



Cultivating an Entrepreneurial Ecosystem for Women in Rural Gilgit: Policy Recommendations and Strategies

¹Dua Zehra, ²Shahzaib Raza & ³Falak Sher

¹MPhil Scholar, Sociology, PMAS-Arid Agriculture University, Rawalpindi, Pakistan.

²BS Social Work Entrepreneurship, Social Work, University of Punjab, Lahore, Pakistan.

³Director In charge Government College University Faisalabad Chiniot Campus, Pakistan.

ABSTRACT

Article History:

Received: Feb 11, 2024
Revised: Feb 26, 2024
Accepted: March 16, 2024
Available Online: June 30, 2024

Keywords:

Entrepreneurs,
financial accessibility,
Constraints, Socio-
Cultural synthesizing,
self-efficacy,
Inadequate

Funding:

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

Female business owners are a relatively new phenomenon that has recently gained a lot of attention, featuring an active participation in the development of the society and economy. Another factor that has a bearing on female entrepreneurship tendencies of the area is the unique socio-cultural structure of Gilgit-Baltistan area. This research looks into several issues that women in business in Gilgit, Pakistan have to endure. They investigate the various challenges that women experience when pursuing their passion of being entrepreneurs in various fields. Thus, the role of social and cultural expectations, financing, legal and policy environments, education, family and community support, networking, and visibility in female entrepreneurship in Gilgit is investigated in detail. The research undertaking uses a simple random sampling technique to sample a group of rural Gilgiti women entrepreneurs and by so doing, the research operation utilizes a quantitative research method. Questionnaires were used as the major means of data collection and they were structured. Therefore, this large-scale research aims at identifying specific barriers that limit the engagement of rural women in Gilgit in business. This paper has identified that rural women entrepreneurs in Gilgit experience certain challenges and constraints to entrepreneurship, which stem from cultural and social factors, and inadequate resources. In highlighting the possibilities of the matter, the study focuses on policy interventions and legislative changes to improve the opportunities.

© 2022 The Authors, Published by CISSMP. This is an Open Access article under the Creative Common Attribution Non-Commercial 4.0

Corresponding Author's Email: Falaksher@gcuf.edu.pk

DOI: <https://doi.org/10.61503/cissmp.v3i2.168>

Citation: Zahra, D., Raza, S., & FalakSher, F. (2024). Cultivating an Entrepreneurial Ecosystem for Women in Rural Gilgit: Policy Recommendations and Strategies. *Contemporary Issues in Social Sciences and Management Practices*, 3(2), 136-150

1.0 Introduction

Women entrepreneurs have risen tremendously in the recent past, and they have played a significant role in social and economic transformation. Sexism remains present in many locations, including Gilgit, Pakistan despite advances acknowledging women's capacity as corporate managers. Gilgit, being a part of Gilgit-Baltistan region, has a unique social-cultural context which creates or influences some specific tendencies of female population to become entrepreneurs (Fauzi et al., 2023). It is critical to identify the factors that hinder women in Gilgit from being entrepreneurially minded since this will help address the gender imbalance in economic activities and empower the region's female employees.

In the recent past, there has been growing recognition to female entrepreneurs' significant roles in today's world economy and the betterment of societies. The global discourse on women's entrepreneurship has steadily been recognized as a vital factor in promoting economic growth, creativity, and social change. Thus, the tendency to recognize women's potential as business leaders remains a work in progress; it is especially noticeable in areas with a well-established socio-cultural matrix, including Gilgit, Pakistan (Moral et al., 2024).

Gilgit, a town in Pakistan, part of the stunning Gilgit-Baltistan, makes an ideal case of a context in which traditional gender roles and norms negatively impact women's participation in business. The culture of Gilgit as for other South Asian women is still patriarchal and it keeps the women bound to domestic duties and does not let them venture out to start up own businesses (Nosheen, 2023).

Females' entrepreneurship is one of the critical driving forces of economic development, particularly in developing countries. Female entrepreneurs contribute to the generation of income, opening up new markets and new sectors, and as a result to economic development. Women entrepreneurs always have a different outlook on issues and therefore they introduce new ideas and innovative strategies for solving business challenges. Hence, women entrepreneurs have a great responsibility of eradicating unemployment and poverty. This paper has shown that female-controlled businesses can create employment, uplift communities, and improve standards of living irrespective of the available economic opportunities (Ahmetaj et al., 2023).

