

Cultural Diversity and Challenges for Female Entrepreneurs: Empirical Study of an Emerging Economy

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Abstract : Women entrepreneurship witnessed a healthy rise in the last decade or so, and the scenario in Pakistan is not different. However female leaders are facing various, cultural, career oriented, and professional challenges. The study investigates the impact of social and industry-specific challenges on female entrepreneurship; social challenges was evaluated in terms of culture, and industry-specific challenges was measured in terms of team management and career growth. Purposive sampling was employed to collect data from 75 multicultural organizations operating in the culturally diverse and historic city of Lahore, Pakistan. Cronbach's alpha was conducted to endorse the reliability of survey questionnaire, while correlation and regression analysis were used to test hypotheses. Industry-specific challenges were found to be more significant as compared to cultural factors. The paper also highlights the importance of female entrepreneurship for emerging economies, and suggests that bringing women to mainstream professions can lead to economic success.

Keywords : cultural challenges, emerging economy, female entrepreneurship, leadership

Conference Title : ICETIRED 2016 : International Conference on Entrepreneurship, Technology, Innovation and Regional Economic Development

Conference Location : New York, United States

Conference Dates : October 10-11, 2016