

A STUDY OF THE EFFECT PRODUCED BY UNIVERSITIES WITH STRONG COMMERCIAL
RELATIONSHIPS IN PROMOTING FEMALE ENTREPRENEURS TO ESTABLISH THEIR
PERSONAL COMPANIES.

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ABSTRACT

Research and society at large have taken a keen interest in female entrepreneurship. There has been a global uptick in the number of female-founded companies and entrepreneurial endeavors in recent years. This is the foundation around which the essay will build its analysis of female university entrepreneurs as a competitive element in raising students' professional profiles. The researchers find that there are traits associated with female university entrepreneurs in terms of drive, capital, and strategy. University women who are entrepreneurial are often frugal, hardworking, and pursuing careers in business; nonetheless, they have challenges while trying to get funding. delves at how colleges and institutions might encourage women to think like entrepreneurs. It looks at the ways in which female students and alums at schools with significant linkages to the entrepreneurial environment are influenced to start their own enterprises. The purpose of this study is to determine what elements, such mentoring, financial resources, networking opportunities, and entrepreneurial education, are most important in encouraging women to become entrepreneurs. The research examines case studies from schools with a reputation for entrepreneurial activities to show how supportive settings aid female entrepreneurs in overcoming obstacles including sexism, a lack of funding, and an absence of professional networks. Providing tools, boosting confidence, and fostering a supportive environment are all ways in which institutions with excellent entrepreneurial programs and industry linkages assist female entrepreneurship, according to the study. The findings of this study add to the knowledge of the role that universities and colleges may play as impetuses for greater gender parity among entrepreneurs.

Keywords: Higher learning, business incubation, female empowerment, and the entrepreneurial environment.

INTRODUCTION

Challenges and obstacles that women entrepreneurs face include unequal pay for equal work, a dearth of strong female role models in corporate leadership roles, and limited access to capital (Ndou & Valentina, 2021). Without a question, this is a problem that is becoming more and more important in the corporate and economic spheres. There has been progress toward gender equality, but women still have more obstacles when trying to advance their careers into leadership roles. An alternate strategy for eradicating these disparities and bolstering neighborhood economic and social growth is women's entrepreneurship. As more and more schools serve as centers for innovation, creativity, and economic development, the importance of universities in encouraging entrepreneurial spirit has come under intense scrutiny in recent years. From this vantage point, schools with deep roots in business are essential for fostering an entrepreneurial mindset on campus and in the surrounding area. Nevertheless, very little is known about how these business environments affect female entrepreneurs. This research aims to learn how colleges and institutions that support entrepreneurship influence the number of women who decide to go into business for themselves. Women still have distinct obstacles in gaining access to capital, mentoring, and chances in entrepreneurial sectors that have historically been controlled by males, even if the number of female entrepreneurs is on the rise. The study's overarching goal is to learn how educational institutions might encourage more women to become entrepreneurs by bolstering their entrepreneurial programs, forming strategic alliances, and providing other forms of assistance. This study aims to analyze the impact of university-based entrepreneurial initiatives on female entrepreneurs. The findings will shed light on how academic institutions can support gender-inclusive entrepreneurial ecosystems and increase the number of women entrepreneurs (Kruja et al., 2021).

BACKGROUND OF THE STUDY

Worldwide, female-owned inventions and businesses are rapidly becoming an essential and significant part of entrepreneurship, according to study. Wealth, economic wellbeing, employment, and societal transformation are all products of this social aspect. Estimates reveal that only 10% of all study on entrepreneurship pertains to the female area, despite the subject's importance; moreover, many contend that the topic is understudied. Women in Sweden make up over a quarter of all company owners and a third of all new business founders (Swedish Agency for Economic and Regional Growth, 2012). Despite this, the nation is among the world's most gender-equal nations, together with most Scandinavian nations. Looking at the relationship between entrepreneurship and social change through time reveals that different societies have progressed at different rates in terms of innovation and technological advancement. Thus, the premise of this study is that entrepreneurialism and its importance are affected by contextual variables. This report seeks to investigate female entrepreneurship from the perspective of sociocultural influences. Motives for pursuing this area of study arose from both the dearth of literature in the subject and the many noteworthy global events of the last few decades. A society in flux: the part played by female entrepreneurs. The

research will be founded on the acceptance of Baumol's (1990) hypothesis; therefore, it will mostly use an inductive technique, but it will also use some deductive reasoning to analyze this subject. The study will look at female entrepreneurs and their experiences with establishing a firm from 1990 to 2020. The data will be examined using methodology. Using the idea of the top echelons as a foundation, the primary goal of this research is to identify the elements that contribute to women's entrepreneurial success (Hysa et al., 2021).

