Motivational factors, entrepreneurship and education: Study with reference to women in SMEs.

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ABSTRACT

For the past couple of years entrepreneurship development is considered as the priority area in the development policy in many countries, especially in India. The young entrepreneurs are engaged in varied form of small and medium scale enterprises ranging from paper to electronics, engineering to electrical, textile to metal and pipe industry, construction to food processing, education to handicrafts. The interesting fact is that the entrepreneurial ventures are making provision of more business options not only for men, but also for women, especially in rural and semi urban areas. Considering this trend, a study is conducted to analyze, what exactly motivate women entrepreneurs to get into small and medium scale entrepreneurial ventures. Relating entrepreneurship with educational institutions, it is hypothesized in this study that the identification of motivational factors among women may support educational institutions to tailor made their entrepreneurial program in tune with appropriate pedagogy and approach. In order to conduct the study SIDCO Industrial Estates in Madurai Region region is selected since it is populated with several small and medium scale enterprises. The respondents were the entrepreneurs who run small-scale industrial units of SIDCO Industrial Estate. Out of total population of 432, 144 small scale entrepreneurs have been taken as sample size. The data collected were analyzed on the basis of Descriptive Statistics, Correlation, Regression and Kruskal Wallis Test. The findings of this paper show the major factors which influence the motivation of women entrepreneurs in small and medium scale enterprises and its close relationship with the entrepreneurial factors. The study also suggests some measure for the educational institutions in order to make its pedagogue support their entrepreneurial development efforts of the country.

Keywords: Motivational factors, entrepreneurship and education
Paper Type: Research paper
INTRODUCTION

The term entrepreneur was originated in French Economics as early as 17\textsuperscript{th} and 18\textsuperscript{th} centuries. The concept entrepreneur has shown its close association with general understanding of starting a business has much relevant meaning in the past. But its general meaning has shifted to wider application into an area of providing high yield through better productivity for economic development. Entrepreneurship has been obtained a great deal of focus over the past years considering the significant benefit realized by small and medium firms in overall development of national economy.

Entrepreneurship is a multidimensional phenomenon that cuts across disciplines. There is no universal theory of the phenomenon. Many theories of entrepreneurship are coming from different schools of thought, with many authors emphasizing different factors to explain it. Among these factors are culture (Gadgil, 1954; Jenkins, 1984; Shapero, 1984); personality (McCelland, 1961; Brockhouse and Horwitz, 1986; Sexton and Upton, 1990), marginality (Geertz, 1963; Shapero and Sokol, 1982; Brenner, 1987), and intentionality (Learned, 1992; Katz and Gartner, 1988).

It has been reported by many research scholars recently that in general (e.g. Zimmerer and Scarborough, 2001), there has been a growing interest and research that focused on women’s entrepreneurship (e.g. Boyd, 2005; Bruni et al., 2004; Brush et al., 2006; Lerner and Pines, 2010; Mulholland, 1996; Pines, 2002; Pines and Schwartz, 2008). Until the late 1970s, the role of women entrepreneurs was rarely considered (Humbert et al., 2009). Nowadays, however, as Carter and Shaw (2006) noted, research on entrepreneurship is moving from looking at whether gender makes a difference to how it makes a difference. It has been recognized that small and medium enterprises have been the major force in job creation, innovation and economic development (Gordon, 2000). Further, it may be good to emphasize that out of many SMEs, a good proportion of them are women-owned or operated and women do not only form majority of the work force in certain sectors of the economy, but their businesses have also influenced in one way or another the structure of all our economies. Self-employment and women in entrepreneurship has also been growing in less developed economies, as a means for women to survive themselves and oftentimes to help support their families (Gordon, 2000).

The key word circling around development of economy in many countries is entrepreneurial education. The significance of entrepreneurship and entrepreneurial education ranges from commencing a small scale unit to build up big business concerns. Incorporating new entrepreneurial modules in current educational system, it not only pave ways to development of economy but also gives more job opportunities to young entrepreneurial aspirants who startup small scale ventures, especially women youth. Relating current topic of study to Indian scenario, the scope of entrepreneurial education and training is having much scope in rural and semi urban localities where many small and medium scale industrial firms operate. Indian small and medium scale industrial scenario observes more women participation both as employees and employers recently. Hence this particular study concentrates more on scope of entrepreneurial education, by conducting a case based research in SIDCO Industrial Estates of Madurai Region, India.

THEORETICAL BACKGROUND

ENTREPRENEURIAL EDUCATION

Entrepreneurial education is one of the sizzling areas for academic institutions and business schools in recent days. Major objective of entrepreneurial education is to provide
stakeholders with adequate knowledge, skills and aptitude that to engage them in entrepreneurial ventures of various sectors. The academic institutions are paving many ways especially women folk to join entrepreneurial training programs. Women folk are motivated to peruse their opportunities to enter into a Entrepreneurship profession in order to satisfy many aspects like independence and willingness to be free, recognition and gain of acceptance and appreciation, professional achievement, a means to get better the wellbeing of their families and finance the education of their children. Women motivation to enter into entrepreneurship lies with more reasons like learning business knowledge and skills, access to new markets & more financial options, information about the support services and how they can earn income to their families. Many small and medium sectors are making provision of women entrepreneurial aspirants' adequate opportunity to enter into entrepreneurship and be successful in their ventures. The present study focuses on various motivational factors of women in rural and semi urban areas that influence their entrepreneurial choice and there by disseminate information to various academic institutions in order to orient their curriculum and program in tune with entrepreneurial aspirants.

**ENTREPRENEURIAL DEVELOPMENT**

Women entrepreneurial development is one of the important area majority countries has been focus upon as a part of over all Human Resource Development. It is well ascertained by policy makers across the courtiers that strategic development of an economy required equal participation and equal opportunities to all sect and genders. Entrepreneurial development is one the significant factor for sustainable socio-economic development. Especially, development of women is inviting special significance because many small and medium firms are well operated through women and though it is less recognized. In order to ensure better support from various levels, it is necessary to understand, what are the motivational factors which influence women to become entrepreneurs? Contemporarily less research has been conducted in rural and semi urban areas that give specific focus on women entrepreneur’s motivational factors. Hence it is necessary to explore what are the factors which influences the motivation of women and to what extent it influence their entrepreneurial aspirations? How rural women looks on entrepreneurial opportunities and what are their concerns to enter into such ventures? This particular research tries to understand the motivational factors of women which influence on entrepreneurial factors, and how it facilitate the educators and educational institutions to develop infrastructure, design programs and course ware, ensure training and development activities that in tune with the requirement of entrepreneurial education in rural and semi urban areas where small and medium scale industries are more located.