Culture and traditions play a vital role in defining women's career choices in many civilizations including Gilgit. This leads to an imbalance in the participation in the entrepreneurship activities. The literature reveals that traditional patterns of masculinity often deny women the networks, capital and know-how they need to achieve in entrepreneurship. Therefore, it retains the exclusion of the female entrepreneurs, and eradicates both the sustainable development and economic growth. Due to the restrictions placed on them by the patriarchal culture and the lack of collateral, poor financial literacy, and bias against women in the lending market, women are significantly more limited in their ability to start their own businesses (Noktes, 2023).

The business legal environment and regulations can negatively affect female entrepreneurship by constraining their ability to create and grow businesses. Thus, for policy and legal systems to support female entrepreneurship, they must be effective. Therefore, to analyze the

regulatory environment in Gilgit and identify gender bias and barriers to women's involvement in entrepreneurial activities, the following hypotheses have been developed (Naguib, 2023). The research "Constraints in Entrepreneurial Tendency among Females in Gilgit" is significant because it has the potential to solve significant social, economic, and gender-related concerns. The research may help to empower rural women by identifying and analyzing the barriers that limit their propensity for entrepreneurship in Gilgit. Promoting Gender Equality: By concentrating on women's entrepreneurship, the research helps to advance the more general objective of gender equality.

1.1 Objectives of the Study

- To examine and categorize the general factors that limit the involvement of women in entrepreneurship in the rural areas of Gilgit.
- To explore and discuss the various issues those affect the potentiality of entrepreneurial ventures for women in rural Gilgit.
- To propose and recommend policy measures would help create an appropriate environment for enhancing the start-up and running of business by rural women in Gilgit

2.0 Literature Review

Interest in female entrepreneurship as a source of innovation, economic growth, and gender equity is growing progressively in the global society. However, there are still a lot of barriers that women business owners have to face those constraints their entrepreneurial desire. This literature review aims at evaluating international studies on the challenges that women encounter when pursuing entrepreneurship, establish trends, and explore possible solutions to encourage women's entrepreneurial opportunities. The concept of social entrepreneurship and the potential of such an enterprise to solve social problems while contributing to the advancement of commerce. Specific approaches of women entrepreneurs to build significant change in a range of emerging economies through the literature review and case analysis. These are; the employment of local networks, the incorporation of new business models, and lobbying for gender-sensitive policies. System level factors affect the social entrepreneurship of women including limited access to capital and barriers by institutions. Nonetheless, women entrepreneurs are resilient and creative in maneuvering through the complex world of social entrepreneurship (Younus, 2023).

2.1 Gender Expectations and Social Norms

Culture and tradition that is imposed on women become a common barrier to women's entrepreneurship. Hence, women are confined to domestic chores and have limited access to capital, contacts, and opportunities. Research shows that countries with rigid norms regarding gender have fewer women business owners than countries that are more liberal concerning gender issues (Ruiz et al., 2023).

The various problems which are gender-specific affect the female entrepreneurs in Nigeria. These barriers include; limited access to capital, cultural and social barriers that subjugate women in business, lack of networks and support, and family responsibilities that limit women's ability to venture into entrepreneurial ventures. The structural and institutional barriers to the growth of female entrepreneurship in Nigeria. Such limitations include legal constraints, administrative

hurdles, and an absence of gender-responsive policies and initiatives that are inadequate to address women's entrepreneurship development. The resource constraints that female entrepreneurs face include; financing constraints, constraints in market access, knowledge constraints, and technology constraints (Onashakpor et al., 2023).

2.2 Access to Finance and Capital

Access to finance remains a formidable challenge for female entrepreneurs globally even to this date (World Bank Group, 2020). Despite having equal opportunities to access the loan and venture capital, women face challenges accessing loans because most of the lending institutions discriminate based on gender, and they do not have collateral or security to offer.

This financial limitation affects the expansion and scalability of firms managed by women. Challenging factors include limited access to land, credit facilities, inputs and markets more so for the poor female farmers. Customs within societies, laws that are put in place, and cultural norms and practices often hinder women from participating in agricultural activities or from securing resources and opportunities that can enable them to engage in the agricultural processes. The human capital, and social capital and the household assets are the major resources available to female farmers as stated by (Chong & Chi, 2023).

