonding with other entrepreneurs which can enhance the social capital of women entrepreneurs.

#### **2.3.4 Social Capital (SC)**

Akintimehin et al, (2019) assumes that entrepreneurs can accomplish business Advantages by creating directly and indirectly links to their clients, active customers, and contact with persons in the market by social capital connections. Businesspeople make decisions based on data obtained from distributors, dealers, clients, and rivals (Neumeyer et al, 2019). So, the efficient use of this knowledge is a factor, with belief playing an important role in social capital (Setini et al, 2020, Akintimehin et al, 2019). These definitions refer, Social capital as an important factor for business societies, but in the context of women entrepreneurship, this argument remains valid. Social

capital allows women entrepreneurship can connect to distributors, dealers, clients, and other market peoples. Women entrepreneurship can connect these people to these people to access knowledge about market demands and the business environment.

The concept of Social capital is a multidimensional concept (Kim and shim.2018, Hernández-Carrión et al.2020, Beilmann et al, 2018), which is defined as valuable assets to defend and motivate organizations that are distinct from the theory of social networks. Social capital is an immaterial asset (Zabłocka et al, 2018, Beilmann et al, 2018) which does not only promote innovative interaction and collaboration but also helps the thinking method (Wang et al.2018). Still Social capital is complicated with multiple aspects [Mungai et al. 2019, Mitra.2019, Purwati et al, 2021 Khan et al, 2019, Bonner et al, 2021]. Three social capital dimensions are suggested by Claridge (2018) (Ahmadpour et al., 2019), which are following in this research.

- 1) Structural dimension, including condensation of networks and successful relations.
- 2) Relational factor is commitment and belief.
- 3) The Cognitive dimension, contained organization distance and shared vision.

Structural capital encompasses social channels and linkage which define how to interact with some other people (Setini, 2021; Mitra.2019; Purwati et al,2021). Factors including network density, hierarchy, and communication in this dimension. The power of the connection relates to the degree of the association between one group and other people, such an aspect facilitates the transfer of knowledge in organizational members' (Ozen,2017). Relational capital promotes strong channels of relationships in the context of human-to-human faith, mutual norms, and network recognition of others (Rafael,2020) Cognitive capital contains shared objects, benefits, and visions of corporation members (Tambunan,2019). Social capital is a private network separated into 2 parts, respectively internally and externally capital (Mungai et al.2019), of which external capital provides an easy way of credit acquisition, business information about markets, and customer retention. On the other hand, internal capital is the supporter of friends and family (Tsai & Hsu,2019). The cognitive aspect relates to resources that can relate to the recognition of Levels among organizations & individuals (Poblete & Fernandez, 2019). entrepreneurship distance relates to the corporate structure, creative venture design, corporate strategy direction, and various operating systems of management (Vuković, 2017). According to the above features, they can assume that social capital is a powerful element correlated with policymaking, that can build a creative

environment and actively change by encouraging a trusting level, faith, and believing in worth and policies of leadership (Zeb et al, 2019). These dimensions are also important for our women's entrepreneurship. According to these three dimensions, women entrepreneurs can create networks, good relations, trust, commitments, and sharing ideas with other entrepreneurs, businesses, and markets. So these factors also working for the individual level. These relations, other groups, businesses, and then social identity also matters, because social identity women's entrepreneurs can achieve fame in the business environment, these social capital dimensions also relate to social identity theory, when women entrepreneur meet other entrepreneurs' Who have a social identity in the business environment and the ideas, innovative interaction and help the thinking method.

Human capital and knowledge capital are regarded as a component of success for the venture and socio-economic development & progress (Zeb et al, 2019), others research indicate the social capital is generally viewed as the primary element in strengthening strategic advantage, generating creativity for novel projects, and new ventures creating, especially in which information and human capital are accessible (Yukongdi & Cañete, 2020; Zeb et al, 2019).

Social capital explains the capability of the people to act collectively to accomplish shared purposes in organizations and social groups. Within a society, it can be accessed by norms, beliefs, values, social relationships, and communication (Zhang et al, 2021). social capital also surrounds a collection of funds (European economic, material, knowledge, & social assets) (Huang, & Liu,2019) and which can be looks such as an environment for promoting entrepreneurial goals and overcoming resource constraints (Dastourian et al, 2017) Social capital is underline through the relationships within these components like a partnership, values, strong commitment, & belief, and also relationship standard (Eiteneyer et al, 2019).

In literature, Social capital is generally characterized as an asset that is an integral part of social interactions and networks (Kannadhasan et al, 2018; Prasetyo, 2020). For instance, Babalola & Fasokun, 2019) states that a characteristic of networks is Social capital, which helps the cooperation and coordination of the network for mutual advantages. It thus seems that social capital is an explanatory feature of networks. This is because the core proposition of the theory of social capital is that relational channels are a useful tool for managing affairs (Claridge, 2018).

Social capital is a mutual partnership that could provide valuable resources for the benefit of an individual in the future or present (Liang et al, 2019) while human capital, which is a mixture of the qualities, abilities, or

experiences of a person, Social capital consisted of usefulness value, and gain, both real and potential factors, that is created by the interpersonal relationships of an individual (Sanchez-Famoso et al, 2020).

#### **2.4.5 Innovation (IN)**

Numerous factors influence the process of entrepreneurship (Naudé & Nagler 2018). Innovation is a vital part of Entrepreneurship (Bali et al, 2021) like the ability to be a leadership and the need to be able to Process development and commercialization (Ebrahimi et al, 2018), product innovations (Emami & Klein, 2020) and market processes that underlie technologies offer companies and entrepreneurs a distinctive edge. A significant link between economic development, innovation, and entrepreneurship can be seen in the change from an industrialized community to the main information and communication system in society (Martin-Sanchez et al, 2018; Lafuente et al, 2020). Innovation system can have a positive effect on entrepreneurial operations as it leads Improve the accomplishment of capital and the effective implementation of novel concepts & information, which increases the learning level, decreases risks, and facilitates consumer needs a response and business exploitation (Elia et al, 2020).

An innovation system is closely related to entrepreneurship and it is thought that it is to be necessary to rely on the latter for the performance of the former. Many studies indicate that entrepreneurs choose new job opportunities or built ventures & new institutes which is not only for financial purposes but also for innovation in current careers (Saji & Nair, 2018). In that regard, Shane clarifies that actual businesspeople begin further employment works primarily for innovation instead of for economic incentive (Cunningham et al, 2019) Hence, in this research, with the help of social capital strategy, an innovative approach has been analyzed in entrepreneurship.

Chais (2018) was the first person to show innovation inside a conceptual framework. He was studying methods to understand parts that influencing the industrial growth of countries. Innovation is regarded as one of such types in his theory: 1) presentation of new procedures 2) new materials or parts 3) new market formulation, & 4) utilization of new venture structures. The system of innovation is described as the willingness to take a creative step that guides the development of the services and products. Here capacity can exist as the outcome of the ability and intellect of individuals or the result of training. From a managerial perspective, innovation is a transition that provides a new aspect of success, according to Saji & Nair (2018). Innovation is the

development of novel concepts from an entrepreneurship viewpoint (Otubanjo, 2018).

Innovation is the motivating force of economic growth in the sense of economic development (Wang et al.2018). Innovation is described as a knowledge base for creating anything valuable and is a change or exploration of ideas to grow from business (Hernández-Carrión et al.2020). Innovation acting a vital role in modern social enlargement and is seen as an innovation-based economy in certain theories (Afriyie, Du, Ibn Musah,2019), (Kim & Shim, 2018). Innovation can be defined as an entrepreneurial desire to better sell new products and be capable of competing in old or new markets (Khan et al, 2019).

Innovation is an important asset of entrepreneurship to creating competitive benefits (Ahman & Mulyadi, 2019; Yeşil & Doğan, 2019). The ability of Innovation in entrepreneurship is creating unique and fresh market worth (Yeşil & Doğan, 2019; Zardi & Radzuwan, 2019; Ahman & Mulyadi, 2019).

The theory of innovation directly linked to our research is called innovation diffusion. Innovation diffusion was first described by García-Avilés in 2020, who defined the term as the communication mechanism used to communicating innovation between members of the entrepreneurship or social circle through various channels. While the diffusion of innovation studies began, the emphasis on individual customers was on their reaction to new products and their response to new products. Adoption actions, but gradually they expanded their horizons and started to research the willingness of organizations to adapt and implement new ideas and technologies (Rani et al, 2020).

