

AN INVESTIGATION OF THE IMPACT THAT UNIVERSITIES WITH STRONG
ENTREPRENEURIAL TIES HAVE IN ENCOURAGING FEMALE ENTREPRENEURS TO START
THEIR OWN BUSINESS

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ABSTRACT

There has been a recent uptick in academic and popular interest in female entrepreneurs. Globally, the number of women launching their own companies and projects has been on the rise in recent years. Considering this, the purpose of this essay is to examine female university entrepreneurs as a competitive aspect that enhances students' professional profiles. Conclusions about the motivation, funding, and entrepreneurial attitude shown by female university entrepreneurs are presented. Campus women who are looking to start their own businesses are often ambitious, frugal, and majoring in business, but they have a hard time getting loans. investigates how colleges and institutions might encourage female entrepreneurs. Specifically, it looks at how female students and alums at schools with robust entrepreneurial ecosystem linkages and well-established networks are influenced to go into business for themselves. Mentorship, financial resources, networking events, and entrepreneurial education are some of the elements that this study hopes will encourage more women to start their own businesses. This research examines the conditions that encourage female entrepreneurs to overcome obstacles including sexism, a lack of capital, and an absence of professional networks by looking at case studies from schools that are well-known for their entrepreneurial programs. The results show that institutions with excellent entrepreneurial programs and industry connections are vital in empowering women to start their own businesses by giving them access to resources, boosting their self-esteem, and establishing a network of support. Higher education institutions may play a key role in fostering gender diversity in the entrepreneurial sector, according to this study.

Keywords: Female entrepreneurs, entrepreneurial networks, university influence, women in enterprise.

INTRODUCTION

There are a lot of obstacles that women entrepreneurs face, including a lack of role models in corporate leadership roles, gender inequity in the workplace, and

difficulty obtaining funding (Mansi et al., 2020). As far as the corporate and economic worlds are concerned, it is undeniably a matter of growing importance. Despite progress towards gender parity, women continue to encounter more obstacles when trying to enter the corporate world and assume positions of leadership. To combat these disparities and aid in the community's economic and social growth, women's entrepreneurship has emerged as a viable option. Since educational institutions are becoming centers for innovation, creativity, and economic development, the role of universities in encouraging entrepreneurship has been receiving a lot of attention lately. To foster an entrepreneurial mindset among students and society at large, colleges with strong links to the business world are seen as crucial. Nevertheless, there has been a lack of research into how these environments affect female entrepreneurs. The purpose of this research is to find out how colleges and institutions that have strong entrepreneurial networks and resources affect the likelihood that women will become entrepreneurs. Funding, mentoring, and chances in male-dominated entrepreneurial sectors remain particularly difficult for women, despite the increasing number of female entrepreneurs. This study's overarching goal is to learn how educational institutions might aid women in overcoming these obstacles and launching their own businesses via their various entrepreneurial programs, collaborations, and support networks. This study will shed light on how academic institutions can help promote gender-inclusive entrepreneurial ecosystems and increase the representation of women in the entrepreneurial landscape by analyzing the impact of university-based entrepreneurial initiatives on female entrepreneurs (Manta et al., 2021).

BACKGROUND OF THE STUDY

A growing number of studies show that ideas and enterprises owned by women are making a big impact in the entrepreneurial world. This social side gives rise to prosperity, economic health, job creation, and social change. Although entrepreneurship is an important issue, estimates show that only 10% of research on the subject focuses on women. Many also believe that the topic is understudied. In Sweden, women constitute one-third of all firm founders and more than 25% of all business owners (Swedish Agency for Economic and Regional Growth, 2012). Regardless, along with many Scandinavian countries, the country ranks among the most gender-equal in the world. Societies have developed technologically and innovatively at varied speeds, as can be seen when one examines the historical correlation between entrepreneurship and social transformation. So, this research is based on the idea that context matters when it comes to entrepreneurialism and its significance. Examining female entrepreneurship through the lens of sociocultural effects is the goal of this paper. Both the paucity of prior work in the field and the abundance of significant global events during the last several decades served as impetuses for this academic pursuit. Women business owners and the role they play in a changing world. The study will mostly use an inductive approach, with a little amount of deductive reasoning, to examine this issue. It will be based on the acceptance of Baumol's (1990) hypothesis. From 1990 to 2020, the research will

examine female entrepreneurs and their journeys in starting a business. Using technique, the data will be analyzed. The major objective of this study, which is based on the notion of the upper echelons, is to determine what factors lead to women becoming successful entrepreneurs (Kruja & Alba, 2020).

