

INVESTIGATING ON DEALING WITH THE INTERACTION BETWEEN GENDER AND SOCIAL ENTREPRENEURSHIP, SPECIFICALLY AS IT RELATES TO THE PERFORMANCE, EXPLORATION, AND CULTURE OF SOUTHEAST ASIAN WOMEN.

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ABSTRACT

Our understanding of the intricate complexities of gender roles in social entrepreneurship can be enhanced by learning from the stories of female business owners from Southeast Asian nations. Women social entrepreneurs have additional challenges due to institutional and societal gender prejudices. The main reason women don't have more opportunities for leadership, financial freedom, and achievement is because of these biases. Women's Leadership as a result of increasing their profile, influence, and access to resources, women who engage in social entrepreneurship are better able to make decisions that affect their communities. Data for the research was collected through case studies, interviews, and regional reports; the multidisciplinary method drew on theories from gender studies, development economics, and organisational behaviour. Southeast Asian Context reports from different regions also provide useful information. Participation information given by the local populace is also considered in the investigation. There are many other kinds of exploitation, and these are only a few examples. Employment norms around family, society, and modesty can make it hard for powerful women to be authentic. Because of these challenges, women face additional hurdles on the path to realising their full entrepreneurial and transformative potential. The main goals of this Special Issue are to investigate the relationship. These and other obstacles do not prevent this from occurring. In order to foster inclusive and sustainable development in Southeast Asia, this study's findings highlight the importance of eliminating gender stereotypes. Clearly, something needs to be done here. More than that, the results shed light on the likely impact that local social entrepreneurs may have.

Keywords: Gender, Social Entrepreneurship, Eliminating gender, Female business, Employment norms.

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 (Holliday, 2021). 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 investigate the relationship between gender and social entrepreneurship, draw attention to the effects for practice, and provide a research agenda for the next several years. 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 (Abrigo, & Francisco, 2022).

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 our knowledge of politics in Southeast Asia, according to this paper (Nguyen & Tran, 2024). 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 (Afrin et al., 2023).

Based on a review of the literature and primary ethnographic evidence, the third section outlines the three most popular approaches taken by women in Southeast Asia to run for municipal government. There is a major street for the well-to-do, a secondary street for the masses, and a maze of smaller streets in between. This essay delves into the unique aspects of these various political systems by utilising ethnographic analytical narratives from the four most populous nations in the area: Vietnam, Indonesia, the Philippines, and Thailand. The article's findings are consistent with 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 help of grassroots movements have had it considerably worse. Among the three possibilities, the middle one may be the most interesting and time-consuming to investigate (Agarwal & Lenka, 2023).

PURPOSE OF THE RESEARCH

The purpose of this research is to explore the interplay between gender and social entrepreneurship, specifically examining how cultural norms, gender roles, and systemic barriers influence the performance and experiences of Southeast Asian women entrepreneurs. By analysing factors such as exploitation, resource accessibility, and cultural expectations, the study aims to identify challenges and opportunities that shape women's participation in social ventures. The research ultimately seeks to contribute to gender-inclusive policy frameworks and support systems that enhance the effectiveness and sustainability of women-led social enterprises in Southeast Asia.

LITERATURE REVIEW

The main goal of this research project on the junction of gender and social entrepreneurship is investigating the ways in which gender, and more especially the experiences and challenges faced by women in Southeast Asia, shapes their capacity to participate, lead, and succeed in social entrepreneurship projects. It looks at whether and how gender dynamics affect their positions of leadership, access to resources, and opportunities given by social firms. Stress the success of Southeast Asian women entrepreneurs engaged in social entrepreneurship as well as their performance in terms of financial gain, inventiveness, and good social effect. Women suffer a loss of several performance-defining factors like societal expectations, financial resources, educational possibilities, and professional networks unlike men. Find out whether any Southeast Asian cultural values or practices inspire women to start social entrepreneurs. The study aims to evaluate how women entrepreneurs either challenge or follow traditional gender roles, social expectations, and family responsibilities as well as how these elements affect their paths of entrepreneurship (Jeong & Yoo, 2022).