In common terms, the actions of an economic agent must be taken into consideration when the entrepreneurship aspect is discussed. Entrepreneurship often involves individuals who look for knowledge or ideas about successful manufacturing processes, and also new ways of entrepreneurship structures. Mathushan, (2019) finds out that innovation is at the heart of entrepreneurship activity and multiple entrepreneurship carrying out their operation due to innovation.

Due to this literature, they can say that innovation is an important component that is necessary to every entrepreneurship. Due to social identity, innovation also increases, because women meet those social people who are experts in our business class. These people give new points, ideas, about the entrepreneurship environment. Social capital helps the thinking method based

on data obtained from clients, dealers, and distributors through knowledge sharing. The innovation process also gets affected because knowledge sharing increases the thinking capacity about innovation, when innovation is high in any entrepreneurship then they can improve the performance of women entrepreneurship.

## **2.5 ENTREPRENEURIAL CULTURE (EC)**

The definition of cultural dimensions that are focused on values and power is in general, Company conduct goes back to weber. It was stated by Joosse & Willey, (2020) that Cultural and religious factors are influenced by entrepreneurial practices, specifically relating to his conception of the Protestant work ethic. In 2018 Stuetzer et al, discovered that entrepreneurs' personalities could be correlated with accomplishment, new activity preference, liability for negligence and achievement, and a moderate tendency to take risks. In the previous, effort to quantify nationwide culture have been related to growth (Shutenko et al, 2018) and resourcefulness (Fernández-Serrano, 2018).

The corporate culture reflects the entrepreneurship focus on seeking new opportunities, creativity, and the development of new goods (Withers et al, 2018; Xiong & Wei, 2020). Ventures that have an entrepreneurial culture are more innovative regularly like as compared to other corporates (Leal-Rodríguez, 2017), and also motivated, taking a risks in adopting strategies, creating new products, making procedures and services (Mutiarra et al, 2019). In this concept EC requires risk-taking, breakdown, coping through unpredictable conditions, competing in diverse environments, looking for opportunities, accepting versatility, and developing an atmosphere that encourages innovation in this area (Leal-Rodríguez, 2017; Genc et al, 2019). The EC encourages the actions of innovativeness in all fields of entrepreneurship, enabling industry dynamics and opportunities to be expected. The entrepreneurial culture encourages the production of new concepts, requires creativity, and offers innovative solutions to issues associated with the innovative processes of entrepreneurs that eventually decide the intensity of organizational innovation.

Environmental culture must affect women's entrepreneurship. When our culture is effective, our entrepreneurial activities and performance get better and the business becomes more innovative. Like when the team of our entrepreneurship works together and also cooperate and give different ideas then they can move on to innovative behavior. When the innovation system gets better than our output automatically gets improved. So they can say that

entrepreneurship culture always affects the performance of women entrepreneurship.

## **2.6 WOMEN ENTREPRENEURIAL PERFORMANCE (WEP)**

In the study of entrepreneurship, business development is a very critical issue. Despite its importance, however, the development of women's enterprises was not deeply discussed till the introduction of the Diana project design (Hechavarria et al, 2019). (Ahmad et al, 2018) Many studies carried out the concerned with the encouragement of women to start entrepreneurship and its subsequent impacts on economic enlargement (Khandelwal & Sehgal, 2018; Dhaliwal & Sahay, 2020); the influence of place (rural and urban) on entrepreneurial performance activities (Parmar & Gahlawat, 2020); and the influence of area and business on corporate evolution (Greenberg et al, 2019) (Yacus et al, 2019; Yusuff et al, 2019).

It is important to recognize why the male business growth rate is different from the women business on a global scale. Shastri et al. (2020) carried out research that included large numbers of recent studies that measured entrepreneurial success by gender (Neumeyer et al, 2019). Mostly observed that female enterprises had a turnover rate that is low in revenue, the staff is less, and mostly served in local markets. women's as an entrepreneur have less hoping about growing their entrepreneurship and also not believe on future development than men. There are many reasons for low performance in women-owned businesses which include low access to markets and unequal rights (Narayanan & Barnabas, 2020), lack of support from family, expectations of female role by gender, disputing between family promises, and multi-level capitalization (Nasir et al, 2019). In addition, women's enterprises are mostly working in homes due to which they restrict their capacity for growth (McCormick & Folsom, 2020).

There is debate about whether there is any disparity between the growth and survival of women and men enterprises, as there are no substantial differences in growth and survival between women and men enterprises once the impacts of business and measurement are eliminated, and discrepancies can rely on outside factors instead of the businessperson's gender (Ghouse et al, 2019; Jiao et al, 2021; Rosca et al, 2020; Brush, 2019; Huq et al, 2020; Semerci, 2020).

Women are getting an important part in growing an economic group, which guarantees fast success in economic growth. Women entrepreneurs in (SMEs) give valuable aid for monetary development, significantly take apart

the economy of the world, and have increased in number over time (Umejiaku, 2020). Female entrepreneurs contribute to developed countries' transformation and promote business growth in economic transition (Dhaliwal & Sahay, 2020). A prior study identified women entrepreneurs as a community of women who start, coordinate, and run an enterprise (Rahman & Abdullah, 2019).

The study on Women's entrepreneurial performance is considered very important. The growth of women's entrepreneurial performance is matters in every field of life. Those Women's which are the run-owned businesses have a vital role in economic growth. So performances of women in entrepreneurship are matters, so we discuss many factors which are improving the performance of women in entrepreneurship.

## **2.7 RELATIONSHIPS BETWEEN VARIABLES**

### **2.7.1 Relationship between Social Identity and Social Capital**

This is the theory of social identity is stands on the premise that an important determinant of individual behavior is membership in social groups. Social groups are sets of people who organize their organization's behavior in any way. BAĞÇE & YILMAZ, (2018) introduced the idea of the social identity of interest here (Drury, 2018; Upadhyay & Khemka, 2020). The word defines certain elements of the self-concept of a person who stands on they are members of the group along with their evaluative, emotional, and other psychological correlations. A study of cross-group interactions and social disagreement called “*the social identity theory*” was presented by Tajfel and Turner (Upadhyay & Khemka, 2020; Gustavsson & Stendahl, 2020; Dinger et al, 2020), according to the main concept of which is those persons are driven to check for useful social identification by favorably contrast with internal and external groups.

Social Identity is the main factor of any entrepreneurship that helps us in many ways like women entrepreneurs are connected with the social ties in the society. Social Identity also provides fame to that individual in the business environment. When that individual meets the new people who belong to their respective field, these things enhance their business performance. When women entrepreneurs meet the most experienced group, then they come to know more about the creative ideas, information of the market and also know about different things which are useful to our business. So study say that social identity theory relates to social capital. Because Social Identity is positivity associated with Social Capital.

*H1: Social identity has a positive relationship with Social capital.*

### **2.7.2 Relationship between Social Identity and Innovation**

This research explores the social identity role, in the change of worker jobs to entrepreneurship. While social identity (that relates with the element of the self-concept of an individual which is gained from social society members and groups) is Often regarded as a major influencer in determining one's career path. (Rondi et al, 2020), we are still less knowledgeable about social identity in particular professional ways in the field of entrepreneurship. (Falck, Heblich, & Luedemann, in press). How does the community identification of an individual with colleagues in the workplace, for example, impact his objective to participate in entrepreneurship, like creating a novel business plan? In response to this query, the study concentrates on the initial stage of the transformation method to entrepreneurship, particularly the formation of the business innovative concept, (Dar & Mishra, 2020).

Innovation is the process of creativity in goods which is the most important factor of any business process. When women entrepreneurs meet those people who are related to our field then they get more ideas about the newness of things. So those people which are same to our line they give us more benefits like new markets demands, customers desires, raw material, market situations, etc. So they can say that social identity positively affects innovation in a business environment.

*H2: Social identity influences innovation.*

### **2.7.3 Relationship between Social Identity and Women Entrepreneurship Performance**

Organizational and social identities are essential components of the company Cultures. Social identity is the dual concept based on a socially constructed conception of Self-to-social community relationships (de la Cruz et al, 2020). Using a learning process, social identities grow and impact a person's perception of what it means to be a member of a community.

Social Identity is the main source of any business environment which gives us many ways of thinking in the context of women's entrepreneurship performance. When women entrepreneurs meet many other people which are similar to our business nature, then they get many new ideas about business operations (Brändle et al, 2018).in a result we can make good decisions about

our business process. So Social Identity has significantly affected entrepreneurship performance.