**MODELS FOR ENTREPRENEURSHIP**

A model of the factors motivating the entrepreneurial process was achieved by Shane et al. (2003). To establish the link between personality factors influence on entrepreneurship intention many studies of 'entrepreneurship intention' often used 'behavioral intention' models. Many models have been further used to explain the behavioral intention. Shapero’s (1982) propounded “Entrepreneurial Event” model which is similar to Ajzen’s (1991) “Theory of Planned Behaviour” model (Nabi and Holden, 2008). The model has mentioned three components of entrepreneurship intention in Shapero’s model. These factors are mentioned as perceived desirability, perceived feasibility and a propensity to act. The perceived desirability indicates the attractiveness to start up a business (i.e lack of personal
desire) (Krueger, 1993). Perceived feasibility, on the other hand, indicates the degree an individual feels that he/she is capable in starting a business (e.g: lack of finance or entrepreneurs’ skills) (Krueger, 1993). The propensity to act indicates the individual’s willingness to act on decisions (i.e to actually start up) (Nabi and Holden, 2008).

Muriel Orhan, Don Scott, (2001) identified a number of situations that relate to women’s decisions to become entrepreneurs, namely “dynastic compliance”, “no other choice”, “entrepreneurship by chance”, “natural succession”, “forced entrepreneurship”, “informed entrepreneur” and “pure entrepreneur”.

Various researches have come up with varied observations on motivational factors as), other pull motivations relate to motivations such as:

1. independence and willingness to be free of any control or to become one’s own boss; Carter et al. (2003)
2. recognition and gain of acceptance and appreciation by other people (Nelson, 1968);
3. self-realization, achievement of the entrepreneurial goals (Fischer, Reuber, and Dyke, 1993);
4. financial incentives, the desire to gain more and achieve financial success (Birley and Westhead, 1994).

FACTORS INFLUENCING ENTREPRENEURIAL MOTIVATION

Buttner and Moore (1997) and Lerner et al. (1995) have given more importance to women’s motivations to start their own businesses (self-fulfillment and personal goal attainment, etc.) as the major reason for women’s low quantitative performance (such as jobs creation, sales turnover and profitability) as compared to men. While Carter and Allen (1997) observed that access to financial resources and other financial aspects of business had stronger effects on business rather than choice or intention. Schwartz, (1976) study on twenty female entrepreneurs observed that their major motivations to start a business were the need to achieve, the desire to be independent, the need for job satisfaction and economic necessity. In addition to that desire to control, need for achievement, to improve the financial situation, desire to be independent and the need for job satisfaction are also some notable motivating factors (Scott, 1986). Studies of McClelland’s classic conceptions of basic needs (McClelland & Winter, 1969) have yielded relatively more supportive findings of certain expected differences. For example, high achievement motivation has been associated with some aspects of venture performance (Begly & Boyd, 1987; Carsrud & Olm, 1986). Stewart et al. (1998) also reported that entrepreneurs were higher in achievement motivation than both corporate managers and small-business owners–managers. According to Gitile et., al. (2008), for many of the younger women (under 20), the “search for independence” was associated with freedom from misery of unemployment and recognition that self-employment offered the only way out. Self-employment was therefore, seen as a long-term career option. These entrepreneurs believed they could create their own career path and liberate themselves from the indignity of poverty and unemployment. Sexton (1980) found that goals in business ownership were same in the need for achievement and independence but differ in terms of economic necessity and recognition than their male counterparts.

Estaw (1991) asserts that experience is the best predictor of business success, especially when the new business is related to earlier business experiences. Entrepreneurs with vast experiences in managing business are more capable of finding ways to open new business compared to employees with different career pathways. Most successful entrepreneurs not only possess certain personal characteristics, they have usually served an apprenticeship
within the framework of a small business, giving them relevant experience in the business environment (Timmons 1994).

Typically, this experience is gained from parents, role models, or job experiences in small organizations. Undertaking the role of an apprentice helps the entrepreneur to develop a future strategy for establishing a personal venture. Exposure to a variety of experiences and opportunities provides a ‘safe’ testing ground for the potential entrepreneur. The ideal incubator organization is one that is small enough to allow the potential entrepreneur and top management of the organization to work closely together. The small size allows the entrepreneur to grasp the overall operation of the organization and to learn the technologies and many aspects of the business that would not be accessible if the organization were larger (Bowen and Hisrich 1986).

Kamal Naser, Wojoud Rashid Mohammed, Rana Nuseibeh (2000), in their research study entitled “Factors that affect women entrepreneurs: evidence from an emerging economy” had found that Financial support from the government especially in the start-up capital is an important factor that motivates women to establish their own businesses. Self-fulfillment, knowledge, skills and experience, including relationship to spouse/father business, are all important factors in the development of women entrepreneurs. Unlike previous research factors such social norms, market network, and competition do not seem to be barriers for women in becoming entrepreneurs. In a study by Karim (2001) on women entrepreneurs in Bangladesh, financial problems were the most common problems faced by their women entrepreneurs. Inadequate financing was ranked first, particularly so in rural areas and among small economic units (fewer than 5 workers), all the more so with those located in the household and unregistered sectors. Competition, obtaining quality raw materials, and balancing time between the enterprise and the family were ranked as major start-up problems.

