

ADDRESSING THE INTERPLAY BETWEEN GENDER AND SOCIAL ENTREPRENEURSHIP,
PARTICULARLY IN RELATION TO THE PERFORMANCE, EXPLOITATION, AND CULTURE
OF SOUTHEAST ASIAN WOMEN.

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ABSTRACT

This study aims to increase knowledge on the experiences of female company owners from Southeast Asian nations so that may better grasp the complex dynamics of gender roles in social entrepreneurship. These prejudices mostly explain the lack of financial success, independence, and leadership chances women encounter. Social Entrepreneurship analysing the experiences of women who have ascended to positions of power in the local political institutions in the area might significantly contribute to both the theoretical literature on women in politics and the knowledge of politics in Southeast Asia, according to this paper. Using an interdisciplinary approach combining ideas from gender studies, development economics, and organisational behaviour, the research synthesises data gathered from case studies, interviews, and regional reports. Southeast Asian Context another resource of data are regional reports. Furthermore, taken into account in the research is the information provided by the local population. Women's Leadership in Southeast Asia typically show amazing resiliency and performance in the face of numerous kinds of exploitation, despite their battle for social reform, these obstacles make it more difficult for women to achieve their own potential as entrepreneur. Participation rising wave of female entrepreneurs are redefining the game by starting companies grounded on moral compassion, volunteer work, and social justice. Employment umbrellas many kinds of groups from the business sector, the global community, academics, and NGOs fit. The findings of this study emphasise the significance of eradicating gender stereotypes in order to promote inclusive and long-term development in Southeast Asia. Here there has to be a clear action.

Keywords: Gender, Social Entrepreneurship, Women's Leadership, Employment, Participation, Southeast Asian Context.

INTRODUCTION

At the moment, there are very many women employed in this profession; it is expected that this figure rise yet. Social enterprise has the power to liberate women, and this is growing knowledge among people. Though social

entrepreneurship is becoming more and more popular, studies on the junction of gender and social innovation are still in their infancy. This is so even if social start-ups are the subject of increasing amount of research. This is the current state of affairs even if the area of social entrepreneurship is fast changing and growing. In many different contexts, one does not know how much gendered social entrepreneurship may act as a driver of social change. Few research and ideas have examined the effects of women's participation in social projects as well as the ways in which they do so. The main goals of this Special Issue are to highlight the effects for practice, investigate the relationship between gender and social entrepreneurship, and provide a research agenda for the next several years (Singh & Verma, 2023). This result of the publication of this Special Issue is every sector benefit much from more women in positions of power and influence; moreover, the need of diversity and gender balance in leadership is becoming more and more apparent. Women are shockingly under-represented in many spheres of life, including politics, the economy, and society at large. Regarding leadership, women often select a more democratic and cooperative style than one that is more hierarchical. According to results of a research conducted and published by the American Psychological Association, men are more likely to have a "command and control style. "Men tend to be more task-oriented and authoritative than women; women tend to be more cooperative (Anggadwita, 2021).

BACKGROUND OF THE STUDY

Particularly in municipal and provincial levels of Southeast Asian government, women are under-represented. Though their economic situation has improved greatly, women in Southeast Asia have only made modest gains within local political institutions in terms of their formal political rights and frequency of activity. Though academics in recent years have paid more attention to women's political participation in Southeast Asia, still know rather little about the challenges women in the region encounter when running for office and the elements influencing the course and results of their campaigns. Analysing the experiences of women who have ascended to positions of power in the local political institutions in the area might significantly contribute to both the theoretical literature on women in politics and the knowledge of politics in Southeast Asia, according to this paper (Singh, & Verma, 2023). The first part of this paper addresses the scholarly literature and emphasises the elite bias and gender stereotypes one encounters in empirical studies of women politicians as well as the striking discrepancy between prevailing assumptions about the contributions of democratic reforms, decentralisation, and quota systems to women's political representation and the actual limited gains that are really observed. Following the introduction of the subject, this study moves to investigate, in the following part, women's representation in national and local political institutions throughout Southeast Asia. Side by side comparison reveals that democratic reforms, decentralisation, and quota programs have not notably raised the proportion of women in these positions (Gupta, 2022).

Review of the literature and main ethnographic data reveals, based on these sources, the three most often used strategies by women in Southeast Asia running for municipal administration. Between there is a labyrinth of smaller streets, a secondary street for the people, and a main street for the well-to-do. This article explores the special features of these several political systems by means of ethnographic analytical narratives from the four most populous countries in the region: Vietnam, Indonesia, the Philippines, and Thailand. The results of the article match expectations: women from wealthier Southeast Asian backgrounds have an easier time running for and winning national or local political office than those from poorer backgrounds, but women who have sought or won office with the aid of grassroots movements have had quite different experiences. Of the three options, the middle one could be the most intriguing and time-consuming one to look into (Hashemi, 2022).

