

A Critical Examination of Studies into Women Entrepreneurship in Jammu & Kashmir

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Abstract

The study is taken up as an attempt to analyze the research done on women participation in entrepreneurial activities in the state of Jammu & Kashmir (J&K). The focus of this paper is to conduct a critical examination into these studies to find the gaps and provide scope for future research. Women participation in business ventures in Jammu and Kashmir has seen a colossal increase as the women in J&K have started actively taking part in modern entrepreneurial practices, thereby breaking the glass ceilings and contributing to building the country's economy. However, the research into these women entrepreneurs seems to have confined to a select few industries. The studies so far have attempted to examine the constraints that women face in running their businesses in Jammu & Kashmir and are mostly monotonous in their approach. Research into women taking part in contemporary businesses seems to be missing. The research scholars and academicians have conducted studies into women entrepreneurship in J&K as a whole, which totally ignores the huge polarity between the three divisions on the state of J&K i.e Jammu, Kashmir and Ladakh. Moreover, the studies so far are for the most part based on secondary data collected at a different time, which may no longer be relevant. This is a review paper that attempts to aid the academic community to conduct a prudent research on women entrepreneurs in J&K. The implications of the study entail providing a road map for further research in the domain of women entrepreneurship in J&K.

Keywords

Entrepreneurship, Women Entrepreneurs, Jammu & Kashmir, Gendered Scholarship, J&K.

7. Introduction

In recent years, women have been assuming an expanding job as drivers of development in nations around the world and women entrepreneurship has acquired critical consideration. In Previous decades have seen expanded exertion toward this path. The importance of a women's' presence in the labour workforce of a nation cannot be downplayed. The growth of financial development of any economy demands an expanded supply of women in business, given that 50% of the world population is women. The ascent of women empowerment paved way for women to assume the role of entrepreneurs. It began in the Western world when women like Brownie Wise, Estee Lauder and Ruth Handler rose to corporate success. During the 1900s, because of a liberal and progressive mindset, and the ascent of feminism, "women entrepreneur" started to be a generally acknowledged term. With the development of women entrepreneurship, the research into the field also began. The research into women entrepreneurship started in the west and as women entrepreneurship found its way to the developing nations, so did its research (Brush, 1992). In the Indian context, women entrepreneurship is very well studied topic. As per an examination led to the trends in the growth and development of entrepreneurship research in Indian universities, it was recorded that more research has been carried out on women entrepreneurs as compared to men business owners (Batthini and Tripathy, 2005).

In Jammu & Kashmir, women entrepreneurship is in its infancy stage. Although women have been a part of the world famous handcraft industry of Kashmir since times immemorial, their recognition as "entrepreneurs" is very recent. Women entrepreneurship in Jammu & Kashmir has a long way to go, as is the research into the experiences of these women. Since the concept of women entrepreneurship is fairly new in J&K, the researcher was unable to find any review paper on the topic vis-à-vis J&K. Tending to the need to construct a thorough comprehension, this paper endeavours to exhibit a review of the field and highlight future research headings. It further examines the research methodology adopted in the existing studies, theoretical paradigms used, and methods of data collection employed.

8. Objectives of the Study

The study was taken up as an attempt to fill the gap between modern research conducted on women entrepreneurs in J&K and the academic community. The paper is a review work with the following objectives:

1. To provide a critical analysis of the present literature on women entrepreneurship in J&K.
2. To explore gaps and weaknesses in the existing literature.
3. To contribute to the methodology so far opted by the researchers in the field of women entrepreneurship in J&K.

9. Research Methodology

A Literature Review Paper (LRP) is a journal paper that gives a complete rundown of the literature in a particular field, presenting the material in a perspicacious manner, and contributing value by reaching some conclusion. E-Databases such as Google scholar and Shodhganga were used as the source of literature for this paper. Furthermore, the database of a few libraries was also searched to find relevant literature on women entrepreneurship in J&K. An advanced search was conducted with a combination of keywords: “women entrepreneurship, gendered scholarship, gender, Jammu and Kashmir, Ladakh”.

10. Women Entrepreneurship in J&K

The economy of the state of Jammu and Kashmir has endured because of the disturbed conditions present in the State for three decades. Both the center and state governments are endeavouring to return the economy on the track by enabling the people to get work openings. In a state with uneasy past and present and 5, 00,000 jobless youth, the challenges confronting J&K state are gigantic. In this circumstance, the push is on work generation for youth in the state. Women entrepreneurship, particularly is one of the imperative areas of worry for the administration. In Jammu and Kashmir, the percentage of women in the workforce was 22.45 % as indicated by Census 2011. Women of Jammu and Kashmir, who on account of issues and problems were not able accomplish their dreams are being encouraged to acquire inventive thoughts in the area of entrepreneurship by concentrating on cultivating, craftsmanship and handlooms, the travel industry, etc. which have been the cornerstone of J&K economy and continue holding imperative potential for advancement and business.

Multiple facets of women entrepreneurship have been examined by different scholars endeavouring to comprehend the psychological aspects of entrepreneurial conduct in women. This paper reviewed studies on women entrepreneurship in J&K in the past nine years (2000-2019) given that women entrepreneurship in its modern form is still being developed in the state and the concept is fairly new.