Carter et al., (2004), indicates that perhaps the most popular reason for starting a new business, financial success involves reasons that describe an individual’s intention to earn more money and achieve financial security. Cromie (1985) found that the need for autonomy and more money were more important motivating factors for women entrepreneur. Hisrich and O’Brien (1981) also reported that reasons for women entrepreneurs owning businesses were the formation of initial idea about a product or service, desire for financial independence and the desire to be one’s own boss. Alexandra L. Anna, Gaylen N. Chandlerb, Erik Jansenc and Neal P. Merod (2008) in their thesis entitled ‘Women business owners in traditional and non-traditional industries” revealed that traditional women business owners might have different factors that contribute to their success than non-traditional owners. Specifically, for the traditional owners, venture efficacies for opportunity recognition and economic management as well as the career expectation of autonomy and money (or wealth) were positively related to sales. For the same group efficacy towards planning and the need for security were negatively related to sales. For the non-traditional women, venture efficacy towards planning and the career expectation of autonomy were positively related to sales while the expectation of money or wealth was negatively related.

It has been further reported by Gordon (2000) that the key issues facing new and growing women-owned enterprises in the United States include access to capital, access to information and access to networks. In Korea, women business owners experience financing and the effort to balance work and family as their most difficult tasks. Indonesian women entrepreneurs on the other hand, have difficulties in exporting their product overseas and in increasing the volume of production, both of which are of importance for their competition in the global market (Gordon, 2000). It has been clearly indicated by Barwa (2003) on women entrepreneurs in Vietnam, that women face additional handicaps due to the prevailing social
and cultural gender-based inequalities and biases. For instance, the barriers that women entrepreneurs face in accessing credit from formal institutions is magnified in view of their limited access to formal education, ownership of property, and social mobility. Other aspects of unequal access to opportunities and markets include business experiences, limited knowledge of marketing strategies, weak business associations, lack of networking facilities, and poor access to education and training programs. Shapero (1984) cited factors such as societal attitudes toward starting a business, societal attitudes toward business in general, the economic climate of the market, and the availability of accessible funds as important environmental influences in the decision to start a firm. Howarth and Finnegan (2004) on women entrepreneurs in Africa reveal that many women entrepreneurs in Africa feel they lack abilities, skills and expertise in certain business matters. Many of the issues mentioned appear to relate to women’s relative lack of exposure to the world of business. In addition to this lack of exposure, women’s business networks are poorly developed as social assets. This in turn impacts on a range of factors that adversely affect the women entrepreneurs at all level. Hookimsing and Essoo (2003) identified four main obstacles faced by women entrepreneurs in Mauritius: a) the hassle of getting permits; ii) the lack of market; iii) the ability to raise capital; iv) not being taken as seriously as men.

Lee-Gosselin and Grise (1990) as cited in Maysami et. al. (1999) found that in general, the most common start-up problems seem to be lack of capital. Also important was lack of confidence in female business owners’ abilities on the part of banks, suppliers, and clients alike, as well as family issues. Additional problems, such as marketing and labour difficulties and disagreement with associates, may arise after the start-up phase.

Shaver et al. (2001) found that entrepreneurs who believed in their skills and ability were motivated to exert the necessary effort. Douglas and Shepherd (2000) modeled the choice to pursue entrepreneurship as a utility function, which reflect anticipated income, the amount of work effort anticipated to achieve this income, the risk involved, plus other factors such as the person’s attitudes for independence and perceptions of the anticipated work environment, for example the presence of funding or opportunities.

According to Kim (in Meng & Liang, 1996), Staw (1991), and Katz (in Holt, 1992), after entering the entrepreneurial world, those with higher levels of education are more successful because university education provides them with knowledge and modern managerial skills, making them more conscious of the reality of the business world and thus in a position to use their learning capability to manage business.

Enterprise training courses must also consider that women differ significantly to men in terms of risk taking propensity (Carland and Carland, 2005). Brindley (2005) cites many research studies that support the argument that men and women view risk differently and that as women become more self-confident they become less risk averse.

The majority of women starting a venture obtain the money from personal savings, family loans or friends, whereas men tend to obtain capital from external sources. This tendency of women not to incur large debts, combined with their concentration in less capital intensive service industries, may partly account for women starting their business with low amounts of capital (ESFC 1994).

An early and ongoing influence in general, and for the entrepreneur in particular, is the influence of family background and parental role models. In keeping with the influences of significant role models, there is a strong body of evidence that links entrepreneurs to parents who are themselves either self-employed or entrepreneurs. The behaviors and attitudes displayed by these parents provide a positive role model and a source of inspiration to the
child (Hisrich and Peters 1996). Still’s (1987) findings indicate that entrepreneurial women generally come from a background of self-employed people. However, the gender of the self-employed parent appears not to be a significant factor as few of the mothers had developed independent careers. Evidence from American studies shows a trend towards female entrepreneurs being the first-born or first-born female in a family.

Many studies have come up with different findings. Owning a business is one way for women, as well as other marginalized groups, to climb out of poverty (Izyumov and Razumnova, 2000). Self-employment is especially important for women who have difficulty finding employment because of limitations imposed by education, age, social marginality or language. The establishment of independent businesses has been shown to increase the rate of development of national economy in countries that encourage it (Minniti et al., 2004) Most successful entrepreneurs not only possess certain personal characteristics, they have usually served an apprenticeship within the framework of a small business, giving them relevant experience in the business environment (Timmons 1994).

In relation to family situation, typically, this experience is gained from parents, role models, or job experiences in small organizations. Undertaking the role of an apprentice helps the entrepreneur to develop a future strategy for establishing a personal venture. Exposure to a variety of experiences and opportunities provides a ‘safe’ testing ground for the potential entrepreneur. The ideal incubator organization is one that is small enough to allow the potential entrepreneur and top management of the organization to work closely together. The small size allows the entrepreneur to grasp the overall operation of the organization and to learn the technologies and many aspects of the business that would not be accessible if the organization were larger (Bowen and Hisrich 1986).

It is well established in much research at global level that that the interest in female entrepreneurship has increased in recent times, with a greater number of women setting up in business (Buttner, 1993). Indeed, self-employed women are increasingly recognized as having an important impact on the economy, both as a source of employment and of potential growth (OECD, 2004; GEM, 2004; and Henry and Kennedy, 2002). This is consistent with the fact that within the last five to six years there has been an increase in the number of women who consider entrepreneurship as a valid career option (GEM, 2005). It has been well cited by many researchers that women have not been considered seriously in entrepreneurial education or opportunities.