What implications on women from Southeast Asia's social entrepreneurial experiences may the intersecting identities of gender, ethnicity, class, education level, and area have? This essay looks at intersectionality. This strategy seeks to increase knowledge of the different difficulties women experience in various environments. Recommend ideas on how government policies, support initiatives, and social entrepreneurs could empower women business owners in Southeast Asia even more (Cambodia et al., 2022). With any luck, the results open the path for more fair support systems, therefore improving the climate that promotes the expansion of women-led businesses and encourages gender-inclusive methods in social entrepreneurship. Find out if social entrepreneurship might enable women in Southeast Asia overcome gender inequality and reach financial freedom. The main objective of this project is to find ways whereby social entrepreneurship may enable women to challenge gender stereotypes and assume leadership in their local surroundings. This study aims to give a thorough awareness of the gendered dimensions of social entrepreneurship by means of reasonable ideas for increasing gender equality in the entrepreneurial environment of Southeast Asia and theoretical contributions to scholarly publications. (Ahmad & Seet, 2023).

RESEARCH QUESTIONS

How does social entrepreneurship influence the exploitation 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 served as the principal tool for data gathering in the study. The survey had two sections: (A) General demographic information and (B) Responses on online and offline channel variables assessed using a 5-point Likert scale. Secondary data was obtained from many sources, mostly on internet databases.

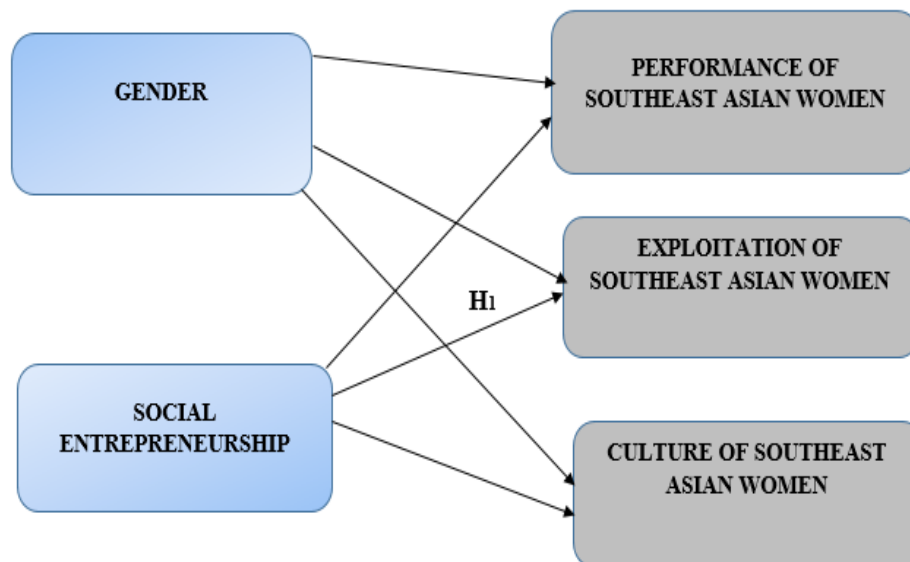
STATISTICAL SOFTWARE

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

STATISTICAL TOOLS

To grasp the fundamental character of the data, descriptive analysis was used. The researcher is required to analyse the data using ANOVA.

CONCEPTUAL FRAMEWORK



RESULTS

Factor Analysis: One typical use of Factor Analysis (FA) is to verify the existence of latent components in observable data. When there are not easily observable visual or diagnostic markers, it is common practice to utilise regression coefficients to produce ratings. In FA, models are essential for success. Finding mistakes, intrusions, and obvious connections are the aims of modelling. One way to assess datasets produced by multiple regression studies is with the use of the Kaiser-Meyer-Olkin (KMO) Test. They verify that the model and sample variables are representative. According to the numbers, there is data duplication. When the proportions are less, the data is easier to understand. For KMO, the output is a number between zero and one. If the KMO value is between 0.8 and 1, then the sample size should be enough. These are the permissible boundaries, according to Kaiser: The following are the acceptance criteria set by Kaiser:

A pitiful 0.050 to 0.059, below average 0.60 to 0.69

Middle grades often fall within the range of 0.70-0.79.