*H3: Social identity has a positive relationship with Women's entrepreneurial performance.*

#### **2.7.4 Relationship between Social Capital and Innovation**

Some previous researches show that the external actor role and social relationships as a primary force of the greater success of entrepreneurship innovation. Pucci et al. (2020) showed that more innovative success is more likely to be achieved by entrepreneurship integrated into a cross-collaboration system. Ortiz et al. (2021) observed that social capital rises (relational and participative resources) give further to increasing the probability of innovation of entrepreneurship comparatively other explanatory variables. The contribution of social capital to innovation for Oh & Yoon, (2021) involves decreasing transaction fees between businesses and some other workers, especially exploration and cost of knowledge, negotiation and decision-making charges, police & compliance charges.

The value of social capital over innovation has been expressed by many authors (Analia et al, 2020; Cáceres-Carrasco et al, 2020; Lee et al, 2019; Claridge, 2018; Cappiello et al, 2020) by individuals, communities, organizations, nations, and regions (Singh et al, 2021; Akpey-Mensah, 2020; Claridge, 2018; Riazi et al, 2020; Siahaan & Tan, 2020).). Empirical evidence suggests that social capital can improve entrepreneurial well-being and innovation through knowledge sharing, lesser contract overheads due to its conversational nature, and high continuity of operation (Binder, 2020; HAREEBIN, 2021; Setini et al.,2021; Samad, 2020), Exchanging capital and integrating (Cáceres-Carrasco et al., 2020; Setini et al.,2021; Claridge, 2018; Weerakoon et al., 2019; Yeşil & Doğan, 2019), Understanding, confidence and engagement, and mutual understanding (Akpey-Mensah, 2020; HAREEBIN, 2021).

As stated in the literature, social capital is positively and significantly related to innovation, and it depends on social capital contracts and norms. On the first direction social capital's trust factor can raise the risk of entrepreneurial innovation; on the other side, social capital can help to create sustainability and long-term utilization of conversational relationships. Many researchers in their studies conclude that social capital has a significant influence on innovation in entrepreneurship and corporations (Urban & Mutendadzamera,2021).

Research stated that social capital can be significant and critical according to development & it relies upon standards and agreements of social capitals. Social capital is a multidimensional concept that creating direct and indirect relationships with clients, customers, and distributors. These relations provide information about new things that bring innovation in entrepreneurship. Women-owned entrepreneurship needs such links that provide information about market trends, customer's desires, and needs. When entrepreneurs know about all things about markets then they go to the innovation side. So they can say that social capital affects the innovation process.

*H4: Social capital mediates the relationship between social identity and Innovation.*

### **2.7.5 Relationship between Innovation and Women Entrepreneurial Performance**

Entrepreneurial innovation includes the promotion and permeability of innovation in the establishment of new products or procedures, the development of markets, or the growth of new strategic directions (Hoang et al., 2021). Entrepreneurial innovation as a successful approach enables a corporation to adapt to environmental or sectoral changes, advancements in technology, and anticipate the needs and desires of customers. (Sumiati, 2020). All these activities are thus supposed to separate creative businesses from their rivals in the long run, consequently enhancing their venture performance.

Our rank is by those researchers who recommend that a positive association exists between entrepreneurship innovation and business performance. We recognize that promoting entrepreneurial innovation will produce better outcomes and increase the overall performance of a business. So, that entrepreneurship proactively adopts innovation approaches shows a final reaction to changes in the industrial level, the expectation of customers' desires, and technological improvements.

In this study, Andrzejewski, (2019) observed that innovation as strategic planning enabled businesses to strengthen entrepreneurship in their performance to amplify, upgrade and explore skills and give up-to-date facilities by the achievement of information. Innovation capability is considered the very significant predictor of business performance (Zeb et al, 2019), many empirical types of research also supported these findings (Zeb, & Ihsan, 2020; Fentaw, 2020).

According to the above literature indicated that innovation competence is significantly related to entrepreneurial performance. In this research they are the checks the women entrepreneurship performance, so this study doing individual level. So innovation factor is effective to our women's entrepreneurial performance. Innovation increases the business capability with the help of new things, new technology and also increases the customers of the corporation. So they can also associate innovation with women's entrepreneurial performance.

*H5: Innovation mediates the relationship between social identity and Women's entrepreneurial performance.*

### **2.7.6 Social Capital Affects Women Entrepreneurial Performance**

It is believed that Women-owned entrepreneurs have fewer resources comparatively men-owned entrepreneurs because women s' have not more access to social groups. Women are often removed from conventional corporate chains and less way to knowledge concerning them (Lee et al, 2019). Close relationships with friends and family members are more beneficial for women entrepreneurs (as opposed to men) in creating venture financial and emotionally help (Liang et al., 2021), Although a complex system of limited association to the distributors, and customers, and capital resources providers helps financial access, social and physical capital (Neway, 2019), it could contribute to an enhancing in legality (Liang et al., 2021; Fu et al, 2020). Social capital typically influences the four distinct ways to the performance of enterprises (Yavuz, 2021). First, social capital networks have an approach to assets, like capital and skills (Vadnjaj, 2020). Second, social capital networks are useful for individual business persons to access intangible capital, like reputation and expertise (Lee, & Hallak, 2020). Third, the signaling and reputational impact of social networks are (Yavuz, 2021). Fourth, the regular external connections of an entrepreneur, like suppliers, distributors, contractors, and even rivals, play a role in acquiring knowledge that contributes to an entrepreneur's capability to make successful decisions about the development of his enterprise. Based on the research, which identified a positive association between the higher extension of entrepreneurship and the level of social capital of an entrepreneur (Ojong & Simba, 2010; Olamide & Ogbechie, 2021).

Research findings have also identified the importance of social capital in entrepreneurship development, implying that individual business persons are creations of their community world and that venture is a social activity. So past

studies concluded that social capital is associated with entrepreneurial performance.

This study is talking about women's entrepreneurial performance which is also affected by social capital. Social capital plays a significant role in women's entrepreneurial performance. Because social capital impacts women's entrepreneurial performance in different ways like they generate relations with suppliers, distributors, clients, markets, and competitors which will help in entrepreneurship performance.

*H6: Social capital has a positive relationship with Women's entrepreneurial performance*

### **2.7.6 Entrepreneurial Culture (EC) as a Moderator**

This factor motivates the women working performance. EC also creates new ideas for innovation, but they have to make such type of environment which motivates to employees of the company. Women are facing many barriers like conservative culture and some other factors. So all environments need to create such type of culture which promote our ideas business communication skills. These skills provide the facility to employees who confidently share their ideas and working on the freedom of their new ideas. So in this study, they are using the EC as a moderator which influences the relations of social capital and women entrepreneurship performance.

Entrepreneurial culture has emerged as a highly visible phenomenon in organization theory over the last few decades. Entrepreneurial culture is described as the attitude, beliefs, abilities, and power to generate income for individuals or groups of workers in an institute or corporation. It should be noted that innovation is an important component to its development and prosperity when assuming an organization's entrepreneurial culture, so research on the subject is explicitly required in the entrepreneurial perspective (Eniola et al, 2021). Multiple researchers have investigated the connection between innovation and entrepreneurial culture; for instance, (Morales & Velilla 2021) has found a strong association between innovation and entrepreneurial culture. According to Shakeel, Yaokuang, & Gohar, 2020), Culture can be defined as a group, Knowledge instruction that can discriminate between members of one group or a collection of people from another. They have included entrepreneurial culture as an innovative society because innovation is perceived to be the main purpose of starting entrepreneurship. In the process of achieving radical innovations, the promotion of an entrepreneurial culture will benefit the venture. In terms of new products,

technology, services, or methods, all businesses invested in EC will expect positive outcomes.

In this study, EC uses as a moderator. They are examining the effects of EC as a moderator on the relation of social capital and WEP. Due to EC the innovation system also affects. When EC are facilities to our workers than the process of innovation also increased. Because when the entrepreneurial environment provides the freedom of the group members of the business then they can easily share their point of view, ideas, and new things. So every entrepreneurship must provide such type of environment where worker easily shares all things without any hesitation. So they can say that entrepreneurship culture positively affects the relation of social capital and Women's Entrepreneurship Performance.

The basic purpose of this research is to measure women's entrepreneurial performance with a moderating role of entrepreneurial culture.