The review of literature provides us an idea about various factors which influence women motivation to become entrepreneurs. Especially in rural and semi urban areas many women engaged in small and medium scale industries. But there is seldom an effort to look in to the aspirations of these women to become entrepreneurs and how they can be groomed towards better entrepreneurial opportunities. When we relate this issue with role of education, the educational institutions do not have courses and programs which pave better education and training facilities to aspiring rural women folk. Hence this particular study concentrates more on those areas where the educational institutions should concentrates on entrepreneurial education and there by ensure better the knowledge development and skill development towards entrepreneurial ventures, especially among women. It is hypothesized in this study that by identifying entrepreneurial factors in education may lead to better entrepreneurial educational approach and opportunities for women development.
RATIONALE OF THE STUDY

Entrepreneurship is facilitating more job opportunities to young generation especially women in small and medium sector industries in many countries. Women-owned businesses and women involved businesses in small and medium sector are increasing day by day. Such business are ranging from paper to electronics, engineering to electrical, textile to metal and pipe industry, construction to food processing, education to handicrafts and provides more options for women and especially this nature is observed in Madurai region of India. This discussion point has been well supported by the SIDCO industrial manual that the five Industrial estates of Madurai region under SIDCO, viz., Kappalur Industrial Estate, Andipatti Industrial Estate Theni Industrial Estate, Pudur Industrial Estate, Uranganpatti Industrial Estate and Kappalur Industrial Estate, those are having many women workers and entrepreneurs. In Kappalur Industrial Estate most of the Small Scale industrial units i.e. 39.3% belong to Dyeing and Textile Industry. In Andipatti Industrial Estate most of the Small Scale industrial units i.e. 50% belong to Rubber Industry and 50% belongs to Dyeing and Textile Industry. In Theni Industrial Estate most of the Small Scale industrial units i.e. 50% belong to Food products Industry. In Pudur Industrial Estate most of the Small Scale industrial units i.e. 24% belong to Metal and Pipe Industry. In Uranganpatti Industrial Estate most of the Small Scale industrial units i.e. 28.6% belong to Plastic Industry. The small scale industrial units run by the entrepreneurs in Madurai Region belong to the Dyeing and Textile Industry i.e. 19.4%. Analysis of this secondary data indicates varied sectors of small and medium scale industries located in the region and it provides better employment opportunity to the locale. Further it is pointed out that that in Madurai region where one can observe accumulated industrial presence, especially small and medium scale industries. These small scale units are owned and operated by both men and women entrepreneurs. This trend is increased drastically in recent years. Among all these small and medium scale business women participation in 'entrepreneurship' and their participation as 'employees' also increased considerably. Its presence is more observed in semi urban areas and making provision of employment opportunities for many young women from rural and semi urban areas. Hence this particular region is well equipped to collect adequate responses to assesses entrepreneurial nature and motivational factors of women in this particular research. There is less extensive literature available in the entrepreneurial research arena in relation with the topic of women entrepreneurs. The knowledge come out of that research is seldom added to the existing one and especially on areas of women motivation and entrepreneurial education. The need of the hour is for more substantial research on this issue especially in view of increased global entrepreneurial scenario and its scope towards small & medium industries in rural and semi urban villages. The scenario which discussed above is not much different in Indian villages. So an investigation in to topic is well envisaged. Hence, this particular study thus provides better insight on motivational factors influence on entrepreneurial aspirations among women and how educational in situations can play better role in grooming rural women folk towards entrepreneurship.

PROBLEM FORMULATION

In a country like India where diversified classes of people dwell and many remain unemployed and underemployed, the small scale sector has emerged as a major source of employment, by creating more and more employment opportunities per unit of Capital employed. SSI Sector provides employment opportunities to 71 lakhs persons in the 1980-81. It increased to 240.9 lakhs persons in the year 2000-2001. Further it increased to 287.6 lakhs persons and 299.91 lakhs persons in the year 2004-2005 and 2005-06 respectively. During
the year 2006-2007 the SSI provided employment to 312.5 lakh persons. Tamil Nadu has contributed much to the growth of Small Scale Industries. There were 420 Small Scale Units in Tamil Nadu in the year 2001-02 which further increased to 449 in 2002-03 and to 490 in 2004-05 (SIDCO manual 2006). There is always an increasing trend in the production also. The data clearly indicates the trend towards entrepreneurial ventures which is increasing day by day. But how far the women folk perceive this trend and seek opportunity to become small scale entrepreneurs needs to be evaluated into. What are the factors that motivate them to become small scale entrepreneurs need to be analyzed into? It has been reported by some researchers in various countries about the entrepreneurial aspirations of women and factors contributing to it. But how far it is true among Indian women in relation to entrepreneurial scenario is less researched into. Hence this particular research tries to understand how far the motivational factors, especially woman which influence their interest towards entrepreneurial factors.

**STATEMENT OF THE PROBLEM**

This particular study identified its topic of research as “MOTIVATIONAL FACTORS, ENTREPRENERSHIP AND EDUCATION: STUDY WITH REFERENCE TO WOMEN IN SMES”

**RESEARCH METHODOLOGY**

**POPULATION**

The universe of the study is based on the lists of units developed by the National Informatics Centre, TNSU, Chennai and the Membership Directories of the Kappalur, Pudur, Andipatti, Uranganpatti, and Theni Industrial Association.

**RESEARCH DESIGN**

This particular study focuses on motivational factors on entrepreneurial factors on woman, in SIDCO Industrial Estate, in Madurai Region. The nature of study is more of a fact finding. Hence this study follows descriptive study design as its plan of action.