2.3 Education Attainment and Skill Development

Level of education is a strong determinant of the likelihood for women to engage in entrepreneurial activities. Education can be considered as one of the crucial factors that enhances women's knowledge, skills, and self-confidence, which may be limited if they have less access to quality education. Moreover, gendered prejudices are seen in a number of academic fields, which dissuades females from becoming entrepreneurs. The implications of his results for educational policy and practice with a focus on the following points that have been discussed in the paper: The necessity of the extensive and context-sensitive programmes on entrepreneurship for students of all types and with different goals and aspirations. Developing innovative study-teaching practices, leadership training programs, and interaction sessions that will help enhance students' business acumen and self-assertiveness along with the traditional academic curriculum. From these, education institutions can play a significant role in nurturing an entrepreneurial culture in Ethiopia by equipping the students with the requisite knowledge, resources and contacts that will enable them to succeed (Seyoum et al., 2024).

2.4 Policy and Legal Frameworks

In their study, Ahl et al. (2023) opine that the legal and policy environment plays a significant role in female entrepreneurship. The laws and regulations may also limit some aspects of women's property rights, the ability to obtain company licenses and protection from gender discrimination in various fields. Such gaps means that women's economic participation and entrepreneurship needs to be promoted through policies that understand gender issues.

The creation of specific legal instruments, funding, training, and cooperation opportunities that would be suitable for the contexts and challenges that woman face in business. These challenges point to the fact that systemic barriers need to be overcome and a conducive environment for women's entrepreneurship to be facilitated through collaboration and information

sharing among the stakeholders (Bhakuni et al., 2023).

2.5 Social Support and Work-Life Balance

The most significant challenge that women company owners face is the challenge of work and family conflict. Caring responsibilities are another factor which hinders women's ability to invest time and effort in firms; women expect to achieve a balance between work and family. It means that for women to be able to balance their work and families then adequate support from their families and cheap childcare services might do the trick (Arendell, 2023).

The socio-cultural, institutional and economic factors affect the entrepreneurial perception among the Saudi Arabian male and female and thus underlining the need for context-based approach on the promotion of entrepreneurship and female affirmative. Developing the environment for women's entrepreneurship and gender equality in the Saudi context. Support programs, sponsorship and policy adjustments are being designed to suit the specific issues that women business owners face while at the same time enhancing their chances of getting resources, connections and chances (Yusuf et al., 2023).

2.6 Cultural and Social Stigma

The promotion of women's entrepreneurship remains a taboo in societies. Some of the reasons that could contribute to the lack of women aspiring to be entrepreneurs include fear of failure, lack of favorable attitude towards business and social pressure. These barriers may be eliminated by focusing on women's success stories in running their companies and changing people's attitudes towards female company ownership. The socio-cultural, economic and institutions opportunities and barriers affecting female entrepreneurship in GCC countries. A number of factors and barriers hinder women's participation in business in the GCC region. This means that cultural standards and practices, legal systems, available funds, networking opportunities, gender roles, norms, and institutional structures act as the barriers (Charway & Strandbu, 2024).

Gender stereotyping poses a significant influence over the evaluations, where the companies owned by females are regarded as less favorable as those managed by male counterparts. An understanding of gender bias and the proper architectural planning of social influence can assist in diminishing prejudice and raising the perceived acceptability of the ventures by women business owners. Gender-sensitive assessment criteria, inclusion of diversity workshops, and initiatives to advance gender equity and business's social responsibility (Parejo, 2023).

2.7 Cultural Norms and Society's Expectations

In Asia, culture and tradition play a very crucial role and determine the rate of women's entrepreneurial ventures. As per the conventional masculinities, it is expected of women to be home and family oriented and therefore perform most of their tasks. Traditional culture of these countries may discourage women from engaging in business beyond the home front especially in India, Pakistan, and Bangladesh (Moral et al., 2024). To counter these cultural barriers, it requires strategies and initiatives to reduce prejudices and increase the recognition of women's economic participation.

Ensuring the inclusiveness of the entrepreneurial ecosystem gives the stakeholders an opportunity to harness all aspects of talents and perspectives to create novelty, value, and progress. It is important that the gender dynamics are examined more in the field of entrepreneurship both in researches and in practice (Dewit et al., 2023).