*H7: Entrepreneurial culture moderates the relationship between social capital and Women's entrepreneurial performance.*

## 2.8 SUPPORTED THEORIES

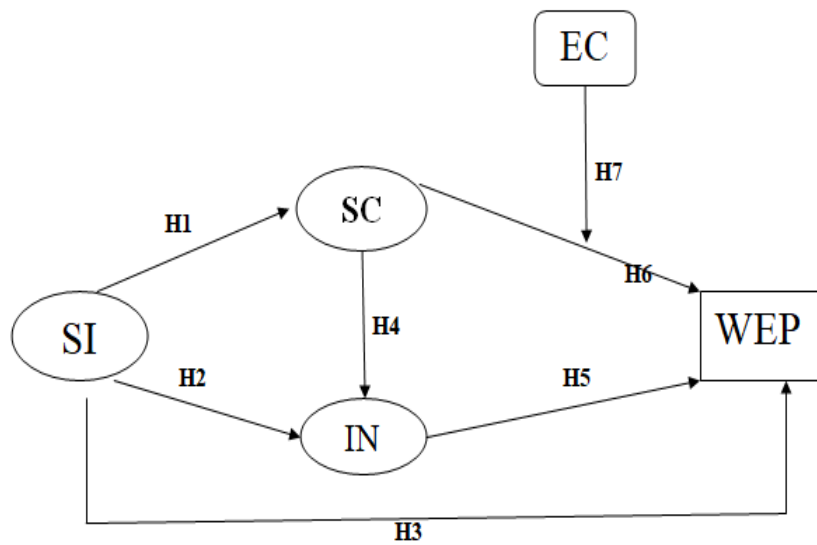
**Table 1.1**  
**Supported Theories**

<b>Theory</b>	<b>Core Constructs</b>	<b>Reference</b>
<b>The Theory of Social Identity</b>	Social Identity theory begins with the premise that individuals define their own identities with regard to social groups and that such identifications work to protect and bolster self-Identity.	<b>(Larson et al., 2019)</b>
<b>Social Network theory (SNT)</b>	SNT views social relationship in terms of nodes and ties, nodes are the individual actors within the network, and ties are the relationship between the actors.	<b>(Kim and Shim, 2018. Hernandez-carrion et al. 2020)</b>
<b>Diffusion of Invocation Theory</b>	Innovation diffusion was the term as the communication mechanism used to communicating innovation between members of the entrepreneurship of social circle through various channels	<b>(Mazzarol, &amp; Reboud, 2020)</b>

## 2.9 STUDY VARIABLE

**Table 1.2**  
**Study Variable**

<b>Name</b>	<b>Definition</b>	<b>Sources</b>	<b>Types of Variable</b>
<b>Social Identity</b>	That part of an individual's self-concept which derives from his knowledge of his membership in a social group (or groups) together with the value or emotional significance attached to that membership"	<b>(Scheepers &amp; Ellemers, 2019)</b>	<b>Independent</b>
<b>Social Capital</b>	"Social capital as networks of relationships that allow their members to exchange and access the different assets available in these network"	<b>(Cesar &amp; Jhony, 2020)</b>	<b>Mediator</b>
<b>Innovation</b>	"The innovation capability is the ability of corporations to routinely generate new and unique commercial values"	<b>(Yesil &amp; Dogan, 2019)</b>	<b>Mediator</b>
<b>Entrepreneurial Culture</b>	"Entrepreneurial culture represents the firm's orientation toward the exploration of new resources, innovation, and the creation of new products"	<b>(Leal-Rodriguez et al, 2017)</b>	<b>Moderator</b>
<b>Women Entrepreneurship Performance</b>	"Business performance is measured based on the profit, revenue, the number of employees and personal income of the women entrepreneurs"	<b>(Prashar et al, 2018)</b>	<b>Dependent</b>



**Theoretical Framework**

## 2.10 STUDY HYPOTHESIS

**H1:** Social identity has a positive relationship with Social capital.

**H2:** Social identity has a positive relationship with innovation.

**H3:** Social identity has a positive relationship with Women's entrepreneurial performance.

**H4:** Social capital *mediates the relationship between social identity and INNOVATION.*

**H5:** INNOVATION *mediates the relationship between social identity and Women's entrepreneurial performance.*

**H6:** Social capital mediates the relationship between social identity and Women's entrepreneurial performance.

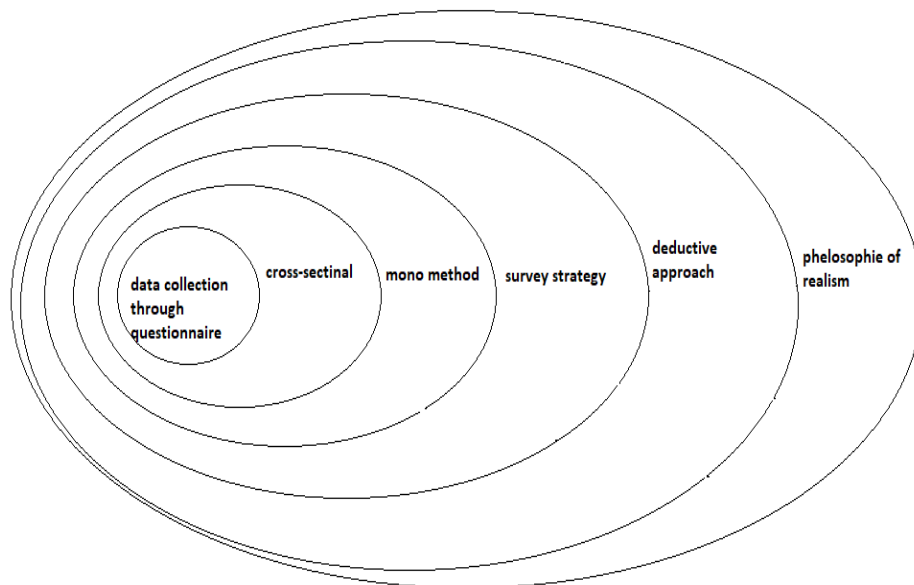
**H7:** Entrepreneurial culture moderates the relationship between INNOVATION and Women's entrepreneurial performance.

# CHAPTER 3

## METHODOLOGY

### 3.1 RESEARCH METHODOLOGY

In methodology section shows the all research design and also presents the procedure of data collection. It also presents the sample size, data sources, sampling techniques, the population of the study, statistical techniques, instruments for that collection, and research participants. That is required for data analysis in this study. In this study, they are using the realism philosophy. According to approaching this study is deductive. In the current study, they are using the survey method through the questionnaire. The mono method can be used in this study because this study is quantitative. These aspects, that we are using in this study according to the research onion method by (Saunders & Lewis, 2009).



**Research onion (Saunders & Lewis, 2009).**

#### 3.1.1 Research Design Elements

In this study, the main purpose could be to examine the relationship among variables i.e. social identity, social capital, knowledge sharing, innovation, entrepreneurial culture, and woman entrepreneurship performance, and to examine hypotheses in the women entrepreneurial environment. The collection of data can be in a non-contrived environment.

### **3.1.2 Time Horizon, a Unit of Analysis, and Participants**

In the current study, a cross-sectional time strategy could be used because data is collected from participants once time (Bryman & Bell, 2011; Sekaran & Bougie, 2013). In this study unit of analysis would be individual and the study participants were women entrepreneurship. The current study can be conducted in the Lahore district. The target group of the study is women which run their entrepreneurship like tuition centers, kindergarten, academies, boutiques, and beauty parlors, etc.

## **3.2 STUDY VARIABLES**

### **3.2.1 Dependent Variable**

The researcher considers the primary variable of the dependent variable in the study. women entrepreneurship performance is a dependent variable in this study. According to Bartoli and Blatrix's view (2015), the definition of performance should be achieved through items like piloting, effectiveness, quality, evaluation, and efficiency.

### **3.2.2 Predictor Variable**

The Independent variable is influenced dependent variable in negative and positive ways. Social identity is the independent variable (Predictor) in our study. Social identity introduces the knowledge of individuals about the social party membership (de la Cruz et al,2018).

### **3.2.3 Moderating Variable**

Moderating variable means such variable which modifies the relationship of dependent and independent variables. Entrepreneurial culture using as a moderating variable in this study. The corporate culture reflects the entrepreneurship focus on seeking new opportunities, creativity, & the development of new fresh goods (Withers et al, 2018; Xiong & Wei, 2020).

### **3.2.4 Mediating Variable**

In the current study, social capital is the mediating variable that defines the link of the independent variable with the dependent variable. Social capital

is generally characterized as an asset that is an integral part of social interactions and networks (Kannadhasan et al, 2018; Prasetyo, 2020).

### **3.2.5 Control Variable**

In this study, we can also collect demographic information or data such as age, marital status, and education (Freitas et al., 2016) These variables were used as control variables which have confounded the outcomes. For example, women are mostly considered to have a low level of potential as compared to men in the business environment.

## **3.3 POPULATION AND SAMPLING**

### **3.3.1 Target Population**

In current study targeted a population of women who are run their businesses. The data was collected in Lahore Pakistan.