**SAMPLING**

**Table: 1 Showing Sampling Units Selection**

<table>
<thead>
<tr>
<th>Sr No</th>
<th>Industrial Estate</th>
<th>Kappalur</th>
<th>Andipatti</th>
<th>Theni</th>
<th>Pudur</th>
<th>Uranganpati</th>
<th>Madurai Region</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Type of Industry</td>
<td>No. of Unit</td>
<td>% of Unit</td>
<td>No. of Unit</td>
<td>% of Unit</td>
<td>No. of Unit</td>
<td>% of Unit</td>
</tr>
<tr>
<td>1</td>
<td>Engineering Industry</td>
<td>3</td>
<td>5.4</td>
<td>0</td>
<td>0.0</td>
<td>3</td>
<td>25.0</td>
</tr>
<tr>
<td>2</td>
<td>Electric Industry</td>
<td>1</td>
<td>1.8</td>
<td>0</td>
<td>0.0</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>3</td>
<td>Electronic Industry</td>
<td>1</td>
<td>1.8</td>
<td>0</td>
<td>0.0</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>4</td>
<td>Paper Industry</td>
<td>3</td>
<td>5.4</td>
<td>0</td>
<td>0.0</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>5</td>
<td>Dyeing Concerns</td>
<td>22</td>
<td>39.3</td>
<td>1</td>
<td>50.0</td>
<td>0</td>
<td>0.0</td>
</tr>
</tbody>
</table>
SIDCO Industrial Estates region is selected as the universe of the study. The respondents were the entrepreneurs who run small-scale industrial units of SIDCO Industrial Estate, in Madurai Region. The study divided the whole SIDCO Industrial Estates of Madurai Region into 5 Industrial Estates. The table provides clear cut information about the product differentiation and concretion of small scale industries in the Madurai region of Tamilnadu, India.

Out of total population of 432, 144 small scale entrepreneurs have been taken as sample size. In order to arrive at representative sample size the application of proportionate probabilities sampling size (PPSS) technique is used. The total industrial units are 432 and the sample units considered for the study is 144 and it is coming almost 33.33% of the total population. The study ensured the representation from all the product categories and the sectors viz., Engineering Industry, Electric Industry, Electronic Industry, Paper Industry, Dyeing Concerns & Textiles, Rubber Industry, Plastic Industry, Food products, Belt cloth & Metal Pipe, Maruthi spare parts and others.

**TOOLS OF DATA COLLECTION**

The study will consider following tools for the data collection.

1. Questionnaire on Motivational factor
2. Questionnaire on Entrepreneurial factors
3. Questionnaire on socio-demographic variables.

**DATA COLLECTION**

Data collection was done based on the two instruments specifically developed for this study. Data collection took almost 11 months to get adequate representation of the sample size. Since the nature of the study was very much sensitive, the researcher assured the confidentiality of the data to all women participants who responded in this research. 200 small scale unit respondents were approached initially for responses. Out of which 180 respondents cross checked the confidentiality of information with the researcher and finally 144 were provided the information related to the topic selected. Thus study considered 144 women participants from the industries selected for the study.
OBJECTIVES:
1. To understand the entrepreneurial motivational factors among women
2. To analyze the relationship between motivational factors and entrepreneurial factors
3. To analyze the influence of motivational factors on entrepreneurial factors.
4. Suggest the educators and educational institutions for better entrepreneurial education and training interventions.

HYPOTHESIS:
1. The motivational factors may have significant relationship with entrepreneurial factors
2. The motivational factors may have significant influence on entrepreneurial factors

INDEPENDENT VARIABLE SELECTED FOR THE STUDY:

MOTIVATIONAL FACTOR

SUB VARIABLES OF MOTIVATIONAL FACTOR

1. Ambition to become an entrepreneur
   Aims, ambitions, desires and drives motivate a person to achieve the destination.

2. Desire to be independent
   Desire to be independent induces a person to start/run an enterprise.

3. Previous experiences
   Experience gives self-confidence to a person to start an industrial undertaking

4. Technical qualification
   Technical qualification makes a person an expert in one’s field. It motivates a person to start a venture.

5. Good market potential
   Good market potential attracts a person to enter into the field small investment

6. Small investment
   Small investment in Small Scale Industries motivates a person to start a venture

7. Economic need
   Maslow’s Need Hierarchy Theory is based on the human needs

8. High profitability
   A person establishes an industrial undertaking to attain certain objectives – profitability from business

9. Availability of raw materials
   Availability of raw material in order to produce the goods

10. Government concession
    Government provides subsidies, concessions and grants as an aid to the persons who are establishing industries

11. Family Business
    Family business induces a person to enter into the field.

DEPENDENT VARIABLES: ENTREPRENEURIAL FACTORS

1. Type of industry
   The type industry woman wants to enter into as entrepreneur.

2. Nature of organization
   The nature of firm like sole trade organization, LLC etc., where woman want to enter.

3. Amount of capital invested
The amount a new entrepreneur is expected to invest on a new venture.

4. **Average sales turn over**
The average sales turn over expected from a new venture over a period.

5. **Average net profit**
The average net profit expected from a new venture over a period.

6. **Previous experience**
Previous experience to handle various operations of entrepreneurial activities.

7. **Year of experience**
Years of experience expected to handle similar kind of operations.

8. **Generation of business**
Whether one has to follow the same business practiced by her previous generation.

**OPERATIONAL DEFINITIONS**

**ENTREPRENEUR**
Industrial undertaking in which the investment in fixed assets in plant and machinery, excluding land and building, whether held on ownership terms or on lease or on hire purchase, does not exceed Rs.1 crore (one crore).

**SME’S**
The category of micro, small and medium-sized enterprises (SMEs) is made up of enterprises which employ fewer than 250 persons and which have an annual turnover not exceeding 50 million euro, and/or an annual balance sheet total not exceeding 43 million euro.’ (Enterprise and industry publication 2003)

**MOTIVATION**
Motivation in this particular research is the degree to which the women are motivated to enter into entrepreneurship profession.

**ANALYSIS AND RESULTS**
The data collected were analyzed on the basis of Descriptive Statistics, Correlation, regression and Kruskal Wallis Test. SPSS 16th version was used to analyze the data collected. The details of the analysis are given below.

