

Quantitative Research Methods (LCDB 7011)

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Proposed Research Topic:

“An Analysis of Complications and Their Handling among Women Entrepreneurs.”

Database Description:

This research is based on a structured quantitative dataset collected from women entrepreneurs. The dataset is obtained from an online public data source and contains more than 150 responses. Each row in the dataset represents one respondent, and each column represents a specific variable related to the study. The dataset is organized in numerical form, which makes it suitable for statistical analysis using SPSS.

The data is divided into three main sections. The first section includes demographic information such as age, area of residence, educational qualification, and marital status. These variables help to describe the background of the respondents and provide an understanding of their personal characteristics.

The second section focuses on the complications faced by women entrepreneurs in their business activities. These include scarcity of raw materials, strong market competition, limited mobility, family responsibilities, lack of education, male-dominated social conditions, low risk-bearing ability, limited use of information and communication technology (ICT), lack of marketing knowledge, and financial constraints. These factors represent key complications that may influence women entrepreneurship.

The third section includes the ways women entrepreneurs handle or manage these complications. These include being independent in decision-making, maintaining self-respect, attending training programmes, taking loans from friends and relatives, using advertisements, improving communication skills to attract customers, accessing government incentives and subsidies, and using personal savings. These variables represent different problem-solving or motivating approaches used by women.

In addition, the dataset includes two computed variables. One represents the overall level of complications faced by the respondents, and the other represents the level of handling of those complications. These values are used to understand how women entrepreneurs respond to business-related problems. All variables are coded numerically using a scale (for example, from 1 to 5), where each number represents a specific level or category.

Overall, this dataset is appropriate for examining the relationship between demographic factors, complications, and the ways these complications are handled in women entrepreneurship.

Background of the Research:

Women entrepreneurship has become an important part of economic development in many countries. In recent years, more women are starting their own businesses to become financially independent, improve their living standards, and support their families. Women-owned businesses also contribute to job creation and local economic growth (Brush, 2006). However, managing business activities is not easy for many women.

Women entrepreneurs often face different types of complications that can affect their business activities. Common problems include limited access to finance, lack of education and business knowledge, restricted mobility, and social pressure in a male-dominated society (Ahl, 2006). In addition, some women may have limited access to markets, technology, and professional networks. These complications can make it difficult to manage business operations effectively.

Despite these difficulties, many women try to deal with these problems in different ways. For example, some attend training programmes to improve their skills, some use personal savings or take loans to manage financial issues, and others use communication and marketing techniques to attract customers. These actions reflect how women handle and respond to business-related complications (Hisrich, 2002).

Aim of the Study:

The aim of this study is to examine the types of complications faced by women entrepreneurs and to explore how they manage or handle these complications in their business activities.

Objective:

1. To explore the common complications experienced by women entrepreneurs.
2. To identify the different ways women entrepreneurs deal with these complications.
3. To examine the relationship between complications and their handling.
4. To analyze how background factors (such as age, education, area) are related to complications and their handling.

Research Questions:

1. What types of complications are commonly faced by women entrepreneurs?
2. How do women entrepreneurs manage or respond to these complications?
3. Is there a relationship between the level of complications and the way they are handled?
4. How do demographic factors influence complications and their handling?

Theory Selected:

This study is based on two relevant theoretical perspectives that help explain complications and their handling in women entrepreneurship.

1. Resource-Based View (RBV) Theory

This theory suggests that business activities depend on the availability of resources such as finance, knowledge, skills, and technology (Barney, 1991). In this study, it helps explain how limited resources can create complications for women entrepreneurs and how improving these resources can support better handling of those complications.

2. Feminist Theory

Feminist Theory explains that women often face social and structural barriers, such as male dominance, family responsibilities, and limited mobility. These factors can create additional complications in business activities. This theory helps to understand how social conditions influence both the problems faced by women and the way they handle them.

Overall, these theories provide a framework to understand how resource limitations and social barriers are linked to complications and their handling among women entrepreneurs.

Reference:

- Ahl, H. (2006). *Why research on women entrepreneurs needs new directions*. *Entrepreneurs Theory and Practice*.
- Barney, j. (1991). *Firm resources and sustained competitive advantage*. *journal of management*.
- Brush, C. Carter, N. (2006). *Growth-oriented women entrepreneurs and their businesses*.
- Hisrich, R. D., & Peters, M. P. (2002). *Entrepreneurship*.