2.8 Access to Finance and Capital

The Global Entrepreneurship Monitor Asia Report from 2021 reveals that women still face limitations on capital access as one of the biggest challenges for Asian business owners. Because of the gender discrimination in credit and financial facilities, female entrepreneurs find it difficult to access capital for their firms either in the form of loans or venture capital (Dutta & Malick, 2023). Some micro finance operations in specified countries have proved potential in providing women with small amount of loans and financial services; however, much more solutions are needed to solve the problem of gender discrimination in access to capital markets.

Specifically, it relates to the formulation of effective and appropriate policies for ethnic minority women, monetary opportunities, trainings and networking sessions, and other culturally appropriate activities. To overcome such structural barriers and promote ethnic minority females' representation in entrepreneurial ecosystems, policymakers and stakeholders may create the right environment that allows ethnic minority females to become successful entrepreneurs and positively impact Sri Lanka's socioeconomic growth (Gallage, 2023).

2.9 Legal and Policy Frameworks

The legal and policy dimension is thus critical in shaping the opportunities for women's entrepreneurship in Asia. While women's property rights, ability to register a company and protection from gender discrimination may be limited in some countries due to legislation that discriminates against women (Naguib, 2024). To enhance the support to female entrepreneurship, the government has to introduce gender-sensitive changes in the legislation.

The existing literature in gender diversity and financial constraints, calling for more research in the gender relations, corporate structures, and firm outcomes. The principles of other people's opinions and experiences should be realized by policymakers, investors, and business executives. It is possible that relying on the prospects of gender diversity, organizations can build sustainable value and competitive advantage, establishing a tolerant corporate culture and implementing diversity initiatives (Xiao, 2024).

2.10 Education and Skill Development

Feng et al. (2023) found out that educational attainment and skill enhancement were key to the achievement of Asian women entrepreneurs. This may limit women's understanding and self-assurance in starting their own businesses because of lower education quality.

2.11 Social Development In Emerging Economies

Utilizing a relational perspective to examine women's entrepreneurship in underdeveloped countries. Extent to which social interaction processes, culture, and institutions shape women's entrepreneurship. Underdeveloped women entrepreneurs have various forms of challenges which they face such as financial resources, property rights, education, training, networks and social capital, markets, and supporting structures. These constraints, combined with gender relations and

cultural norms, restrict women's ability to create and grow businesses. The roles played by social networks, communities, and grassroots in providing women with opportunities, knowledge, and markets. A management trainee's perspective on the necessity of using the existing social capital and building new cooperation skills to manage entrepreneurial limitations. Through addressing the issues of structural discrimination, women's employment, and promotion of an environment that supports entrepreneurship. Institutional development and stakeholders' engagement are required to enhance economic development and sustainability (Lyulyuv et al., 2023).

2.12 Family and Social Support

According to the Asian countries, family and social support play a significant role concerning women's entrepreneurial inclinations. In view of the need to encourage and facilitate women's participation in entrepreneurship development, it is possible that family supportive might be highly valued. Women entrepreneurs' vulnerability may also be reduced by other programs that promote social capital, role models, and communities of practice (Hammad & El Naggar, 2023). The role of socio-cultural norms, institutions and economic environment for setting up a business by women and their family ties. This research underlines the necessity of gender-sensitive politics, backed infrastructures, and cultural changes to enable the work-life balance and gender equality in entrepreneurial activities. The development of sound support programs, sources of funding, capacity development, and childcare services that are aligned to the context and objectives of the women entrepreneurs. Through addressing work-family interface and promoting gender sensitive policies, stakeholders can positively contribute to female entrepreneurs' long-term organizational and social-economic performance (Anna, 2023).

Hypothesis

H0: There is no significant correlation between student familiarity with AI and their perception of its potential benefits in academics.

H1: There is a significant positive correlation between student familiarity with AI and their perception of its potential benefits in academics.

3.0 Methodology

In this research quantitative approach has been used. By using this technique a researcher able to explore major constrains in entrepreneur of participating women's in Gilgit. Quantitative method also helped to access details in numeric form.

3.1 Universe

Universe is entire set or population of subjects or elements that are focus on the study (West et al., 2022). Gilgit Baltistan was the universe of this research.

3.2 Data Collection Techniques

Structured questionnaires will be given to the chosen sample of rural women business owners in order to gather data. Quantitative information will be gathered via the questionnaire on a number of different topics, including demographic data, financial access, market potential, educational background, family support, and perceived barriers to their entrepreneurial endeavors.