### **3.3.2 Sample Size Selection**

In this study, the size of the sample will be chosen according to Kline (2015) and Field (2013) basis, like (10 respondents × no of the items (questionnaire).in these research instruments contained 43 items for data collection.201 samples are enough for generalizing our results.

### **3.3.3 Sampling Techniques**

In the current study, they are using convenience sampling techniques which are the type of non-probability sampling. in this study, we also have used snowball sampling techniques.

### **3.3.4 The Instrument Development**

In the current study, the questionnaire can be consisting of close-ended questions and which are in the English language. The instruments are developed in two sections one is the demographic information and the other one is contained by the main variables of the study. Demographic information includes age, marital status, and educational level.

### **3.3.5 Data Collection Procedure**

The collection of data is an important step of any research process because in research they need the primary data source. In primary data, they just collect the data with the help of a self-administered questionnaire from women entrepreneurs.

### **3.3.6 Ethical Consideration**

First of all, it is obligatory to take permission from employees for the survey and inform them of the purpose of this survey. As well as make sure that their information is kept in secret and no one will try to get the advantage of their data in the future.

## **3.4 MEASUREMENTS AND SCALES**

In our study used these scales which are taken from the previous study and widely used in many other studies. The study instrument contained 43 items, which are measured on five Likert scale items.

### **3.4.1 Social Identity**

Social identity is being measured by the 18-item scale developed by (Fauchart & Gruber 2011). They are using the 5-point Likert scale ranging from (strongly disagree = 1 to strongly agree = 5). These are instrument items such as *“I will create my venture to make money and become rich”*.

### **3.4.2 Social Capital**

Social capital is computed by the 6-item scale developed by (Ng & Feldman 2010). These Items are numbered on a 5-point Likert scale ranging from (strongly disagree = 1 to strongly agree = 5). There are instrument items such as *“I am good at building relationships with influential people in my occupation”*.

### 3.4.3 Innovation

Innovation is measured by the 8-item scale developed by (Prajogo & Ahmed, 2006). These Items are numbered on a 5-point Likert scale ranging from (strongly disagree = 1 to strongly agree = 5). There are instrument items such as *“The level of novelty (innovation) of the new products is very high”*.

### 3.4.4 Entrepreneurial Culture

Entrepreneurial culture is measured by the 6-item scale developed by (Cameron & Quinn, 1999). These Items are numbered on a 5-point Likert scale ranging from (strongly disagree = 1 to strongly agree = 5). There are instrument items such as *“my society is the very dynamic and entrepreneurial entity. People are willing to bet on their ideas and take risks”*.

### 3.4.5 Women Entrepreneurial Performance

Women's entrepreneurial performance is measured by the 5-item scale developed by (Lee & Choi, 2003). These Items are numbered on a 5-point Likert scale ranging from (strongly disagree = 1 to strongly agree = 5). There are instrument items such as *“my society Is more successful”*.

## 3.5 DATA ANALYSIS TECHNIQUES

**Table 1.3**  
**Techniques of Data Analysis**

Objectives	Data Analysis Techniques
Normality test for Data	Normal curve Distribution
Data Reliability Test	Cronbach Alpha
Outliers test	Skewness and Kurtosis
Hypothesis Testing	SEM, mediation analysis using AMOS, Moderation
Correlation Analysis	Pearson Correlation Coefficient
Data trend, Mean, Standard Deviation	Descriptive Statistics

# CHAPTER 4

## DATA ANALYSIS

### 4.1 INTRODUCTION

This chapter discussing the complete summary of the analysis after the data collection for the test of the suggested study hypotheses.

### 4.2 PRELIMINARY ANALYSIS

Preliminary analysis sections have to illustrate the respondents demographically profile (like., Marital status, Age, and Education), and descriptive statistics consist of maximum value, the minimum value, arithmetic means, standard deviation values of adopting all variables like., independent, dependent, moderating and mediating. In the preliminary measurement, the section includes the reliability, test of normality, and also analysis of correlation.

### 4.3 PERSONAL DEMOGRAPHICS OF FEMALE ENTREPRENEURS SUMMARY

**Table 1.4**  
**Personal Demographics of Female Entrepreneur's Summary**

<b>Age</b>	20-30 31-40 41-50 51-60 60 Above
<b>Education</b>	Matric Intermediate Bachelor Master M.Phil Ph.D
<b>Marital Status</b>	Single Married Widowed Divorced Separated Prefer not to say

#### 4.4 DEMOGRAPHICAL PROFILE OF PARTICIPANTS:

The demographical section represents the respondent's aspects like; education, age, marital status. The following tables are shown the demographical information of respondents.

#### 4.5 RESPONDENTS AGE

**Table 1.5**  
**Respondents Age**

<i>Age Group</i>	<i>Frequency</i>	<i>Percent (%)</i>	<i>Cumulative Percent</i>
<b>20-30</b>	125	62.2	62.2
<b>31-40</b>	56	27.9	90.0
<b>41-50</b>	18	9.0	99.0
<b>51-60</b>	2	1.0	100.0
<b>60 Above</b>	0	0	-
<b>Total</b>	<b>201</b>	<b>100.0</b>	-

The following table 1.5 indicates that the number of respondents in percentage form. In this table, the total respondents are 201, whose ages are 20 to 60 above. 20 to 30-year women which consist 62.2% and there are 160 women. 56 women whose ages between 31 to 40-year that percentage is 27.9%. 18 women which are 41 to 50-year, which consists of 9.0% women. only 2 women whose ages between 51 to 60-years which percentage is 1.0%. 60 above women are not interested to fill this questionnaire.

#### 4.6 RESPONDENTS MARITAL STATUS

**Table 1.6**  
**Respondents Marital Status**

<i>Marital Status</i>	<i>Frequency</i>	<i>Percent (%)</i>	<i>Cumulative Percent</i>
<b>Married</b>	122	60.7	60.7
<b>Widowed</b>	64	31.8	92.5
<b>Divorced</b>	10	5.0	99.5
<b>Separated</b>	1	0.5	100.0
<b>Prefer not to say</b>	0	0	-
<b>Total</b>	201	100.0	-

The following table 1.6 shows that the marital status of women who are working as an entrepreneur, following are marital status like; single, married, widowed, divorced, separated, and prefer not to say. 122 women are working as single women, which percentage is 60.7%. in this table 64 women are married which is 31.8%. 4 widowed women working which percentage is 2.0%. divorced women have consisted of 1, 10 which is 50%, and separated women are 1 which is 0.5%. we are adding options she wants don't tell us marital status.

#### 4.7 EDUCATION STATUS OF RESPONDENTS

**Table 1.7**  
**Education Statuses of Respondents**

<i>Education</i>	<i>Frequency</i>	<i>Percent (%)</i>	<i>Cumulative Percent</i>
<b>Matric</b>	9	4.47	4.47
<b>Intermediation</b>	16	7	11.74
<b>Bachelor</b>	83	41	52.74
<b>Master</b>	66	32	84.74
<b>M.Phil</b>	26	15.21	99.95
<b>Ph.D</b>	1	0.5	100.0
<b>Total</b>	201	100.0	

The following table 1.7 indicates that the respondent's education level. In this table, respondents consist of Matric, intermediation, bachelor, master, MPhil, and Ph.D. levels. 9- respondents are in Matric level is 4.47%. At the intermediation level, 16 women fill this questionnaire which is 7%. In Bachelor level, 83 women are 41%. Master-level women are consisting of 66 and which is 32%. 26 women are Mphil level which is 15.21%. only 1 woman is Ph.D. level which fills this questionnaire that is 0.5%.

#### 4.7 DESCRIPTIVE STATISTICS

**Table 1.8**  
**Descriptive Statistics**

<i>Constructs</i>	<i>Minimum</i>	<i>Maximum</i>	<i>Means</i>	<i>Standard Deviation</i>
<b>Social Identity</b>	1.78	5.00	3.54	1.098
<b>Social Capital</b>	1.00	5.00	3.39	0.847
<b>Innovation</b>	2.13	5.00	3.65	0.911
<b>Entrepreneurial Culture</b>	2.00	5.00	3.56	0.971
<b>Women Entrepreneurial Performance</b>	1.80	5.00	3.73	1.031

The following table shows the minimum, maximum, means, and standard deviation.