PURPOSE OF THE RESEARCH

Examining the ways in which cultural norms, gender roles, and structural impediments impact the experiences and performance of female entrepreneurs in Southeast Asia is central to this research, which aims to understand the relationship between gender and social entrepreneurship. The research seeks to discover the elements that influence women's involvement in social initiatives by evaluating exploitation, resource accessibility, and cultural expectations, among others. The study's overarching goal is to help women-led social businesses in Southeast Asia thrive by adding to existing frameworks for policies and support systems that are inclusive of gender.

LITERATURE REVIEW

Women entrepreneurs—who account for the fastest-growing portion of the entrepreneurial population—are under increasing focus by scholars. This event allows one to have a critical look ahead to Scholarship. These concepts have great potential to advance the field of business and the diversity of gender studies hence it is imperative to combine them. Therefore, it is essential to gather and consider the body of existing knowledge to identify fresh directions forward and new challenges. To the best of the knowledge, however, the experiences of men and women in Session have not been thoroughly investigated in the literature. The researchers conducted this literature analysis looking at the topic from two separate angles: one based on topic popularity and the other based on topic connectivity. Although bibliometric analysis, also referred to as the “popularity-based approach,” might offer insightful information about a topic by examining how often particular terms are used in published papers, it is not thought sufficient for spotting recurring trends in an area of research. Using citation and co-citation analysis, the network-based technique explores the main and often discussed topics that overlap many

publications in a subject. Nevertheless, the network-based method does not provide a more narrowly focused knowledge network in a given field of research.

While only over 40 women occupy managerial and senior leadership jobs worldwide, there are more than 100 males in similar spheres. For every 100 men in the region comprising Asia and the Pacific, there are around 25 women. Comparatively to males who also account for 46% of all leaders in Southeast Asia, women account for 46% of all leaders. With one clear exception, the general percentage of women in positions of power in the area is somewhat low (Haugh, 2023).

RESEARCH QUESTIONS

How does gender influence the performance of Southeast Asian women?

RESEARCH METHODOLOGY

RESEARCH DESIGN

The quantitative data analysis was conducted using SPSS version 25. The odds ratio and 95% confidence interval were used to ascertain the strength and direction of the statistical link. The researchers developed a statistically significant criterion at $p < 0.05$. A descriptive analysis was performed to determine the key characteristics of the data. Quantitative approaches are often used to evaluate data obtained from surveys, polls, and questionnaires, as well as data modified by computational tools for statistical analysis.

SAMPLING

A convenient sampling technique was applied for the study. The research relied on questionnaires to gather its data. The Rao-soft program determined a sample size of 1463. A total of 1600 questionnaires were distributed; 1557 were returned, and 57 were excluded due to incompleteness. In the end, 1500 questionnaires were used for the research.

DATA AND MEASUREMENT

A questionnaire survey was used as the main source of information for the study (one-to-correspondence or google-form survey). Two distinct sections of the questionnaire were administered: Both online and offline channels' (A) demographic information, and (B) replies to the factors on a 5-point Likert scale. Secondary data was gathered from a variety of sites, the majority of which were found online.

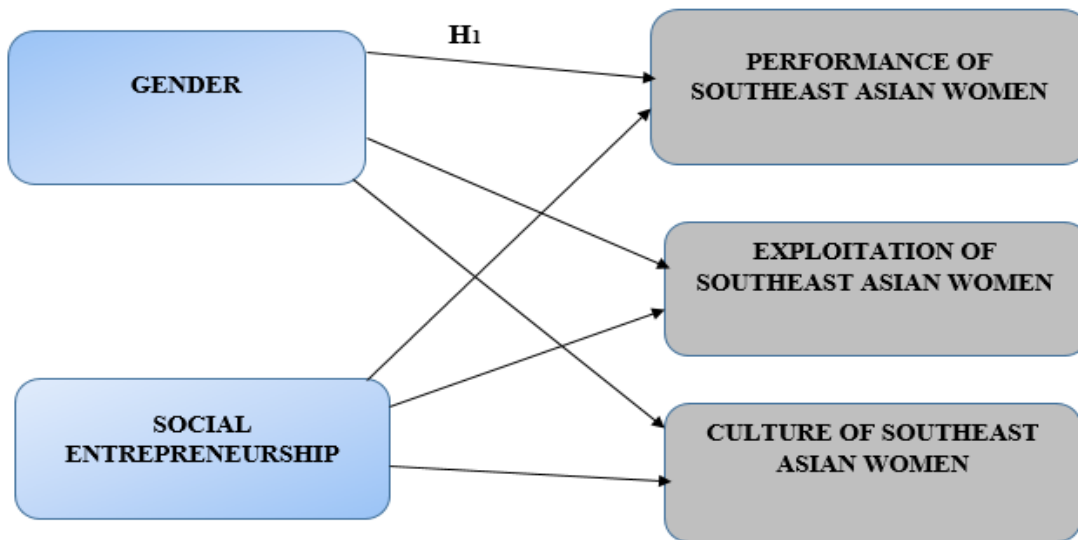
STATISTICAL SOFTWARE

The statistical analysis was conducted using SPSS 25 and MS-Excel.