3.3 Data Collection Procedure

Researcher will go to the designated rural Gilgit regions to gather data. The Researcher

will speak with the chosen rural women business owners and explain the goals and purpose of the study. Before distributing the questionnaire, each participant's informed permission will be requested.

3.4 Sampling Technique

In this research simple random sampling technique will be used for collecting data, because our population is known.

3.5 Sampling Size

In quantitative method, the researcher will be used as estimated sample size 120 respondents for collecting data through structured questionnaire.

3.6 Data Analysis

The structured surveys' quantitative data will be loaded into statistical package for social sciences (SPSS). The data will be compiled and summarized using descriptive statistics to provide an overview of the characteristics of the respondents and their perceived restrictions. Descriptive statistics include frequencies, percentages, means, and standard deviations.

3.7 Ethical Considerations

When doing research with human subjects, ethical issues must be taken seriously. Ethical standards shall be scrupulously followed in this quantitative research that focuses on rural women entrepreneurs in Gilgit to guarantee the preservation of participants' rights and wellbeing. All participants will be asked for their informed permission prior to the collection of data after being fully informed about the goals, methods, and possible risks and benefits of the study.

4.0 Findings and Results

Univariate analysis used in the research involves the examination and interpretation of a single variable at a time. Knowing a single variable's distribution, principal tendency, and dispersion is the main goal of univariate analysis. Bivariate analysis also used to examine link between two variables by analyzing them simultaneously. The goal of bivariate analysis is to comprehend the dependence, correlation, or relationship between two variables (Selven et al., 2021). To determine how closely two variables are related researcher performed correlation test.

Table 1: Correlation between Type of Business and Impact of Societal Expectations on Entrepreneurship Pursuit

		Type of Business	Societal expectations impact decision to pursue entrepreneurship
Type of Business	Pearson Correlation	1	.219*
	Sig. (2-tailed)		.016
Societal expectations impact decision to pursue entrepreneurship	Pearson Correlation	.219*	1
	Sig. (2-tailed)	.016	

The table presents the correlation analysis between the type of business and the impact of

societal expectations on individuals' decisions to pursue entrepreneurship. The Pearson correlation coefficient indicates a positive correlation of 0.219, which is statistically significant at the 0.05 level ($p = 0.016$, 2-tailed). This suggests that there is a modest, but significant, positive relationship between this type of business and the influence of societal expectations on entrepreneurial pursuit. In other words, individuals' choices regarding entrepreneurship are moderately affected by societal expectations, and this influence varies based on the type of business they are involved in.

Table 2: Correlation between Partial Educational Chances and Accessibility of Resources for Business

		Partial educational chances affect entrepreneurial pursuits	Accessibility of resources for business
Partial educational chances affect entrepreneurial pursuits	Pearson Correlation	1	.603**
	Sig. (2-tailed)		.000
	N	120	120
Accessibility of resources for business	Pearson Correlation	.603**	1
	Sig. (2-tailed)	.000	
	N	120	120

The correlation results show that there is a highly significant positive relationship between limited education and available business resources (technology and infrastructure) among the respondents. The Pearson correlation coefficient calculated for the variables of the research is 0.603. Reading the above result, the number of clusters is 603, and the p-value is equal to 0.000, which points to the fact that these two variables are strongly correlated. The fact that the percentage of such respondents is high indicates that the lack of educational opportunities complicates the process of acquiring resources for their business, including technology and infrastructure. Due to lack of education, people may be locked out from being in a position to gain the knowledge and skills that could enable them harness on the available resources hence hampering their business. On the other hand the educationally privileged are in a better position to apply skills and knowledge in the optimal utilization of resources hence improving on the accessibility and use of technology and infrastructure in the business. In a nutshell, this research emphasizes the need to redress education inequalities in order to enhance access to resources from the entrepreneurial standpoint. Through funding education and skill development programs, it is possible for the policymakers and other stakeholders to reduce hindrances to the availability of resources and foster growth of the business enterprises.