PURPOSE OF THE RESEARCH

The purpose of this research is to learn how university-based entrepreneurial programs like innovation hubs, incubators, and accelerators help women develop an entrepreneurial spirit. It also delves into how these entrepreneurial links affect the growth of female entrepreneurs' competence, self-assurance, and access to capital. Finding out if colleges with strong entrepreneurial networks provide a real support structure that helps women overcome obstacles and thrive as entrepreneurs is the main goal of this study. At its core, this study aims to shed light on the ways in which universities and colleges might influence women's access to entrepreneurship and to provide solutions to the problem of inadequate resources for would-be female business owners. Its aims to investigate the effects on female students' entrepreneurial goals and actions of colleges and institutions that have strong linkages to the entrepreneurial environment. The study's overarching goal is to learn how these organizations encourage and facilitate female entrepreneurship via various programs, mentorships, grants, and other networking possibilities. The project aims to find ways that colleges might help women overcome the obstacles they encounter when starting their own businesses, such as a lack of social support, limited access to funding, and prejudices in society.

LITERATURE REVIEW

Research indicates that institutions that have robust entrepreneurial connections, including incubators, accelerators, and collaborations with prominent figures in the sector, foster an environment that is conducive to the success of both male and female entrepreneurs. According to studies, female entrepreneurs who are part of these networks have a better chance of launching successful enterprises despite these challenges. Important resources, such as networking events, advice from seasoned businesspeople, and venues to display their projects, are made available to women in these entrepreneurial ecosystems. Research also shows that female entrepreneurs benefit greatly from having a mentor and receiving support from their peers. Women are more likely to feel comfortable pursuing entrepreneurial goals at universities that promote gender inclusion and try to link female students with female entrepreneurs or corporate mentors. Moreover, research shows that colleges and universities that train students to think like entrepreneurs, especially in STEM fields, have a greater impact on the mindset of female students. These students are better prepared to seize opportunities and overcome obstacles when they launch their own businesses. Although there have been some positive developments, the literature also highlights the need of colleges to maintain their focus on gender

inequality. Despite the expansion of entrepreneurial education programs, studies show that women are underrepresented within them. Clearly, more efforts are required to attract and retain female participants. Thus, the assessment stresses the importance of colleges with strong entrepreneurial linkages in empowering women to explore business endeavors by providing open and supportive settings. This will help close the gender gap in entrepreneurship. The study's overarching goal is to provide light on the ways in which these linkages to universities affect female entrepreneurs, with the hope of informing policies and programs that encourage more female-led businesses (Koka et al., 2021).

RESEARCH QUESTIONS

What is the impact of Community Engagement on promoting female entrepreneurship?

METHODS

RESEARCH DESIGN

The quantitative data analysis was carried out by the researchers using SPSS version 25. This statistical correlation's beginnings and evolution may be better understood with the use of the 95% confidence interval and odds ratio. With a p-value lower than 0.05, statistical significance was reached. A comprehensive understanding of its key characteristics was attained by descriptive analysis of the data. Quantitative methods are characterized by the examination of data using computers and mathematics, arithmetic, or statistical analysis to objectively assess replies to surveys, polls, or questionnaires.

SAMPLING

After pilot research with 30 Chinese Researcher, 1053 Rao-soft pupils were included in the final Investors. Male and female Researcher were picked at random and then given a total of 1342 surveys to fill out. A total of 1112 questionnaires were used for the calculation after 1132 were received and 20 were rejected due to incompleteness.

DATA AND MEASUREMENT

The main instrument for collecting data for the research was a questionnaire. The first part of the survey asked for basic demographic information, while the second

part asked respondents to rate various aspects of the online and offline channels using a 5-point Likert scale. Many sources, most of which were internet databases, provided secondary data.