With a quality point score ranging from 0.80 to 0.89.

They marvel at the range of 0.90 to 1.00.

Testing for KMO and Bartlett's Sampling Adequacy Measured by Kaiser-Meyer-Olkin
.870

The results of Bartlett's test of sphericity are as follows: approx. chi-square

DF=190

sig. =.000

Table 1: KMO and Bartlett's Test.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.670
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 0.670 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

Social Entrepreneurship: The independent variable in this context is social entrepreneurship, which refers to the social and cultural distinctions between male, female, and other gender identities, and its potential influence on social entrepreneurship. Social entrepreneurship involves the identification, creation, and implementation of innovative solutions to address social problems and improve communities (Amornvivat, 2022). Research suggests that gender may affect how individuals approach social entrepreneurship, with differing motivations, strategies, and leadership styles observed across genders. Gender roles, societal expectations, and access to resources can either empower or constrain one's ability to engage in entrepreneurial activities. For example, women may face specific challenges such

as limited access to funding or social biases, but may also bring unique perspectives and approaches to solving social issues, influencing the way social enterprises are shaped and operated. The factors of performance, exploitation, and culture play a significant role in shaping the success and dynamics of any organization or enterprise. Performance refers to the effectiveness and efficiency with which goals are achieved, often measured through outcomes, productivity, and innovation (Allen et al., 2022). Exploitation, on the other hand, involves the utilization of resources, whether human, financial, or material, often with the aim of maximizing profit or success. However, when exploitation is unchecked, it can lead to unethical practices, unequal distribution of benefits, or harm to workers. Culture is the underlying set of values, beliefs, and behaviours that influence how individuals within an organization interact and make decisions. A positive culture fosters collaboration, trust, and innovation, while a toxic culture can stifle creativity and lead to disengagement. Together, these factors influence how businesses or social ventures perform, how resources are managed, and how they are perceived in the broader societal context (Ajzen, 2021).

DEPENDENT VARIABLE

Exploitation of Southeast Asian Women: The exploitation of Southeast Asian women serves as a dependent variable that reflects how various social, economic, and cultural factors shape the roles, behaviours, and opportunities available to women in this region. Southeast Asia is a diverse area with unique traditions, values, and gender norms that influence women's lives in different ways across countries. These cultural influences can impact women's access to education, employment, and leadership roles, as well as their involvement in social and political movements (Nguyen & Tran, 2024). The cultural expectations placed on women often define their personal identities, career choices, and participation in entrepreneurship or public life. In this context, the culture of Southeast Asian women is shaped by both historical practices and modern societal changes, where traditional values may sometimes clash with contemporary gender equality movements. Understanding this dependent variable helps to analyse how external factors, such as policies, global trends, or educational reforms, might alter or strengthen the cultural roles of women in Southeast Asia (Pecotich & Shultz, 2021).

The relationship between Social Entrepreneurship and Exploitation of Southeast Asian Women: The web of interactions between social entrepreneurship and exploitation of Southeast Asian women has numerous dimensions. Social entrepreneurship may open inclusive, long-term, morally sound business possibilities that also help to fight gender-based exploitation and empower underprivileged women. Though carefully, certain ideas in social entrepreneurship might open the path for exploitation under the cover of empowerment. Long-standing issues in Southeast Asia—a culturally and economically varied region—are human trafficking, exploitative work practices, and gender-based violence. Women, especially those

from rural areas or underprivileged families, suffer great difficulties because of few economic possibilities and poor education. This increases their vulnerability to be taken advantage of or compelled into the unofficial sector. Social entrepreneurs in this context have the great power to raise women's economic and social level by providing education, fair compensation, and access to foreign markets. Thanks in large part to the specific training programs provided by several companies in the Philippines, Cambodia, and Vietnam, among others, victims of domestic abuse and human trafficking are able to find respectable jobs. Conversely, oversimplification of "empowerment" leads to problems. Some groups use women's suffering for marketing needs, with little to no influence over decisions or financial gains for them, in order to attract Western donations or clients. Furthermore, crucial is the realization that not all social entrepreneurs refrain from using exploitative strategies such low pay or upholding conventional gender norms. This is especially true in case the structure of the company does not give empowerment and sustainability top priority (Ascher, 2022).