PURPOSE OF THE RESEARCH

Finding out how innovation hubs, incubators, and accelerators—which are university-based entrepreneurship programs—help women cultivate an entrepreneurial spirit is the main goal of this study. It goes even further into how these ties to entrepreneurship impact the development of women business owners' confidence, skills, and access to funding. The primary objective of this research is to determine if women are more likely to succeed as entrepreneurs if they attend universities with robust entrepreneurial networks, and if so, whether these networks provide a tangible support system. Central to this research is the desire to address the issue of insufficient resources for female entrepreneurs by illuminating the potential ways in which educational institutions may impact women's access to entrepreneurship. Examining how schools with strong ties to the entrepreneurial environment influence the aspirations and behavior of female students is the primary purpose of this research. The primary objective of the research is to find out what these groups do to support female entrepreneurs via their programs, scholarships, mentorships, and networking opportunities. Colleges may play a role in assisting women company owners in overcoming social isolation, financial barriers, and societal biases, according to the project's proponents.

LITERATURE REVIEW

According to the research, an environment that encourages and supports both male and female entrepreneurs is fostered by colleges that have strong links to entrepreneurship, including incubators, accelerators, and collaborations with prominent figures in the field. Having access to such ecosystems increases the likelihood that female entrepreneurs will be able to establish their enterprises effectively, according to research. Women entrepreneurs have access to invaluable tools in these ecosystems, such as networking events, mentorship from seasoned businesspeople, and venues to present their projects. When it comes to inspiring women to start their own businesses, research shows that mentoring and peer support are crucial. To foster an atmosphere where women feel comfortable following their entrepreneurial dreams, universities should prioritize gender inclusion and try to link female students with female entrepreneurs or mentors in the corporate sector. In addition, research shows that colleges and universities that teach entrepreneurship as part of their core curriculum, especially in STEM fields,

have a positive impact on female students' mindsets and provide them with the tools they need to seize opportunities and overcome obstacles when they launch their own companies. The evidence, however, also indicates that colleges and universities must keep working to eliminate gender gaps. While entrepreneurial education programs are on the rise, studies show that women are underrepresented and that additional efforts are required to attract and retain female participants. As a result, the evaluation stresses the importance of colleges with strong entrepreneurial linkages in reducing the gender gap in entrepreneurship via the creation of welcoming spaces where women feel empowered to start their own businesses. This research hopes to shed light on successful methods for encouraging female-led companies by bridging the knowledge gap on the unique impact of these university linkages on female entrepreneurship (Hysa et al., 2020).

RESEARCH QUESTIONS

What is the impact of Collaborative Ecosystems on encouraging female entrepreneurship?

METHODS

RESEARCH DESIGN

For the quantitative data analysis, the researchers used SPSS version 25. Details on the beginning and progression of this statistical correlation were provided by the combined use of the odds ratio and 95% confidence interval. The p-value was determined to be less than 0.05, which is the threshold of statistical significance. Descriptive analysis of the data allowed for a comprehensive understanding of its key characteristics. The hallmarks of quantitative methods include the application of computational tools and mathematical, statistical, or arithmetic analyses to the objective evaluation of surveys, polls, or questionnaire replies.

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 & MEASUREMENT

The research used a questionnaire as its principal data collection instrument. The survey had two sections: (A) General demographic information and (B) Responses on

online and offline channel features assessed using a 5-point Likert scale. Secondary data was obtained from many sources, mostly via internet databases.