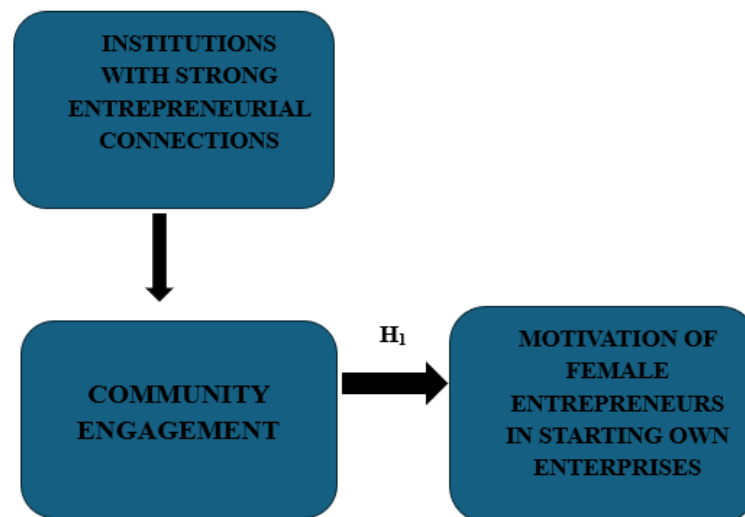
STATISTICAL SOFTWARE

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 analyze the data using ANOVA.

CONCEPTUAL FRAMEWORK



RESULTS

FACTOR ANALYSIS

A common use of Factor Analysis (FA) is to ascertain the presence of latent variables within observable data. In the absence of readily discernible visual or diagnostic indicators, it is customary to use regression coefficients to provide ratings. In FA, models are crucial for success. The objectives of modeling are to identify errors, intrusions, and evident correlations. A method to evaluate datasets generated by multiple regression analyses is using the Kaiser-Meyer-Olkin (KMO) Test. They confirm that the model and sample variables are representative. The data exhibits duplication, as shown by the figures. Reduced proportions facilitate comprehension

of the data. The output for KMO ranges from zero to one. If the KMO value ranges from 0.8 to 1, the sample size is deemed adequate. These are the allowable limits, as per Kaiser: The subsequent approval requirements established by Kaiser are as follows: A lamentable 0.050 to 0.059, subpar 0.60 to 0.69 Middle grades often reside within the range of 0.70 to 0.79. Exhibiting a quality point score between 0.80 and 0.89. They are astonished by the range of 0.90 to 1.00. Table 1: KMO and Bartlett's Test for Sampling Adequacy Kaiser-Meyer-Olkin measurement: .980 The outcomes of Bartlett's test of sphericity are as follows: Approximately chi-square, degrees of freedom = 190, significance = 0.000 This confirms the legitimacy of claims made just for sampling purposes. Researchers used Bartlett's Test of Sphericity to ascertain the significance of the correlation matrices. A Kaiser-Meyer-Olkin value of 0.980 indicates that the sample is sufficient. The p-value is 0.00 according to Bartlett's sphericity test. A positive outcome from Bartlett's sphericity test indicates that the correlation matrix is not an identity matrix.

Table 10: KMO and Bartlett's

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.980
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.000

Furthermore, Bartlett's Test of Sphericity offered further confirmation that the correlation matrices were statistically significant. The Kaiser-Meyer-Olkin sampling criterion requires a value of 0.980 for successful assessment. The researchers used Bartlett's sphericity test, yielding a p-value of 0.00.

INDEPENDENT VARIABLE

Institutions With Strong Entrepreneurial Connections: To foster an environment that is conducive to entrepreneurial pursuits, many organizations, such as educational institutions, business hubs, and innovation centers, strive to cultivate an entrepreneurial spirit. These groups improve the conditions in which would-be entrepreneurs might thrive by facilitating opportunities for mentorship, funding, and networking with existing companies. Individualized instruction in company startup and management is their specialty, and they give classes, seminars, and

qualifications to that end. These types of organizations often contain accelerators and incubators that provide startup companies with resources to get off the ground, research and development programs to encourage innovation, and collaborations to increase exposure to international markets. Institutions like this play a critical role in fostering an environment that is conducive to innovation, creativity, and collaboration; this, in turn, empowers entrepreneurs who propel economic progress and discover novel approaches to societal issues. (Corrêa et al., 2022).