Some research has been carried on characteristics and motivation behind starting a venture. Mostly the papers have concentrated on violence, challenges and problems faced by women entrepreneurs in the state. Given the volatile conditions and stage of development, it has been observed that getting into entrepreneurial activities is much more cumbersome for these women, especially in the Kashmir division of J&K.

Papers delving into the problems and challenges faced by women entrepreneurs in J&K include Baba (2013), Suri (2013), Khan, Bhat, Bhat & War (2016) and Khan & Wani (2017). These studies are primarily based on secondary data sources. Among the empirical studies conducted, the researcher found a very limited number of papers. Mustafa (2013) conducted a primary survey of 61 women entrepreneurs. The method used in this survey was convenient sampling. According to these studies, challenges faced by women entrepreneurs in J&K are Traditional mindsets, Mobility constraints, Lack of education, No family support, Patriarchy, Problem of finance and Low-Risk bearing ability. What is interesting to note is that these studies cannot be considered as ideal or appropriate for understanding the entire phenomenon. The methodology applied lacks a theoretical underpinning and theoretical paradigm. The review reveals that there is a long way to go as far as building a solid theoretical underpinning for research on women entrepreneurship in J&K is concerned. Most studies use Positivism as a research paradigm. Therefore, they fall short in explaining the experiences of women business owners (Stevenson, 1990).

In a study on the assessment of the entrepreneurial intensity among women entrepreneurs of Jammu and Kashmir, it was argued that women entrepreneurs tend to show competitive aggressiveness strongly. (Siddiqui & Jan, 2017). This study used model building through confirmatory factor analysis and concluded that there is a great potential for entrepreneurial advancement among women of J&K. This was the

only study that the researcher found that shed light on the entrepreneurial intensity among women entrepreneurs of J&K.

The studies into women entrepreneurship in J&K have a generalized approach that completely neglects the polarity between the three divisions of the state. There are not only geological differences, but the contrasts exist in social, cultural and religious contexts. This can have serious impacts on the research findings. What is applicable in one context may not be true for another. Past research has shown the immense effect of socio-cultural factors on self-employed women. Saffu (2003) argues that theories deal with specific contexts, cultures and values. Examining the environment for female entrepreneurs within their settings is imperative to understand their experiences in different cultural contexts.

11. Findings and Discussion

Studies into women entrepreneurs in J&K are in the adolescent phase. A lot of room is wide open for improvement. Research into contemporary businesses taken up by modern women entrepreneurs is fresh and uncharted territory. Development of a database of women entrepreneurs of J&K is the need of the hour as no government agency has taken up the mantle of doing so. Understanding the vast differences between the three divisions of J&K and providing them with their proper place in academic research is essential keeping in view their contrasts.

The review of the literature on women entrepreneurship in J&K exhibits vast loopholes when it comes to methodology. There is a methodological weakness and hence a need to grasp inventive techniques to build rationalizations utilizing a constructionist approach. The theoretical base needs to be widened in order to completely understand the phenomenon of women entrepreneurship. Career theory can be used to propose a career model of the entrepreneurial behaviour of women (Bowen and Hisrich, 1986).

The impact of gender on business ownership is another issue left with very limited research and can be understood by the Feminism theoretical paradigm. Studies into women must be understood according to their point of view. Introduction of Feminism as a theoretical paradigm is indispensable to get a solid understanding of women entrepreneurship, especially in the developing world where patriarchy is seen. Feminist

theories can be related to current business theories to propel the advancement of the field. Analysts like Fischer et al. (1993) propose that there is a requirement to assemble progressive theoretical clarifications and move past merely mentioning contrasts among male and female entrepreneurs.

Bringing forth the experiences of women on their entrepreneurial journey is important. Women entrepreneurs constitute about half of populace in developing economies (World Bank, 2009). Regardless of the inundation of women entering the field of business in developing nations, their experiences into the establishment of business ventures are not properly examined (De Bruin et. al., 2007). Further scope of research into women entrepreneurship research in J&K include the extension into studying comparisons like rural and urban, upper, middle and lower class, different sectors etc. Also, the existing literature does not indicate a domino effect created by women entrepreneurship which can be seen in the past decade. Women entrepreneurs lack internal support. The formation of professional committees can prove to be beneficial to seek support from within such committee. This can also help to strengthen the growing circle of women entrepreneurs within each division of the state.

12. Conclusion

Women entrepreneurship has made some amazing progress since its development in the late 1970s. The research into women entrepreneurship is new in the developing nations and more so in a place like J&K. This paper includes discoveries from 20 writing surveys on women entrepreneurship in J&K from 2000 to 2019. It reveals that there is a hole in scholarly research which needs to be filled. The investigations in the past have acquired theoretical ideas from territories that were not substantial for the women entrepreneurship. There is a requirement to consider constructionist ways to investigate conventional and non-conventional inquiries. Especially, there is a need to utilize the focal point of feminist theories to catch heterogeneity in women entrepreneurship research. There is additionally a need to study entrepreneurial procedures of women forming a business, their plans of action and embrace creativity in research technique decisions.

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