#### 4.9 RELIABILITY TEST

**Table 1.9**  
**Reliability Test**

<i>Variables</i>	<i>No of Items</i>	<i>Cronbach's alpha</i>	<i>Reliability Level</i>
<b>Social Identity</b>	18	.979	Excellent
<b>Social Capital</b>	6	.903	Excellent
<b>Innovation</b>	8	.939	Excellent
<b>Entrepreneurial Culture</b>	6	.922	Excellent
<b>Women Entrepreneurial Performance</b>	5	.942	Excellent

According to (Kline, 1998), if the value of Cronbach's alpha is 0.90 then it can be regarded as "Excellent". So this table showed that all value of alpha ( $\alpha$ ) is 0.90 which is in an acceptable range. So in this table, alpha values of all variables were i, e social identity ( $\alpha=0.97$ ), social capital( $\alpha=0.90$ ), Innovation( $\alpha=0.93$ ), entrepreneurial culture( $\alpha=0.92$ ), and women entrepreneurial performance( $\alpha=0.94$ ).

#### 4.10 CORRELATION ANALYSIS

**Table 1.10**  
**Correlation Matrix**

	SI	SC	IN	EC	WEP
SI	1				
SC	.537**	1			
IN	.824**	.471**	1		
EC	.795**	.416**	.894**	1	
WEB	.830**	.431**	.882**	.887**	1

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

All correlations were positive and significant as we have hypothesized. So this correlation table shows that all relations among these variables (social identity, social capital, Innovation, entrepreneurial culture, and women entrepreneurship) are positive and significant. Bivariant Pearson correlation analysis is using for hypotheses test.

##### 4.10.1 Factor Analysis

Principal Component Analysis with varimax was use to perform factor analysis on obtained data from 201 participants. KMO and Bartlett 's analysis executed for adequacy of sample .0.953 the value of KMO which exceeds the suggested that exceeds the recommended value 0.60 (Kaiser,1974). All variable's value's significant level is 0.000 which is less than 0.05 which shows that statistical significant.77.453 is the total variance of all five variables which is more than 50% which is according to the rule of thumb, all loading items factor is  $> 0.06$  (Kline, 1994).

Exploratory factor analysis shows that 18 items of Social identity are loaded on the first factor,6 items of SC are loaded on the 2<sup>nd</sup> factor,8 items of in are loaded on the 3<sup>rd</sup> factor, entrepreneurial culture is 6 items which are loaded on the 4<sup>th</sup> factor, and Women entrepreneurship performance has 5 items which are loaded on 5<sup>th</sup> factor. in the present study, all values of loaded

variables in more than 0.4 are considered, if any value is less than 0.4 that is not considered during factor analysis. so all items of this study show that every factor is an independent factor and also related to the other factor.

**Table 1.11**  
**Exploratory Factor Analysis**

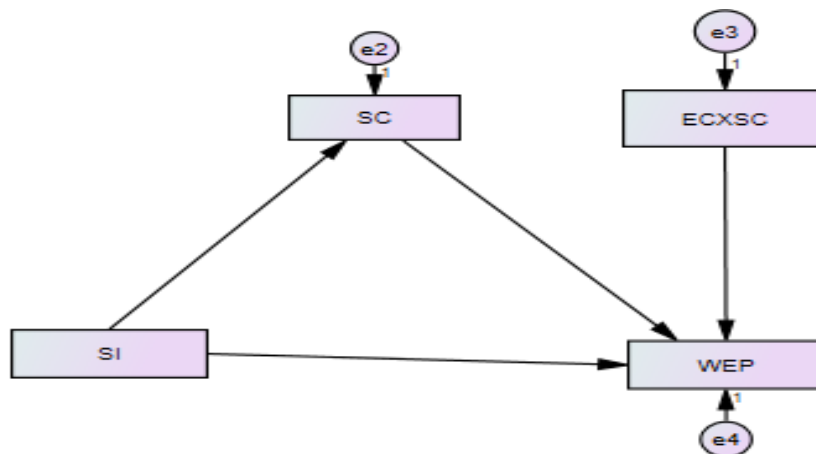
<b>Factor Items</b>	<b>Items Loading</b>	<b>Factor Items</b>	<b>Items Loading</b>
<i>SI1</i>	0.781	<i>WEP1</i>	0.544
<i>SI2</i>	0.858	<i>WEP2</i>	0.497
<i>SI3</i>	0.870	<i>WEP3</i>	0.593
<i>SI4</i>	0.853	<i>WEP4</i>	0.637
<i>SI5</i>	0.877	<i>WEP5</i>	0.655
<i>SI6</i>	0.863	<i>Eigen Value</i>	<b>1.145%</b>
<i>SI7</i>	0.856	<i>% of Total Variance Explained</i>	<b>2.663%</b>
<i>SI8</i>	0.843	<i>SC1</i>	0.959
<i>SI9</i>	0.828	<i>SC2</i>	0.549
<i>SI10</i>	0.898	<i>SC3</i>	0.486
<i>SI11</i>	0.872	<i>SC4</i>	0.620
<i>SI12</i>	0.823	<i>SC5</i>	0.689
<i>SI13</i>	0.830	<i>SC6</i>	0.642
<i>SI14</i>	0.831	<i>Eigen Value</i>	<b>5.840%</b>
<i>SI15</i>	0.687	<i>% of Total Variance Explained</i>	<b>13.582%</b>
<i>SI16</i>	0.862	<i>IN1</i>	0.785
<i>SI17</i>	0.687	<i>IN2</i>	0.573
<i>SI18</i>	0.728	<i>IN3</i>	0.666
<i>Eigen Value</i>	<b>16.586%</b>	<i>IN4</i>	0.616
<i>% of Total Variance Explained</i>	<b>38.572%</b>	<i>IN5</i>	0.730
<i>EC1</i>	0.647	<i>IN6</i>	0.691
<i>EC2</i>	0.808	<i>IN7</i>	0.649
<i>EC3</i>	0.675	<i>IN8</i>	0.604
<i>EC4</i>	0.723	<i>Eigen Value</i>	5.356%
<i>EC5</i>	0.663	<i>% of Total Variance Explained</i>	12.457
<i>EC6</i>	0.558		
<i>Eigen Value</i>	4.377%		
<i>% of Total Variance Explained</i>	10.179		
<b>Total Variance Explained 77.453</b>			

### 4.10.2 Structural Equation Model (SEM)

The structural equation model is constructed that once the measurement model has been tested. AMOS v23 was used to create a structural equation model. The investigator could use a structural equation model to evaluate the hypothesized model with numeric data. Social Identity, Social Capital, Entrepreneurial Culture, and Women Entrepreneurship Performance, are all described in the structural equation model with fundamental links, this research structural equation model is showing in 4.1. It is necessary to inspect the variables of the SEM (structural equation model) and interpret the results in the model fit analysis after it has been constructed. The model goodness of fit values for the structural equation model are listed in Table (1.12), with the names of the model fit indicators in the left-hand column and suggested and threshold values in the two following columns. In table (1.12) the  $\chi^2/d.f.$  value is 3.009 which is acceptable because it is up to 5 in the measurement model. 0.989 is the GFI (goodness of fit index) value, which is acceptable because it should be more than 0.90 and close to 1.

0.957 is the AGFI (adjusted goodness of fit index) that is acceptable because it should be more than 0.80 and close to 1 or more. 0.022 is the value of the RMSEA (root mean square error of approximation) that is acceptable because it should be less than 0.08 and close.

#### Model 1



**Figure 1.1: Structural Equation Model**

The RMR (root mean square residual) value range is 0-1 and lesser that is deemed good, here the RMR value is 0.021 that is the good fit value. In this table, the value of NFI (normed fit index) is 0.978 which is considered an excellent value because this value is close to 1 and more than 0.90. In this table, the value of CFI (comparative fit index) is 0.968 which is considered an

acceptable value because this value is greater than 0.95 At the end of this table, the value of P CLOSE is 0.378 which is considered an acceptable value because this value is greater than 0.05. The above table (1.12) shows all results or outcomes are significant, all values are in the acceptable range because the values range is according to good model fit. So at the results shows that all relationships between variables paths in SEM are a good fit which theoretically shows significant links.