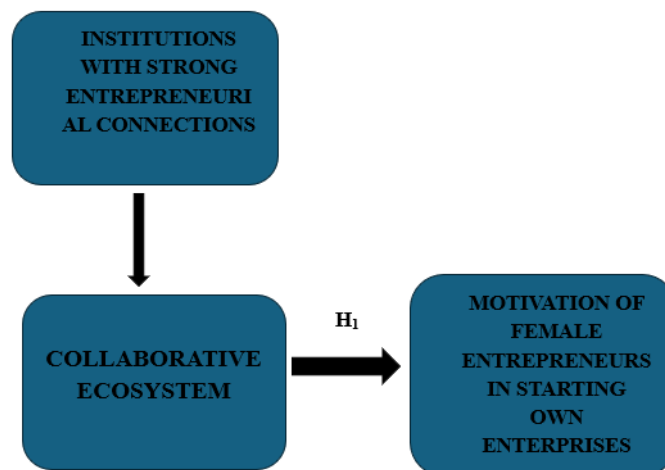
STATISTICAL SOFTWARE

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 analyze 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.

Table1: KMO and Bartlett's Test

Testing for KMO and Bartlett's

Sampling Adequacy Measured by Kaiser-Meyer-Olkin .960

The results of Bartlett's test of sphericity are as follows: approx. chi-square
df=190

sig.=.000

This establishes the validity of assertions made only for the purpose of sampling. To ensure the relevance of the correlation matrices, researchers used Bartlett's Test of Sphericity. Kaiser-Meyer-Olkin states that a result of 0.960 indicates that the sample is adequate. The p-value is 0.00, as per Bartlett's sphericity test. A favourable result 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.		.960
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.000

The general significance of the correlation matrices was further validated by Bartlett's Test of Sphericity. For Kaiser-Meyer-Olkin sampling, a value of 0.960 is suitable. By using Bartlett's sphericity test, the researchers were able to get a p-value of 0.00. With a statistically significant result, Bartlett's sphericity test disproved the validity of the correlation matrix.

INDEPENDENT VARIABLE

Institutions With Strong Entrepreneurial Connections: Companies, innovation centers, and educational institutions all have significant linkages to the entrepreneurial spirit because they foster an environment that values and rewards risk-taking and new ideas. The environment in which aspiring entrepreneurs work is enhanced by these groups by the opportunities they provide for mentorship, investment, and networking, and the connections they provide to existing enterprises. Their emphasis on entrepreneurial education is evident in the personalized instruction, seminars, and certifications they provide. For new companies, these types of institutions may be a lifeline, providing resources like incubators and accelerators, as well as research and development programs and connections to international markets. Entrepreneurs drive economic progress and provide innovative solutions to societal issues. These institutions play a critical role in fostering innovation, creativity, and cooperation, which in turn empowers entrepreneurs (Rodeiro-Pazos et al., 2021).

FACTOR

Collaborative Ecosystems: The term "collaborative ecosystem" describes ever-changing webs of related entities that pool their resources, promote creativity, and collaborate toward shared objectives. Various stakeholders, including businesses, governments, non-profits, educational institutions, and community groups, engage and work together in these ecosystems to solve problems, make opportunities, and propel progress, all based on the principles of cooperation, mutual support, and collective action. Each member of a collaborative ecosystem can play to their own strengths while also benefiting from the free flow of information, skills, and services. Instead of relying on individual efforts to achieve goals, collaborative ecosystems are built on the premise that working together yields better results. Ecosystems like this tend to form in places or industries where people have a common goal of encouraging development, new ideas, or the resolution of issues. For instance, in an entrepreneurial ecosystem, startups, investors, incubators, universities, and industry experts might collaborate to provide the necessary support for new ventures to thrive. A key feature of collaborative ecosystems is their emphasis on cross-disciplinary interactions and the breakdown of silos. Collaborative ecosystems provide more innovative approaches to difficult challenges by combining different viewpoints, abilities, and knowledge. Entrepreneurs and small companies especially benefit from these networks since they assist to lower risks by combining resources and forming a support system. Success in these ecosystems is often seen as a group effort, with everyone pitching in to make it a success. Trust, openness, and shared values are the cornerstones of collaborative ecosystems, and they are what really make collaborations and connections last. The interconnected nature of these ecosystems enables rapid information exchange, accelerates innovation, and encourages the growth of new ideas and business models. Collaboration is key to

long-term success and good social impact in every industry, whether it's business, IT, healthcare, or social enterprises. This is why collaborative ecosystems are so important (Piva & Rovelli, 2022).