**TABLE: NO 2 FACTOR ANALYSIS: MOTIVATIONAL FACTORS**

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Factors</th>
<th>% of variance explained</th>
<th>Cronbach α</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ambition to become an entrepreneur (f1)</td>
<td>0.253</td>
<td>0.812</td>
</tr>
<tr>
<td>2</td>
<td>Desire to be independent (f2)</td>
<td>0.221</td>
<td>0.822</td>
</tr>
<tr>
<td>3</td>
<td>Previous experiences (f3)</td>
<td>0.231</td>
<td>0.861</td>
</tr>
<tr>
<td>4</td>
<td>Technical qualification (f4)</td>
<td>0.210</td>
<td>0.601</td>
</tr>
<tr>
<td>5</td>
<td>Good market potential (f5)</td>
<td>0.201</td>
<td>0.809</td>
</tr>
<tr>
<td>6</td>
<td>Small investment (f6)</td>
<td>0.244</td>
<td>0.831</td>
</tr>
<tr>
<td>7</td>
<td>Economic need (f7)</td>
<td>0.212</td>
<td>0.819</td>
</tr>
<tr>
<td>8</td>
<td>High profitability (f8)</td>
<td>0.241</td>
<td>0.801</td>
</tr>
<tr>
<td>9</td>
<td>Availability of raw materials (f9)</td>
<td>0.231</td>
<td>0.833</td>
</tr>
<tr>
<td>10</td>
<td>Government concession (f10)</td>
<td>0.209</td>
<td>0.830</td>
</tr>
<tr>
<td>11</td>
<td>Family Business (f11)</td>
<td>0.251</td>
<td>0.841</td>
</tr>
</tbody>
</table>
The table no indicates the result of factor analysis. The entire factors except F4, (F1, F2, F3, F4, F5, F6, F7, F8, F9, F10, and F11) that included in the factor analysis were found most important in explaining 0.253, 0.221, 0.231, 0.210, 0.201, 0.244, 0.212, 0.241, 0.231, 0.209, and 0.251) the variance respectively. Based on the results, rest 10 motivational factors are there by selected for further analysis.

**TABLE 3- CORRELATION ANALYSIS: MOTIVATIONAL FACTORS AND ENTREPRENEURIAL FACTORS**

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Dependent variable: Entrepreneurial Factors</th>
<th>Independent variable: Motivational Factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Type of industry</td>
<td>F1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>0.28</td>
</tr>
<tr>
<td>2</td>
<td>Nature of organization</td>
<td>0.28</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>3</td>
<td>Amount of capital invested</td>
<td>0.20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>0**</td>
</tr>
<tr>
<td>4</td>
<td>Average sales turnover</td>
<td>0.23</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2**</td>
</tr>
<tr>
<td>5</td>
<td>Average net profit</td>
<td>0.24</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1**</td>
</tr>
<tr>
<td>6</td>
<td>Previous experience</td>
<td>0.20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Year of experience</td>
<td>0.22</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9**</td>
</tr>
<tr>
<td>8</td>
<td>Generation of business</td>
<td>0.20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>0**</td>
</tr>
</tbody>
</table>

The first hypothesis (H1) indicates that “there may be significant relationship between motivational factors of women with entrepreneurial factors. The table no (3) clearly shows that out of 8 entrepreneurial factors selected for the study, 5 factors significantly correlated to motivational factors among women. While the other entrepreneurial factors seldom correlated with motivational factors of women. These entrepreneurial factors viz., Amount of capital invested, Average sales turn over, Average net profit, Year of experience and Generation of business (p=0.01 level), are the one which motivate women to start entrepreneurial ventures. Hence the study accepts the first hypothesis selected for the research.

**ANALYSIS ON MOTIVATIONAL FACTORS INFLUENCE ON ENTREPRENEURIAL FACTORS**

Further an attempt has been made to explore the relationship between personal variables and the motivational factors using the Kruskal- Wallis one way ANOVA. In order to test the significant difference in the motivational factors of the Small Scale Entrepreneurs in the SIDCO Industrial Estates of Madurai Region, based on the 12 different variables of their profile, the Kruskal- Wallis test has been used.
TABLE 4: KRUSKAL WALLIS TEST MOTIVATIONAL FACTORS AND ENTREPRENEURIAL FACTORS

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Motivational Factors Influence on Entrepreneurial factors</th>
<th>H Value</th>
<th>DF</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Motivational factors and Type of industry</td>
<td>17.683</td>
<td>10.00</td>
<td>0.061</td>
</tr>
<tr>
<td>2</td>
<td>Motivational factors and Nature of organization</td>
<td>3.795</td>
<td>4.0</td>
<td>0.434</td>
</tr>
<tr>
<td>3</td>
<td>Motivational factors and Amount of capital invested</td>
<td>3.174</td>
<td>4.0</td>
<td>0.009**</td>
</tr>
<tr>
<td>4</td>
<td>Motivational factors and Average sales turn over</td>
<td>19.129</td>
<td>4.0</td>
<td>0.008**</td>
</tr>
<tr>
<td>5</td>
<td>Motivational factors and Average net profit</td>
<td>14.019</td>
<td>4.0</td>
<td>0.006**</td>
</tr>
<tr>
<td>6</td>
<td>Motivational factors and Previous experience</td>
<td>14.019</td>
<td>4.0</td>
<td>0.161</td>
</tr>
<tr>
<td>7</td>
<td>Motivational factors and Year of experience</td>
<td>1.963</td>
<td>1.0</td>
<td>0.006**</td>
</tr>
<tr>
<td>8</td>
<td>Motivational factors and Generation of business</td>
<td>17.693</td>
<td>4.0</td>
<td>0.002**</td>
</tr>
</tbody>
</table>

The major hypothesis (H2) stated in this paper was “the motivational factors may have significant influence on entrepreneurial factors.” In order to test this hypothesis Kruskal Wallis Test was conducted. The analysis clearly indicates that out of 8 sub variables of dependent variable entrepreneurial factors, 5 factors are get highly influenced by 10 motivational factors among women. The table clearly indicates that the 5 entrepreneurial factors viz., Amount of capital invested (0.009**), Average sales turn over (0.008**), Average net profit (0.006**), Year of experience (0.006**) and Generation of business (0.002**), are get influenced by the 10 motivational factors of women. This indicates that these five entrepreneurial factors are the major inspirational factor among woman to take up entrepreneurial ventures, in this particular study.

DISCUSSION

The most important factor that influences any new business entrepreneur is the amount he or she needs to be invested in a new business venture. The requirement of ‘capital’ for a business venture is same for all kind of businesses and it is not different from Small and Medium Sector Business Ventures. In order to start a small scale business, the new entrants has to think of various expenditures like infrastructure, manpower, machineries, raw materials, capital etc., and has to make the project viable in accordance with the expectations. The present findings indicates similar aspect, capital investment, as the major entrepreneurial factor which get influenced by women motivation to get into new business ventures in Small and Medium Scale Industries.