**Table 1.12**  
**Model fit summary for Structural Equation Model**

<b>Fit Indices</b>	<b>Recommended Value</b>	<b>Result</b>
X <sup>2</sup> /d.f.	<5	3.009
GFI (Goodness of fit index)	>0.9	0.989
AGFI (Adjusted goodness of fit index)	>0.80	.957
RMSEA (root Mean Square Error of Approximation)	<0.08	0.022
RMR (root mean square residual)	<0.08	0.021
NFI (Normed fit index)	>0.90	0.978
CFI (Comparative fit index)	>0.95	0.999
PCLOSE	>0.05	0.367

**Table 1.13**  
**Standardized Regression weights for Structural Equation Model**

<i>Path of Variables</i>	<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>p-value</i>
<b>WEP</b> (Direct Effect) ←SI	.407	.043	6.257	***
<b>SC</b> (Direct Effect) ←SI	.396	.079	7.482	***
<b>WEP</b> ←SI	.315	.058	6.726	***
<b>SC</b> ←SI	.396	.061	4.499	***
<b>WEP</b> ←SC	.233	.049	3.578	***
<b>WEP</b> ← ECxSC	.098	.016	6.431	***

### 4.10.3 Mediation Analysis

**Table 1.14**  
**Inference for Mediation**

Hypothesis	Direct Beta w/o Med	Direct Beta w/Med	Indirect Beta	Mediation type Observed
SI SC WEP	$\beta=.407,$ $\rho=.000$	$\beta=.396,$ $\rho=.000$	$\beta=.315,$ $\rho=.000$	Partial Mediation

Table 2.3 shows that all direct and indirect relations show and also shows the value of  $\beta$  and  $p$ . WEP  $\rightarrow$  SI is the direct link and values of  $\beta = 0.407$  or  $p=0.000$ , SC  $\rightarrow$  SI ( $\beta = 0.396$ ) and ( $p= 0.000$ ), WEP  $\rightarrow$  SI is indirect relation ( $\beta = 0.315$ ) and ( $p=0.000$ ), SC  $\rightarrow$  SI ( $\beta = 0.396$ ) and ( $p=0.000$ ), WEP  $\rightarrow$  SC ( $\beta = 0.233$ ) and ( $p= 0.000$ ), WEP  $\rightarrow$  ECxSC ( $\beta = 0.098$ ) and ( $p= 0.000$ ). All  $\beta$  values is from 0.671 to 0.522, but this is significant values of direct and indirect links in this study. These values indicate that the partial mediation of Social capital which exist between Social identity and Women entrepreneurship performance.

### 4.10.4 Moderation Analysis

**Table 1.15**  
**Standardized Regression weights for structural Equation Model**

Path of Variables		Estimate	S.E.	C.R.	p-value
WEP	$\leftarrow$ ECxSC	.094	.011	4.812	***

This moderation analysis indicated the  $\beta$  and  $p$  values to the effect of moderation of entrepreneurial culture between social capital and women entrepreneurship. WEP  $\rightarrow$  ECxSC ( $\beta = 0.94$  and  $p = 0.000$ ) these values show significant moderation because the  $\beta$  value is positive and the value of  $p$  is also significant. so this moderation shows that entrepreneurial culture is positively moderated the relationship between social capital (SC) and women entrepreneurship (WEP).

#### 4.10.5 Structural Equation Model (SEM)

The structural equation model is constructed that once the measurement model has been tested. AMOS v23 was used to create a structural equation model. The investigator could use a structural equation model to evaluate the hypothesized model with numeric data. Social Identity, innovation, and Women Entrepreneurship Performance are all described in structural equation model with fundamental links, this research structural equation model is showing in 4.2. It is necessary to inspect the variables of the structural equation model and interpret the results of the model fit analysis after it has been constructed. The goodness of fit values for the structural equation model are listed in Table (1.16), with the names of the model fit indicates in the left-hand column and suggested and threshold values in the two following columns. in table (1.16) the  $\chi^2/d.f.$  value is 3.289 which is acceptable because it is up to 5 in the measurement model. 0.901 is the GFI (goodness of fit index) that is acceptable because it should be more than 0.90 and close to 1.

0.999 is the AGFI (adjusted goodness of fit index) that is acceptable because it should be more than 0.80 and close to 1 or more. 0.070 is the value of the RMSEA (root mean square error of approximation) that is acceptable because it should be less than 0.08 and close.

#### Model 2

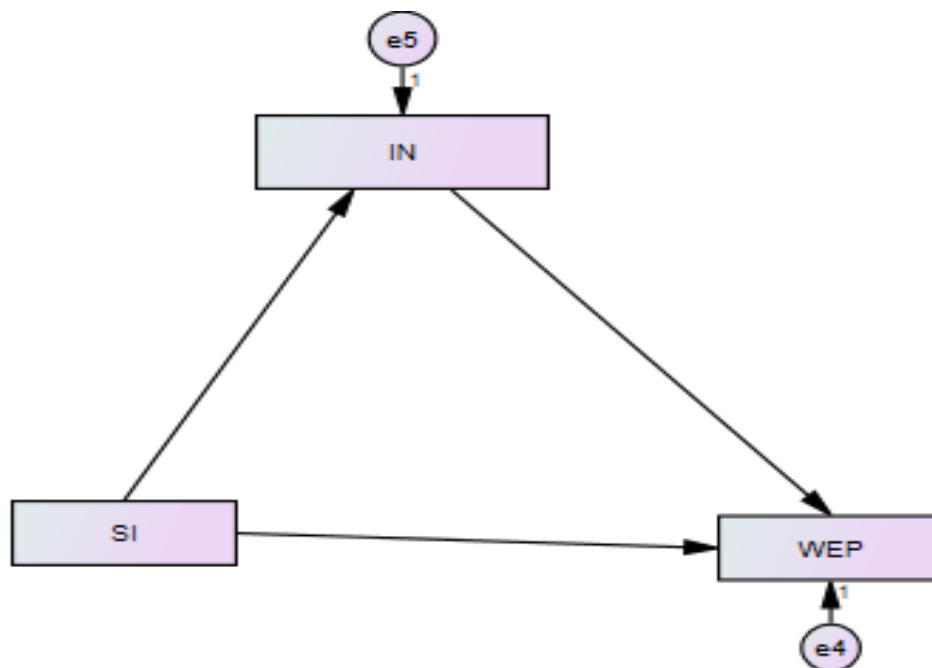


Figure 1.2: Structural Equation Model

The RMR (root mean square residual) value range is 0-1 and lesser which is deemed good, here the RMR value is 0.011 which is the good fit value. In this table, the value of NFI (normed fit index) is 0.944 which is considered an excellent value because this value is close to 1 and more than 0.90. In this table, the value of CFI (comparative fit index) is 0.97 which is considered an acceptable value because this value is greater than 0.95. At the end of this table, the value of PCLOSE is 0.367 that is considered an acceptable range value because this value is greater than 0.05. The above table (1.16) shows all results or outcomes are significant, all values are acceptable range because the values range is according to good model fit. So at the results shows that all relationships between variables paths in SEM are a good fit which theoretically shows significant links.

**Table 1.16**  
**Model Fit Summary for Structural Equation Model**

<b>Fit Indices</b>	<b>Recommended Value</b>	<b>Result</b>
X <sup>2</sup> /d.f.	<5	3.289
GFI (Goodness of fit index)	>0.9	0.901
AGFI (Adjusted goodness of fit index)	>0.80	.999
RMSEA (root Mean Square Error of Approximation)	<0.08	0.070
RMR (root mean square residual)	<0.08	0.011
NFI (Normed fit index)	>0.90	0.944
CFI (Comparative fit index)	>0.95	0.97
PCLOSE	>0.05	0.367

#### 4.10.6 Mediation Analysis

**Table 1.17**  
**Inference for Mediation**

<b>Hypothesis</b>	<b>Direct Beta w/o Med</b>	<b>Direct Beta w/Med</b>	<b>Indirect Beta</b>	<b>Mediation type Observed</b>
<b>SI IN WEP</b>	<b><math>\beta=.307,</math> <math>\rho=.000</math></b>	<b><math>\beta=.413,</math> <math>\rho=.000</math></b>	<b><math>\beta=.308,</math> <math>\rho=.000</math></b>	<b>Partial Mediation</b>

Table 1.17 shows that all direct and indirect relations show and also shows the value of  $\beta$  and p. WEP>----SI is the direct link and values of  $\beta = 0.508$  or  $p=0.000$ , IN>----SI ( $\beta = 0.413$ ) and ( $p= 0.000$ ), WEP>----SI is indirect relation ( $\beta = 0.308$ ) and ( $p=0.000$ ), IN>----SI ( $\beta = 0.413$ ) and ( $p=0.000$ ), WEP>----IN ( $\beta = 0.239$ ) and ( $p= 0.000$ ), WEP>----ECxSC ( $\beta = 0.098$ ) and ( $p= 0.000$ ). All  $\beta$  values is from 0.671 to 0.522, but this is significant values of direct and indirect links in this study. These values indicate that the partial mediation of innovation which exist between Social capital and Women entrepreneurship performance.

#### 4.11 CONCLUSION

This table shows the all hypotheses which indicate the relationships which are empirically supported.