DEPENDENT VARIABLE

Motivation of Female Entrepreneurs in Starting Own Enterprises: Many women start their own enterprises due to factors such as a lack of capital, societal expectations, or personal aspirations. Freedom to pursue personal goals, independence in scheduling, and control over one's own work-life balance are important motivators for many women. For reasons such as experiencing bias on the job or having little success climbing the corporate ladder, some individuals choose to go out on their own. Women and members of low-income communities are the ones most likely to have unmet needs that these entrepreneurs want to address when they launch their own firms. A desire to have a beneficial impact on society or the environment is another common source of motivation; for example, many women who establish their own businesses do so in the pursuit of greater equality, diversity, and social transformation. The ability to take measured risks, have a good support system, and be mentored are all factors that encourage women to pursue their passions and achieve their goals. When combined, these factors make entrepreneurship an attractive option for women seeking personal growth, societal influence, and financial independence (Ozkazanc-Pan & Muntean, 2021).

Relationship Between Collaborative Ecosystems and Motivation of Female Entrepreneurs in Starting Own Enterprises: There is a mutually beneficial connection between collaborative ecosystems and the factors that encourage female entrepreneurs to launch their own businesses. When it comes to female entrepreneurs, collaborative ecosystems networks of interrelated stakeholders including firms, schools, governments, investors, and community groups are crucial in delivering the information, tools, and support necessary for success. To encourage more women to take the entrepreneurial plunge and see their companies through to success, these ecosystems foster an atmosphere of mutual support, information sharing, and cooperation. One of the main reasons women create their own companies is to break through the glass ceiling that prevents them from obtaining mentoring, capital, and industry contacts. By bringing together other business owners, investors, specialists, and possible collaborators, collaborative ecosystems overcome these obstacles. Opportunities for growth, creativity, and learning flourish in settings where individuals can engage with one another and share their unique backgrounds, experiences, and points of view. Because they are part of a community that supports them, women who participate in these ecosystems are more likely to feel empowered to follow their entrepreneurial dreams. Female entrepreneurs may also benefit from the mentoring and advice of more seasoned businesspeople and thought leaders via collaborative ecosystems. With the practical insights, guidance, and encouragement provided by this assistance, women are better able to handle

the challenges of beginning and growing a company. Female entrepreneurs really benefit from these ecosystems when they have mentors and role models who show them that success is within reach and encourage them to take chances in pursuit of their dreams. Women business owners benefit from these connections because they encourage a feeling of community and boost self-esteem, which in turn helps them face and overcome obstacles. Opportunities for networking and information exchange also play a big role in the connection between collaborative ecosystems and the motivation of female entrepreneurs. Women may further their business acumen and professional networks by participating in these ecosystems' events, seminars, and workshops. New business prospects, collaborations, and partnerships may emerge from the relationships created in these settings, which boosts company development and motivates people by providing real chances for success. Furthermore, female entrepreneurs may observe other members of the collaborative ecosystem who are succeeding in the same areas as them, which gives them the motivation to keep going. Women business owners may find crucial resources including startup money, office space, and technical help in these ecosystems' incubators, accelerators, and innovation centers. Women who may be hesitant to establish their own businesses owing to financial or operational limitations may find these materials encouraging since they lessen the risks and difficulties of doing so. The presence of these resources in collaborative ecosystems gives female entrepreneurs confidence that they can succeed and encourages them to establish their own firms. To go a step further, collaborative ecosystems promote gender equality and inclusion, two factors that are essential for inspiring female entrepreneurs. To encourage and validate women to pursue entrepreneurial enterprises, these ecosystems promote a culture of cooperation that highlights diversity and the contributions of women. Women are more likely to start and run their own businesses when they are part of an ecosystem that includes other women company owners and supportive supporters. This helps alleviate gender prejudice and other obstacles women encounter in the corporate world. In conclusion, female entrepreneurs are more likely to launch their own businesses when they are part of collaborative ecosystems that provide them with opportunities, support, and empowerment. To overcome obstacles and follow their entrepreneurial aspirations, these ecosystems provide women with mentors, networks, resources, and support. Female entrepreneurs are encouraged to take chances, develop, and expand their enterprises when they are part of collaborative networks. This is because they know that there is a bigger ecosystem that is invested in their success (Neumeyer et al., 2019)