The capital investment is a major decision and it invites risky consequences in case of new venture failures. In order to start a new business venture, one needs to pool capital from financial institutions, governmental organizations, private money lenders, or friends and relatives. It is well pointed out in many countries that the key issues facing new and growing women-owned enterprises in the United States include access to capital, access to information and access to networks. Lee-Gosselin and Grise (1990) also supported this view
by indicating that in general, the most common start-up problems seem to be lack of capital. Here, the repayments options are to be thought well in advance before one enters into new venture. In order to repay the finance taken the new entrants has to depend upon sales turn over and the net profit. Both these variables are closely to be evaluated based on expected breakeven point and risk management analysis. Long term safe funding is the major factor which gets influenced by a new entrepreneur to start a Small Scale Business. Need of safe and long term funding is essential in new business ventures because, for a new entrepreneur, these two factors provide ample time horizon to materialize the market potential for their products/services and capture the business opportunities for better profitability. In this context, it has been rightly modeled by Douglas and Shepherd (2000) the choice to pursue entrepreneurship as a utility function, which reflect anticipated income, the amount of work effort anticipated to achieve this income, the risk involved, plus other factors such as the person’s attitudes for independence and perceptions of the anticipated work environment, for example the presence of funding or opportunities. Adequate long term funding options are significant factor that influence ones decision to start entrepreneurial ventures. The long term- safe funding options made available through governmental institutions and other financial institution are thus act as motivational factors among women entrepreneurs to start the business ventures in Small and Medium Scale Entrepreneurs. May be the adequate support received from governmental institutions and other financial institutions provide better environment to women that to materialize their dream to be independent in their life and act as their own boss by running own firms. This finding indicates that new entrants required better understanding on various financial management and financial operations of SMEs. Here the role of educational institutions can be well assessed in making provision of information, guidance, training and educate them to handle capital, income, the risk involved and the business operations related to capital and finance.

Just as men, the women entrepreneurs also realize the importance of sales turn over and net profit. Though the personal factors like desire to become independent and be as their own boss are influencing them, this research indicates the importance they have given to major factors business viz., sales turn over and net profit. This is a change we observe from past researches that the women entrepreneurs are giving less importance to profitability based on sales. The findings of the present research well pointed out the importance given by women in analyzing market potential, economic need and profitability etc. These finding indicates that just like men they are also thinking about the feasibility and viability of the business ventures by analyzing each components of a small scale business. They analyze entrepreneurial-motivational components like small investments maximum return, extend of control related to operational cost, securing cheap labor, high quality raw material with cheap price, infrastructure and machineries. Here one could observe more utilitarian perspective of women in assessing major factors of business before they think on sales turnover and profit they get from the small scale business. This indicates more pragmatic approach of women entrepreneurs in small scale ventures.

It has been well pointed out in one of the findings that the motivational factors highly influence the years of experience of women in the same field and government concession to start small scale venture. These two factors well correlate each other. One who works for pretty long period in one sector and a few good organizations get both fundamental knowledge and operational knowledge about the entire business. The previous experience in the same field provide better opportunity to analysis the financial returns through capturing market potential, analyzing the operation cost, and the sales turn over. One who has previous experience were having more knowledge and skill to handle the business by analyzing the pits and falls. It has been rightly pointed out by Staw (1991) that experience is the best
predictor of business success, especially when the new business is related to earlier business experiences. Entrepreneurs with vast experiences in managing business are more capable of finding ways to open new business compared to employees with different career pathways. In addition this factor if one is engaged in the same profession generation to generation, the knowledge to run the business is more and can handle any business turmoil with more crisis management skills. The knowledge one carries from generation to generation support very much to run the project with more financial options. More experience in the same field indicates that more awareness about the financial options available from government and different financial institutions.

It has been pointed out in this research that women are motivated to enter into entrepreneurial venture by looking into more governmental concessions. Lots of schemes are now available from ministry level to enhance the entrepreneurial skills of the women and lots of findings are being available to them to start small scale business ventures. A person who is having vast experience in the same field would be able to tap the governmental concessions gets appropriate financial schemes for their small scale venture. They are entitled to get lot of subsidies and it can be converted as high profitability from the business ventures. More over from government, especially women are getting long and much safer period to repay their financial commitments. So the supports extended by the governmental agencies to promote entrepreneurial ventures among women are better motivational aspect in providing entrepreneurial climate. The economic climate provided by the government, here in this context, is having high influence on women to become entrepreneurs. It has been rightly pointed out by the Shapero (1984) in this contest that factors such as societal attitudes toward starting a business, societal attitudes toward business in general, the economic climate of the market, and the availability of accessible funds as important environmental influences in the decision to start a firm.

This finding indicates that new entrants should get adequate support from various sources whether it is governmental, nongovernmental or from educational institutions. They need to be trained on various financial management and financial operations of SMEs. Then only profit making and profit maximization can be made possible. Here the role of educational institutions can be well assessed in making provision of guidance, training and educate them to handle risk management and the business operations related to capital and finance.

The study clearly realizes the importance of 10 motivational factors influence on women entrepreneurs, especially its influence on 5 major entrepreneurial factors viz., Amount of capital invested, Average sales turn over, Average net profit, Year of experience and Generation of business. Some the findings of the past research are contrary to the findings the present research. But in general the study is in line with the findings of Hisrich and O’Brien (1981), who reported that that reasons for women entrepreneurs owning businesses were the formation of initial idea about a product or service, desire for financial independence and the desire to be one’s own boss. This discussion further lead us to point out that just like men, women are also motivated to be independent in their personal and professional life. The achievement motivation and performance factors are circle around financial independence and desire to be one’s own boss. Women may be experiencing financial security by getting profit through small business ventures. They may be deriving a pleasurable state of emotional state by being financially independent in their small scale ventures and there by satisfying their need for self esteem. The present finding thus goes align with the finding of Schwartz, (1976) and (Scott, 1986). Schwartz, (1976) study on twenty female entrepreneurs observed that their major motivations to start a business were the need to achieve, the desire to be independent, the need for financial independence and economic necessity. In addition to that desire to control, need for achievement, to improve the financial situation, desire to be
independent and the need for job satisfaction are also some notable motivating factors (Scott, 1986). The study well pointed out the importance of all the ten motivational factors significance on women to become entrepreneurs.