#### 4.12 HYPOTHESES SUMMARY RESULTS

**Table 1.18**  
**Hypotheses Summary Results**

No	Hypheses	Result
<b>H1</b>	Social Identity has a positive relationship with social capital	<b>Supported</b>
<b>H2</b>	Social identity has a positive relationship with innovation.	<b>Supported</b>
<b>H3</b>	Social identity has a positive relationship with women's entrepreneurial performance.	<b>Supported</b>
<b>H4</b>	Social capital mediates the relationship between social identity and Innvoation	<b>Supported</b>
<b>H5</b>	Innvoation mediates the relationship between social identity and women's entrepreneurial Performance.	<b>Supported</b>
<b>H6</b>	Social capital mediates the relationship between social identity and women's entrepreneurial performance	<b>Supported</b>
<b>H7</b>	Entrepreurial culture moderates the relationship between Innvoation and Women's entrepreneurial performance	<b>Supported</b>

# **CHAPTER 5**

## **DISCUSSION**

### **5.1 RESULTS DISCUSSION**

This research draws on women's entrepreneurship performance and it examines the theoretical and influence of social identity, social capital, innovation, and entrepreneurial culture in the Asia context. First, in this study hypothetical observation, our research conclusions show that social identity is linked with women entrepreneurship performance because social identity provides many facilities like they are giving more relations with other field related businesses and also help in different ways like they can make more relations with markets clients, business people. these things provide positive effects on women's entrepreneurship performance. So the consequences express that social identity is positively correlated to women's entrepreneurship performance. Second social capital facilitates women's entrepreneurship performance because due to this woman are meet are those people which are supporting our business. They meet new markets people, clients, customers and also know about markets demands. So they can say that Social capital is positively related to women's entrepreneurship performance. Social capital working as a mediating between social identity and women's entrepreneurship performance. Innovation is also positively related to women's entrepreneurship performance. They worked as a second mediating between social identity and women's entrepreneurship performance. Innovation provides many things like they provide to the owner's new ideas about markets and also gives customers demands. If we are connected to our field-related people, they are getting more ideas about innovation. So this also has positive effects on women's entrepreneurship performance. Entrepreneurial culture is a moderator on this study they give more facilities to women because women get new things about the environment and women are closely directed to our workers in the resulted workers are freedom share their ideas and gives new things about markets and customers. So entrepreneurial culture is moderating the link of social capital and women's entrepreneurship performance.

### **5.2 THEORETICAL CONTRIBUTIONS**

In this research, we analyze the basic implementation of social capital and innovation by exploring the impact of social identity on women's entrepreneurship performance and also added to the areas of women's

entrepreneurship positively in various directions. While social identity theory is now a pivotal conceptual perspective in identity studies (Hogg, 2020), it has only recently been used in entrepreneurship study (Kautonen, 2021; Souakri, 2020; Gur & Mathias, 2021). Whereas many studies have indicated the identity is a likely strong determinant of entrepreneurs' decisions and choices (e.g., Gur & Mathias, 2021; Harlow & Chadha, 2019; Crosina, 2018; Hertel et al., 2019; Hahn, 2020), still, a very few focused on the social identity in terms of entrepreneurship. EstradaCruz et al., 2019) take a different kind of approaches, focusing specifically on entrepreneurs' social identities and how these identities influence new business forming in various manners. Hence the present study added to the literature of women's entrepreneurship performance individually as a new variable, i. e. social capital, innovation, and entrepreneurial culture.

Our research expands the women's entrepreneurship performance by including new consequences such as social identity and entrepreneurial culture. Past studies also explore the social capital is positively associated with innovation (Purwati et al., 2021), (Garcia. at al., 2018). According to other research, Entrepreneurial Culture contributes to the development of an entrepreneur's competencies, which aid support the growth and maintenance of a business's competitive and better performance (Ahmetoglu et al., 2018 Shamsheri et al., 2021). But in the current study entrepreneurial culture using as moderating on the relation of social capital and women entrepreneurship performance. entrepreneurship can better deal with extraordinarily complicated, unpredictable, and unclear situations by using an innovative approach, which helps them to explore new possibilities and analyze current ones more successfully (Ceipek et al., 2021).

The current research adding to the literature on women's entrepreneurship performance on an individual level. This new literature introduced the social identity, innovation, entrepreneurial culture that affects women's entrepreneurial performance. This study shows the positive relations between all variables. In our study Social identity working as an independent variable. Social capital and innovation using as a mediating in the relationship of social identity and women entrepreneurship performance. Entrepreneurial culture also positively moderating the relation of social capital and women entrepreneurship. Our research work also participates in the women entrepreneurship literature by increase the research variable's generally over various societies like Pakistan. Many kinds of researches were directed on these variables in western circumstances.

### 5.3 PRACTICAL IMPLICATIONS

The current research indicated that social identity is a useful factor in all organizations, especially in individual-level entrepreneurship. Social Identity has positively affected Women's entrepreneurial performance. In this study social identity is positively associated with social capital, innovation, and Women's entrepreneurial performance. Social identity provides many facilities to women because women meet different people, markets, and field-related businesses. This research shows that social identity can increase Women's entrepreneurial performance and they run their business successfully.

Our study also indicated that social capital and innovation also affected indirectly and directly that enhanced the performance of women entrepreneurship with the help of social capital and innovation. due to this direction workers and owners are connected and share their ideas and new things. Due to this we can introduce new things of markets and also know about new trends of markets and peoples demands. so they can say that social capital and innovation are positively supported to Women's entrepreneurship performance.

So, the study finding shows that social identity is positively associated with social capital, innovation, and Women's entrepreneurship performance. because social identity is provided many things like outside relations which are related to our business and also have an identity because these variables are more effective for entrepreneurship development. Second, this study identifying the indirect relationship to Women's entrepreneurship performance with the help of social capital and innovation that is using as a mediating in our study framework. Entrepreneurial culture is also positively affecting the relationship of social capital and Women's entrepreneurship performance. Because if we are providing such type of environment to workers, then workers are freedom share their ideas with employers of the entrepreneurship. So entrepreneurial culture is also important for Women's entrepreneurship performance which enhanced the capability of entrepreneurship. This study also for all types of business environment also effective for all types of small level business. This study is useful for every woman which runs their business in Pakistan and also for foreign countries women. Our theoretical contribution is very useful for women's business literature which is facilities in many ways.

## **5.4 LIMITATIONS AND FUTURE DIRECTIONS OF STUDY**

The present study has many limitations; we can further improve the performance of women entrepreneurs in the future. This data has been collected for this research from entrepreneur women who are working in different fields. They are running their entrepreneurship. In the future, we can collect data from various cities in Pakistan. this can make our research more accurate and more useful as well. This research is cross-sectional which explores the entrepreneurial performance of women in a specific duration of time. In the present study, our samples are very limited but in the future, we can collect data in large numbers for analysis. It is suggested by the researcher's assumptions of performance and perspective change as time passes. The results of this study are considered suitable at present. but in the future, this might not be considered because the data can be taken as us of data or needless.

According to GEM (2020), overall entrepreneurial activity in Pakistan is poor, and female entrepreneurship activity is even lower, at 2.7 percent, which is 3.9 times lower than male entrepreneurship activity. After examining, it is confirmed that the female's priority towards the entrepreneurial field is very low. Therefore, it is the need of time to provide the facilities.

By using a longitudinal time frame for examining entrepreneurial performance to manage their entrepreneurship over a period, future studies may be able to overcome this constraint. For example, future researches may be done to analyze women's entrepreneurial performance in terms of knowledge sharing which working as a mediator which creates more hypotheses paths in this study model. this research may apply qualitative and mixed-method for comprehensive investigation in the future. this research is working on an individual level but in the future, this analysis is on other areas.

## **CHAPTER 6**

### **CONCLUSION**

The present study measures the outcome of social identity, social capital, innovation, and entrepreneurial culture on women's entrepreneurial performance among the women who owned their businesses at an individual level in Pakistan. The present research results indicate that social identity positively affects women's entrepreneurial performance while social capital, innovation working as a mediating between social identity and women's entrepreneurial performance. entrepreneurial culture using as moderator of this study which is working between social capital and women entrepreneurial performance. This finding is recommended by researchers, but some women are not working independently and successfully run their business individually because women have fewer relationships with other business people, markets, and also facing family restrictions. some women are not working like men because men are freedom connects any other people. So, this is the main drawback of women's entrepreneurship. This chapter concludes the chapter investigates the limitation and some suggestions for many future studies for new researchers. This study is a vital role in women's entrepreneurial performance, which can be enhanced due to these results. This study is also helpful for many universities students who are studying women's entrepreneurship performance.

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