FACTOR

Community Engagement: Individuals, groups, and institutions participate in community engagement when they cooperate with local communities to solve common problems, advance development, and enhance the quality of life for everyone. To address the specific needs and goals of the community, it is necessary to cultivate genuine connections between community members and other groups involved, such as corporations, governments, organizations, and educational institutions. In order to make sure that everyone's opinions are considered and that the community is involved in making decisions and carrying out projects, community engagement is based on the ideas of inclusion, mutual respect, and collaborative action. Whether it's economic growth, social services, education, or environmental sustainability, community involvement is all about establishing trust and giving people the capacity to participate in the processes that impact their lives. An emphasis on co-creation and shared accountability is essential to effective community involvement, which extends beyond simple consultation to include continuous communication, cooperation, and partnership-building. Community members are more likely to take pride in and contribute to initiatives that affect their daily lives when they are included in all stages of the process, from brainstorming to final inspection. Furthermore, there are a variety of ways in which members of the community may get involved, including public consultations, town hall meetings, online input platforms, grassroots organizing, and volunteer work. Additionally, it involves tackling equity concerns, which include making sure that underrepresented groups in the community are not kept out of decision-making. To improve the community's social, economic, and environmental health, as well as its ability to withstand and recover from adversity, it is important for members of the community to work together. Institutions and organizations may get a greater understanding of the distinct difficulties experienced by certain groups via community participation, allowing for more focused and efficient responses. It also facilitates the building of social capital, the mobilization of local resources, and the establishment of more interconnected and supportive environments. Engaging with the community may be a great way for entrepreneurs to find opportunities, get insights, and create networks, all of which are crucial to running a successful company. If the researchers want to see social change, empowerment, and the development of solutions that really help the people we're trying to help, the researchers need to get the community involved. (Perkmann et al., 2021).

DEPENDENT VARIABLE

Motivation Of Female Entrepreneurs in Starting Own Enterprises: Financial need, societal constraints, and personal aspirations are among the many reasons why female entrepreneurs start their firms. The opportunity to pursue one's passions, set one's own hours, and control one's own destiny are powerful motivators for many women. Some individuals choose to go out on their own in a company after experiencing discrimination or having little success climbing the corporate ladder. They often want to become entrepreneurs because they see a need in the market that they can help alleviate, particularly for marginalized groups and women. Many women who launch their own businesses do so with the aim of promoting more equality, diversity, and social change, which may be a powerful motivator. Encouraging women to pursue their aspirations and take measured risks may be achieved via mentorship, a strong support system, and access to resources. All things considered, these factors make entrepreneurship an attractive option for women seeking personal growth, societal influence, and financial independence. (Newman et al., 2019).

Relationship Between Community Engagement and Motivation of Female Entrepreneurs in Starting Own Enterprises: Both community involvement and the desire of female entrepreneurs to create their own businesses are interdependent and supportive of one another. A feeling of purpose, a network of support, and an opportunity to make a difference in one's community are all things that can be fostered via community participation, which is why it is so important for female entrepreneurs to become involved. Many women see entrepreneurship to a greater good, an opportunity to help fill societal gaps, and a path to economic independence. As a result of their involvement in community activities, female entrepreneurs learn about the difficulties experienced by locals, which in turn motivates them to launch enterprises that provide creative answers to these problems. Also, women who are engaged in the community are more likely to have strong networks, develop connections, and earn the confidence of people who may be business partners, clients, or collaborators. For women, who may encounter obstacles like a lack of mentors, funds, or resources, this feeling of community and belonging is crucial. Participation in one's community increases the likelihood that a woman will seek out and benefit from the advice, encouragement, and practical resources offered by other women business owners, advocacy groups, and other local organizations. Women may find strength and encouragement in these networks, which demonstrate that they are part of a larger movement that is dedicated to their achievement. Community involvement also helps female entrepreneurs gain credibility and exposure, which is especially important in areas where males may predominate in conventional business networks. Entrepreneurial women may earn self-esteem and motivation by establishing a reputation for themselves as leaders in community-driven projects. Female entrepreneurs might find more purpose in their job and the will to overcome obstacles when they participate in community activities since it gives them the chance to link their company objectives with social effect.

One common thread among female entrepreneurs is a desire to meet unmet community needs; this might be in the areas of healthcare, education, sustainable product development, or services specifically for women and children. Participation from the local community provides an ideal setting for pinpointing these deficiencies and developing solutions that are good for business and the community at large. Because their enterprises are an extension of their dedication to their communities, women feel even more driven to start their own businesses when their personal and professional aspirations are aligned. In addition, becoming involved in the community may inspire women business owners to take ownership of their work and build inclusive, long-term businesses that benefit the community and economy. Their connections with others in the community may provide them the strength and encouragement they need to try new things, tackle problems head-on, and ultimately succeed. Constant reinforcement comes from the comments and support of community members, which strengthens their feeling of purpose and motivates them to achieve for the communal benefit as well as for themselves. In conclusion, there is a strong connection between female entrepreneurs' drive and their level of community involvement. Involvement in the community gives women the self-assurance, encouragement, and ideas they need to launch and grow their own enterprises. The neighborhood's social, economic, and cultural growth are all boosted by these entrepreneurial initiatives, which create a positive feedback loop where community participation and entrepreneurial drive fuel each other. (Hossinger et al., 2020).