On the basis of the above discussion, the researcher formulated the following hypothesis, which was analyse the relationship between Social Entrepreneurship and Exploitation of Southeast Asian Women.

H₀₁: There is no significant relationship between Social Entrepreneurship and Exploitation of Southeast Asian Women.

H₁: There is a significant relationship between Social Entrepreneurship and Exploitation of Southeast Asian Women.

Table 2: H₁ ANOVA Test.

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	642	5652.517	1684.301	.000
Within Groups	492.770	857	3.356		
Total	40081.390	1499			

This investigation yields remarkable results. The F value is 1684.301, 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 Social Entrepreneurship and Exploitation of Southeast Asian Women**" is accepted and the null hypothesis is rejected."

DISCUSSION

For women in Southeast Asia, the junction of Exploitation of Southeast Asian Women and social entrepreneurship offers a complicated dynamic whereby cultural

standards, social expectations, and economic reality define their entrepreneurial experiences. Particularly in the context of social entrepreneurship—a discipline that seeks to provide social value over financial profit—women have specific difficulties in many Southeast Asian nations within the entrepreneurial ecosystem. Many times, these difficulties result from conventional gender norms that limit women’s access to networks, resources, and opportunities, therefore creating a performance difference between male and female entrepreneurs. A main issue in this dynamic is exploitation. Women entrepreneurs often face gender-based discrimination, in which case their leadership capacity is undervalued or rejected. Investors, banks, and even consumers might have prejudices that prevent women from getting funding or credibility for their businesses. All of which affect the success of women-led social entrepreneurs, this exploitation might show up as uneven remuneration, poorer firm values, and limited growth chances. Many women overcome these obstacles by being creative and running profitable businesses consistent with their social change beliefs, therefore proving their resiliency and will. Simultaneously, culture is also important in determining the scene of social entrepreneurship for women from Southeast Asia. Deeply ingrained cultural and social conventions in the area can position women in tasks mostly connected to household chores and care. For women in business, these conventional expectations present both a possibility and a difficulty. Women could battle to be accepted by society as business executives or face criticism for deviating from culturally defined norms on one hand. Conversely, social entrepreneurship—which usually aims to better the lot of underprivileged groups—fits the caring and community qualities usually connected with women. This connection enables women to use their cultural knowledge and beliefs to achieve social impact, therefore providing a special chance for women to redefine their roles in both their communities and the business world.

Furthermore, the effectiveness of social business run by women from Southeast Asia is directly related to how culture shapes both inside and outside impressions. Social exploitation prejudices could, for example, restrict women’s access to markets or make them less taken under consideration in leadership roles. But as women become more known for their contributions, the success of these businesses sometimes questions conventional gender roles. Women-led social entrepreneurs not only enhance their own performance but also have a domino effect, progressively changing the cultural and social conventions about women’s involvement in the corporate sphere.

CONCLUSION

This study has explored the intricate relationship between Social Entrepreneurship and Exploitation of Southeast Asian Women, focusing on the performance, exploitation, and cultural experiences of women in the region. It is evident that Southeast Asian women are playing a transformative role in social entrepreneurship, often embedding care, equity, and community empowerment at the heart of their

ventures. However, their efforts are frequently constrained by structural inequalities, patriarchal cultural norms, and exploitative practices that undervalue their labour and leadership. While their performance in this sector reflects resilience, innovation, and social commitment, it is often overshadowed by limited institutional support and narrowly defined metrics of success. Moreover, deep-rooted cultural expectations continue to shape and sometimes restrict women's entrepreneurial agency. Addressing these challenges calls for a multi-dimensional strategy that includes gender-sensitive policy reforms, culturally relevant training programs, and inclusive financial systems. By acknowledging and actively dismantling the gendered barriers women face in social entrepreneurship, Southeast Asian societies can unlock a vast potential for inclusive development, social innovation, and gender equity. Ultimately, supporting women in this field is not merely a matter of fairness but a strategic imperative for sustainable progress across the region.

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