

Women Entrepreneurial Resiliency Amidst COVID-19

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Abstract : Purpose: The paper is aimed at identifying the challenging factors experienced by the women entrepreneurs in India in operating their enterprises amidst the challenges posed by the COVID-19 pandemic. Methodology: The sample for the study comprised 396 women entrepreneurs from different regions of India. A purposive sampling technique was adopted for data collection. Data was collected through a self-administered questionnaire. Analysis was performed using the SPSS package for quantitative data analysis. Findings: The results of the study state that entrepreneurial characteristics, resourcefulness, networking, adaptability, and continuity have a positive influence on the resiliency of women entrepreneurs when faced with a crisis situation. Practical Implications: The findings of the study have some important implications for women entrepreneurs, organizations, government, and other institutions extending support to entrepreneurs.

Keywords : women entrepreneurs, analysis, data analysis, positive influence, resiliency

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