Based on the above discussion, the researcher formulated the following hypothesis, which was to analyse the relationship between knowledge management with efficient management of tacit knowledge.

H01: There is no significant relationship between Community Engagement and Motivation of Female Entrepreneurs in Starting Own Enterprises.

H1: There is a significant relationship between Community Engagement and Motivation of Female Entrepreneurs in Starting Own Enterprises.

Table 2: H₁ ANOVA Test

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	312	5655.517	619.312	.000
Within Groups	492.770	799	5.356		
Total	40081.390	1111			

This investigation yields remarkable results. The F value is 619.312, achieving significance with a p-value of .000, which is below the .05 alpha threshold. This means “H1: There is a significant relationship between Community Engagement and Motivation of Female Entrepreneurs in Starting Own Enterprises” is accepted and the null hypothesis is rejected.

DISCUSSION

Explores into the significant impact that educational institutions have on encouraging entrepreneurial spirit and offering real assistance to women business owners. Colleges and universities that have robust entrepreneurial ecosystems encourage creativity and self-assurance in their future company owners by providing resources including business accelerators, incubators, financing networks, mentoring programs, and connections with local businesses. When it comes to women in business, these connections may be especially game-changing since they alleviate long-standing obstacles including a lack of mentors, funding, and professional connections. According to the research, institutions can do more to support female entrepreneurs by providing inclusive entrepreneurial courses and specialized mentoring programs. Women gain the self-assurance to face the challenges of starting and running a company thanks to these programs that teach them essential skills like financial literacy, business planning, and market analysis. Women are more likely to take calculated risks in pursuit of their entrepreneurial dreams when they have access to supportive peer networks and role models in higher education. This conversation goes even further by looking at how schools that have strong links to entrepreneurship combat systemic issues like gender prejudice and cultural expectations by making it easier for women to start their own businesses. In addition to providing resources, these colleges actively work to modify institutional and cultural norms to increase the representation of women entrepreneurs. The study highlights the significance of fostering inclusive spaces where female entrepreneurs feel respected, encouraged, and empowered to achieve their goals. Ultimately, the research highlights the importance of colleges as catalysts for female entrepreneurship. colleges provide a perfect combination of education, resources, and networks, which empower women to turn their ideas into successful enterprises. Universities can help close the gender gap in entrepreneurship and boost innovation and economic development by capitalizing on their entrepreneurial connections. To encourage female entrepreneurs via university-led programs, this conversation offers practical advice for politicians, teachers, and business moguls (Hechavarría & Brieger, 2022).

CONCLUSION

Highlights the importance of educational institutions in influencing and empowering women business owners. By offering a wide variety of resources such as mentorship, access to finance, networking events, and specialized educational programs, universities with strong entrepreneurial ecosystems greatly increase the chances of

women launching their own enterprises, according to the research. These schools provide an open atmosphere that encourages women to pursue entrepreneurial endeavors and provide them with practical tools for company growth.

The research found that women entrepreneurs may overcome obstacles such as a lack of professional networks and funding with the aid of academic support, industrial alliances, and access to entrepreneurial networks. The role of colleges in transforming entrepreneurial ideas into successful firms is significant, since they encourage an entrepreneurial mentality and provide individualized tools. To further inspire and encourage the subsequent generation of female entrepreneurs, it is essential that these ecosystems include female role models and mentors. The research concludes that more funding should be directed towards university-led programs that encourage female entrepreneurs considering these results. To provide women, the chance, self-assurance, and business acumen they need to thrive, universities should keep forging and strengthening their entrepreneurial relationships. To close the gender gap in entrepreneurship and

spur innovation, economic development, and social change, the study recommends new policies, more financing, and closer cooperation between universities, businesses, and female entrepreneurs. The research concludes that to help women entrepreneurs reach their full potential, university entrepreneurial ecosystems should be designed to be helpful and inclusive (Foss et al., 2019).

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