STATISTICAL TOOLS

To get a feel for the data's foundational structure, a descriptive analysis was performed. A descriptive analysis was conducted in order to comprehend the fundamental characteristics of the data. Validity was tested through factor analysis and ANOVA.

CONCEPTUAL FRAMEWORK



RESULTS

Factor Analysis: The process of verifying the underlying component structure of a set of measurement items is a widely used application of Factor Analysis (FA). The observed variables' scores are believed to be influenced by hidden factors that are not directly visible. The accuracy analysis (FA) technique is a model-based approach. The primary emphasis of this study is in the construction of causal pathways that connect observable occurrences, latent causes, and measurement inaccuracies.

The appropriateness of the data for factor analysis may be assessed by using the Kaiser-Meyer-Olkin (KMO) Method. The adequacy of the sampling for each individual model variable as well as the overall model is assessed. The statistics quantify the extent of possible common variation across many variables. Typically, data with lower percentages tends to be more suited for factor analysis.

KMO returns integers between zero and one. Sampling is deemed adequate if the KMO value falls within the range of 0.8 to 1.

It is necessary to take remedial action if the KMO is less than 0.6, which indicates that the sampling is inadequate. Use best discretion; some authors use 0.5 as this, therefore the range is 0.5 to 0.6.

- If the KMO is close to 0, it means that the partial correlations are large compared to the overall correlations. Component analysis is severely hindered by large correlations, to restate.

Kaiser's cut-offs for acceptability are as follows:

A dismal 0.050 to 0.059.

- 0.60 - 0.69 below-average

Typical range for a middle grade: 0.70-0.79.

Having a quality point value between 0.80 and 0.89.

The range from 0.90 to 1.00 is really stunning.

Table 1: KMO and Bartlett's Test.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.870
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.000

The overall significance of the correlation matrices was further confirmed by using Bartlett's Test of Sphericity. A value of 0.870 is the Kaiser-Meyer-Olkin sampling adequacy. By using Bartlett's sphericity test, researchers found a p-value of 0.00. A significant test result from Bartlett's sphericity test demonstrated that the correlation matrix is not a correlation matrix.

INDEPENDENT VARIABLE

Gender: By means of gender as an independent variable, this study aims to analyse some of the significant results including performance, exploitation, and cultural norms. The study also examines how gender interacts with social entrepreneurship. The study centre women in countries in Southeast Asia. Women's degree of involvement in entrepreneurial activities is much affected when they come across society expectations and customs depending on their gender. This is so true even if women entrepreneurs seeking change have no shortage of tools at their disposal. Women might have lower performance standards for a variety of reasons and be more prone to exploitation (Yusof & Jain, 2020). Women may indeed perform less than men. Lack of social and financial resources, cultural norms, and patriarchal institutions are among the several elements aggravating this situation. Additional elements include patriarchal institutions. Entrepreneurial environments that give

inclusiveness top priority and are sensitive to gender dynamics support structure might help much in social innovation and women's empowerment. Both locations might benefit much from these ecosystems and buildings. The fair and sustainable spread of social entrepreneurship in the area depends on a thorough awareness of this link. One must comprehend this if one wants to attain the intended outcomes (Chandra & Devi, 2025).

DEPENDENT VARIABLE

Performance of Southeast Asian Women: The Performance of Southeast Asian women as a dependent variable reflects how gendered experiences, particularly in the context of social entrepreneurship, shape the societal roles, perceptions, and expectations of women in the region. As women engage in social enterprises, often tackling issues like gender equality, poverty, and education, their involvement challenges traditional cultural norms and gender roles that have historically confined women to domestic or subordinate positions. These entrepreneurial activities allow women to redefine their roles in society, demonstrating leadership, autonomy, and social responsibility (Lortie, 2021). Over time, this shift influences the broader cultural landscape, fostering greater empowerment, changing perceptions of women in leadership, and encouraging a more inclusive view of women's contributions to both the economy and the community. Through their businesses, Southeast Asian women not only contribute to social change but also play a significant role in reshaping performance attitudes toward gender, paving the way for future generations of women to participate actively in both business and societal leadership (Lee & Huang 2022).