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

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

H1: There is a significant relationship between Collaborative Ecosystems 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	510	5655.517	614.389	.000
Within Groups	492.770	601	5.356		
Total	40081.390	1111			

This study produces significant findings. The F statistic is 614.389, demonstrating significance with a p-value of .000, which is below the .05 alpha level. This indicates that “H1: There is a significant relationship between Collaborative Ecosystems and Motivation of Female Entrepreneurs in Starting Own Enterprises” is accepted and the null hypothesis is rejected.

DISCUSSION

examines how colleges and universities may help female entrepreneurs by encouraging them to pursue entrepreneurial goals and offering them practical resources. Aspiring students are more likely to be creative and self-confident in an atmosphere that supports robust entrepreneurial ecosystems at universities. These ecosystems include business incubators, accelerators, financing networks, mentoring programs, and relationships with industry. These connections may have an especially profound impact on women, empowering them to break through long-standing obstacles including a lack of mentors, funding, and professional connections. The report emphasizes the need of institutions offering inclusive entrepreneurship courses and targeted mentoring programs for female business owners. By teaching women valuable skills like financial literacy, business planning, and market analysis, these programs equip them to confidently launch and build their enterprises. In addition, having entrepreneurial role models and peer networks inside academic environments increases the likelihood that women would take measured risks in pursuit of their entrepreneurial goals. In addition, the topic delves into how schools that strong links to entrepreneurship have tackle systemic issues including gender prejudices and cultural expectations by ensuring that women have equal chances to be entrepreneurs. Not only do these schools provide resources, but they also fight for institutional and cultural changes that encourage women to take on entrepreneurial roles. Findings highlight the need for welcoming spaces where female entrepreneurs may thrive in an atmosphere of acceptance and empowerment. The research concludes that colleges play a crucial role in

encouraging female entrepreneurs by providing the ideal environment for women to develop their company ideas and take use of the many resources and support networks available to them. Colleges and colleges may help close the gender gap in business ownership and innovation by capitalizing on their alumni's entrepreneurial spirit. In this roundtable, experts in the fields of education, politics, and business share their best practices for encouraging female entrepreneurs via university-based programs (Lauto et al., 2022).

CONCLUSION

Draws attention to the critical function of educational institutions in influencing and encouraging female entrepreneurs. Mentorship, access to capital, networking events, and specialized academic programs are just a few of the many resources that universities with robust entrepreneurial ecosystems make available to their female student bodies, increasing the probability that they will launch their own businesses. Women are encouraged to pursue entrepreneurial endeavors by these colleges because of the inclusive atmosphere they foster and the practical tools they give for company growth. The research found that women entrepreneurs had an easier time overcoming obstacles including a lack of professional networks and funding when they have academic assistance, industrial connections, and access to entrepreneurial networks. Entrepreneurial ideas may be transformed into successful enterprises with the help of universities, which encourage an entrepreneurial attitude and provide individualized tools. The participation of female mentors and role models in these ecosystems is also critical for empowering female entrepreneurs of the future.

Research like this suggests that university-led programs that encourage women to start their own businesses should get more funding. For the sake of providing women with the knowledge, self-assurance, and chances to thrive in business, universities should maintain and enhance their relationships to the entrepreneurial community. If the researchers want to close the gender gap in entrepreneurship and spur innovation, economic development, and social change, the study recommends new policies, more money, and closer cooperation between universities, businesses, and startup founders. Findings stress the need for colleges to foster entrepreneurial ecosystems that are welcoming to all students as a means of empowering women business owners (Gimenez-Jimenez et al., 2020).

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