It has been well established that fact that women are in need of support from various sources to attain their entrepreneurial aspirations. Collective effort from the government, private institutions, academic institutions and NGOs is the need of the hour. Here entrepreneurial education and training is more important among alternatives in order to balance the professional and personal skill development.

**IMPLICATIONS**

The discussion has clearly indicated various motivational factors of women and its influence on entrepreneurial factor. It clearly indicate the role of education and training centers in entrepreneurial education that to provide appropriate training in professional and personal grooming. Even though women have the desire to be as a small scale entrepreneur, it is observed that the system lacks appropriate education and training intervention that to groom them. Understands their interest towards particular sector, type of industry they would like to enter into, difficulties related to capital, sales support, and profit orientations like results to be better addressed through education, training and support. Women entrepreneurial aspirants who doesn’t have such knowledge enter into such ventures will have to face much hardship. It affects their self-confidence and further de-motivates others also to engage in it. Role of education and training is well envisaged in achieving adequate development result. The implication of lack of entrepreneurial effort is higher level of unemployment and poverty that will continue to exist and more and more social and economic issues will get generated. In this juncture it is very much inevitable to give due importance to entrepreneurial education in rural and semi urban areas through training centers colleges and universities by developing programs which is in tune with the level and expectations of new generation youth. Academic and training programs may design to encourage women youth to explore options as entrepreneurship and self-employment through the awareness, understanding, recognition, creativity, critical thinking and problem-solving skills. The entrepreneurial education should focus on both vocational and personal skill development that in tune with rural and semi urban women youth skill development.

**SUGGESTIONS TO IMPROVE ENTREPRENEURIAL EDUCATION**

Followed by the objectives formulated this study suggests following measures

1. Establishment of training and educational centers in rural and semi urban areas where women employees and employers are concentrated in entrepreneurial ventures.
2. More support from governmental institutions, NGOs and Private institutions that take care of young women to become entrepreneurs through right education from universities and colleges.
3. Foster development of an entrepreneurial attitude among students in rural and semi urban areas.
4. Reorientation of the education systems to emphasize and value, entrepreneurship in order to cultivate an enterprise culture
5. More thrust to be given to experiential learning.
6. To extend better training to the young generation the faculty members to be oriented though industrial training
7. Course structure and content of an entrepreneurship course and argues for the need to develop programs of entrepreneurship
8. Curriculum to be free from gender differentiation in entrepreneurship education. Practical need based training should be provided to the entrepreneur aspirants in the areas of banking operations, financial management, material management, marketing, sales and operational management and quality assurance.
9. Motivational factors of young entrepreneurs especially women entrepreneurs need to be over looked into in designing the curriculum and course structure.
10. Curriculum should be geared with geared toward creativity, multi-disciplinary and process-oriented approaches, and theory-based practical applications
11. Identifying potential entrepreneurs from the moment they are made aware of that possibility as a viable career option.
12. Enhance enterprise generation by managing the entrepreneurial attributes of young folk.
13. Support the students in opportunity identification, strategy development, resource acquisition and implementation
14. To built comprehensive knowledge in entrepreneurship incorporate case studies and industrial exposure, especially in small and medium scale sector.
15. Science and technology-based entrepreneurship that can lead to high growth and job creation in selected sectors.
16. A transition from ‘pedagogical’ based education to ‘alternative orientation’ which incorporate many contents like adult education, learning and entrepreneurship.
17. Clear distinction of educators among entrepreneurship, enterprising behavior and small business management.
18. The Universities and colleges should support women entrepreneurial aspirants to get more financial support from government and private financial in situations.
19. The Universities and Colleges should take more interest to understand women motivational factors to become entrepreneurs.
20. Establishment of Centre of Excellence in Entrepreneurship in Colleges and Universities that support young entrepreneurial aspirants. (especially rural areas)
21. More training to be imparted to young entrepreneurial aspirants in various young entrepreneurial aspects like, handling finance, operations, marketing, market research and manpower management.
22. New paradigm in business management education is required that includes functional differentiation, rationalization, flexibility and customization, practice and participation, technological receptivity and internationalization. (Vesper, McMullan and Ray 1989).
23. Job creation, economic prosperity and improvement of social welfare are to be the critical goals to be followed by the entrepreneurial education.
24. The educational process should be free from gender distinction, based on present findings, where the male (past researches) and female (present research) almost similarly think about maximization of profit as their basic goal to become entrepreneurs.
25. Training should be given to women entrepreneurs so that they can use technology effectively
26. Continuous research to be entertained to analyze the motivational factors of young generation.
CONCLUSION

The present study on motivational factors and entrepreneurship indicates emerging role of women in modern entrepreneurial ventures. The study stress more research into the entrepreneurial aspirations of women folk. The findings clearly indicate that the aspirations of women and men do not have much difference. Women are also aware of importance of cost reduction and profit maximization. What they lack in rural and semi urban areas is the opportunity to get training in their professional and personal skills. So educational institutions, training centers and NGOs have better role in making provision skill development opportunities to rural women. More entrepreneurial training and entrepreneurial activities are turned to be significant factor in creating and increasing job opportunities especially, in Small and Medium Scale Sector. Entrepreneurship also plays a crucial part in the transition process towards self-employment and self-sufficiency. Great support is required from all realms, especially educational institutions in order to improve the entrepreneurial skills of women youth in rural areas. Further in order to fuel the economy towards better growth rate smaller and medium scale sectors to be promoted and those vistas to be opened to women by providing special assistance and concessions. In order to achieve the goal of better Human Resource Development, countries should support the entrepreneurial development opportunities of women and provide better environment for their participation. Though this study limited to Madurai Region in India, it is proposed to make a wider study across the regions and even at cross country scenario to analyze its deeper impact of entrepreneurial education in on economy.

REFERENCES

Brindley, C. 2005. ‘Barriers to Women achieving their entrepreneurial potential: Women and Risk, 11 (2), 144-161