The relationship between Gender and The Performance of Southeast Asian Women: The relationship between gender and the performance of Southeast Asian women is intricately interconnected, where each element influences the others in shaping the experiences of women entrepreneurs in the region. The performance of women-led social enterprises, including their success and impact, is often constrained or enhanced by performance norms that dictate gender roles, influencing women's access to resources, leadership opportunities, and societal recognition (Kerlin, 2021). In many cases, women face exploitation through unequal access to capital, mentorship, and networks, which stems from deeply ingrained cultural biases that view women as less capable in business. However, as women challenge these norms through their entrepreneurial endeavours, their social impact can gradually shift the culture of Southeast Asian women, redefining their roles in society and opening doors for greater empowerment. This evolving performance landscape fosters an environment where women are seen as leaders and change-makers, thus improving their performance and societal influence, while also addressing the exploitation they may face (Biswas, 2021).

On the basis of the above discussion, the researcher formulated the following hypothesis, which was analyse the between Gender and the performance of Southeast Asian women.

H₀₁: There is no significant relationship between Gender and The Performance of Southeast Asian Women.

H₁: There is a significant relationship between Gender and the Performance of Southeast Asian women.

Table 2: H₁ ANOVA Test.

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	643	5624.417	1069.687	.000
Within Groups	492.770	856	5.258		
Total	40081.390	1499			

This investigation yields remarkable results. The F value is 1069.687, attaining significance with a p-value of .000, which is below the .05 alpha threshold. This signifies the “**H₁: There is a significant relationship between Gender and the Performance of Southeast Asian women**” is accepted and the null hypothesis is rejected.”

DISCUSSION

A number of elements, including cultural practices, economic systems, and social surroundings, greatly affect how women are portrayed and positioned in Southeast Asian countries. There are still a lot of obstacles to overcome even although the field of gender equality has seen notable developments especially with relation to women’s access to and success in the workplace and educational institutions. Rather than aiming for leadership roles or working in STEM (science, technology, engineering, and mathematics) industries that have historically been dominated by males, women have always been expected to stay at home and take care of the house. For as long as civilization has been, this expectation has been there. Long as gender stereotypes persist, the researcher believe young women in Indonesia could be discouraged from working in the technology industry. Though they have reached educational parity, women still encounter challenges in their professional life including pay disparities, underrepresentation in leadership positions, and limited access to essential occupations. Though the proportion of women actively engaged in the labour force in nations like Vietnam and the Philippines is somewhat high, some women still work for unofficial employment lacking legal safeguards or social security benefits. Though there are a few notable outliers, like the Philippines, women still shockingly underrepresent themselves in political leadership all around.

Though many women still depend on political legacies as a method of helping them to reach success in politics, institutional sexism and political gatekeeping are major barriers to the growth of women in politics. Influential people choose not to support gender equity in order to keep their organizations accepted. Though female representation is clearly lacking in Southeast Asian programming, a growing movement among female filmmakers and producers aims to reclaim stories and highlight the particular experiences that women have. Changing these ways of view requires one to engage in social events. Women in the area are starting movements against sexism, violence against women, and the encouragement of bodily autonomy. Women in the Philippines have been fighting against unjust rules and discriminating attitudes for a good length of time. The usage of digital media to be utilized in order to encourage cooperation across sectors has grown as supporters aim toward the accomplishment of their aims. Laws aimed at advancing gender equality have been adopted by countries such as Singapore and Malaysia; but, long-standing cultural prejudices and a lack of political will usually hinder these initiatives. Although women in Southeast Asia are challenging and redefining their social responsibilities, the movement for true gender equality is not yet successful. To reach this aim, development in the legal and economic spheres is equally vital as it is in the cultural change away from discrimination and toward a better emphasis on women's autonomy in all spheres of society.

CONCLUSION

At the junction of gender and social entrepreneurship, women in Southeast Asia encounter institutional challenges as well as a great array of exciting and difficult possibilities. In essence, at this point women have more options than men. Though social entrepreneurship is now a major means for women to help transform their communities, become leaders, and get ahead financially, performance standards, gender roles, and unequal access to resources profoundly affect their experiences. This is true even if social business has become a major road of choice for women. People still run against this issue even if social business is now a main route available to women. Despite their endurance, inventiveness, and commitment to community welfare, women business entrepreneurs in Southeast Asia are nonetheless subject to exploitation and marginalisation in companies controlled by males. Their capacity to exhibit these qualities has nothing bearing on this. Women's involvement in and recognition by business ecosystems shapes in part their culture. Two cultural elements that could affect this problem are the expectations placed on women with respect to their modesty and the responsibilities women are expected to do inside their households. Harness the revolutionary power of social companies led by women, desperately need gender-inclusive legislation, support structures appropriate to many cultures, and more women in leadership roles. Several elements are required to completely maximise the potential of social businesses established and controlled by women. Anyone with a stake in the subject might try to make conditions in Southeast Asia that inspire women to enter the workforce and support

inclusive and long-term economic development. Stakeholders can help to define these surroundings. They succeed if they identify and address the several challenges in the vicinity.

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