Table 3: Correlation between Challenges for Accessing Markets and Adapting Products/Services to Changing Market Demands

		Challenges for accessing markets	Challenging to adapt products/services to changing market demands
Challenges for accessing markets	Pearson Correlation	1	.489**
	Sig. (2-tailed)		.000
	N	120	120
Challenging to adapt products/services to changing market demands	Pearson Correlation	.489**	1
	Sig. (2-tailed)	.000	
	N	120	120

The results of correlation analysis present a strong and significant positive relationship between the instances of facing challenges regarding market access of products/services and the extent of making changes necessary for the adaptation of products/services to current market conditions among the respondents. The common correlation index, Pearson coefficient, is equal to 0.489, with $p < 0.000$, which shows a high correlation of these two factors. The above finding implies that those who may face some limitations in trying to enter certain markets for their products/services are also those who may face some problems in trying to make adjustments of the products/services they offer to fit the new market trends. Market accessibility restraints may affect the firms' awareness of market signals and customer needs, thus decreasing the capability of the entrepreneurs to adapt to market changes.

Table 4: Correlation between Satisfaction with Availability of Information on Entrepreneurial Support Programs and Types of Government Support Beneficial for Entrepreneurs

		Satisfaction on availability of information on entrepreneurial support programs	Kinds of government support would be beneficial for entrepreneurs
Satisfaction on availability of information on entrepreneurial support programs	Pearson Correlation	1	.489**
	Sig. (2-tailed)		.000
Kinds of government support would be beneficial for entrepreneurs	Pearson Correlation	.489**	1
	Sig. (2-tailed)	.000	

The correlation results indicate a high positive correlation as well as significance between the availability of information on entrepreneurial support programs and the perceived beneficial government support for female rural entrepreneurs by the respondents. As for the degrees of association, both variables present the Pearson correlation coefficient of 0.646, the p-value is equal to 0.000 in the case of the association between these two variables, which is strongly positive. This result means that, from the point of view of sufficiency of information concerning support programs for start-ups, people who seem the information adequate are also the ones who are more likely to find the government support useful for rural women entrepreneurs. The sufficiency of information on the support programs may determine the level of people's perception of the government's support programs, which in turn could reform the perception of possible Rural women entrepreneurs on the programs.

On the other hand, those perceiving informational support programs as insufficient may simply know less about the government programs and their possibilities to influence the situation of rural women entrepreneurs, thus, having a more negative attitude towards them. In sum, this implies the need to improve the dissemination of accurate and timely information on government's support programs for the improvement of rural women entrepreneurs' perception and support towards such policies. Increasing the efficiency of information flows and awareness campaigns will help to strengthen the impact of state support measures and raise the issue of the economic development of rural women entrepreneurs.

Regression

Table 5 ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	160.749	3	53.583	169.309	.000 ^b
Residual	62.031	196	.316		
Total	222.780	199			

The analysis derived from the ANOVA table is quite informative. The sum of squares for regression which is equal to 160.749 shows the amount of variation in the level of entrepreneurial success due to the independent variables including financial resources, socio-cultural factor, and training. The residual sum of squares which is 62.031 indicates the variation that is not accounted for by the model that could be attributable to other variables or just plain error. Total sum of squares (TSS) which is 222.780 incorporates both explained and unexplained variation. The degrees of freedom for regression (3) show the number of independent variables in the model, while the other degrees of freedom (196) show the number of observations in the sample minus the number of estimated parameters. The later includes the mean squares for regression (53.583) and residual (.316) which explain the extent of variation accounted and the unaccounted for by the model.

The calculated F-statistic is equal to 169.309 and the obtained p-value is less than 0.0001, which indicates that the model that includes the factors such as access to financial resources, socio-cultural factors, and training programs, explains a substantial part of the variation in the level of entrepreneurial success among women in rural Gilgit. The p-value of .000 ($p < .001$) shows the significant level of the total model which confirms that all the independent variables have the more impact on the entrepreneurial success, thereby suggesting that these factors are very important in influencing the success of women entrepreneurs in this region.

The results imply that availability of financial capital through microfinance, grants, and low-interest funds, promotion of socio-cultural assets through sensitization and support, and offering of good training for clients are key policy interventions. These strategies when implemented with the backing of the highly significant findings of the ANOVA analysis results can help in developing a favorable environment for women's entrepreneurship in rural Gilgit and thus empower them economically.

Table 6 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.004	.122		-.037	.961
Financial Access	.027	.072	.020	.375	.808
Training Program	.608	.069	.647	8.834	.000
Socio-Cultural Support	.224	.072	.216	3.124	.002

The coefficient of the constant term is 0.004 and its standard error is 0.122 and the t-value is -0.037, and the overall p value equals to 0.961 which signifies that it was not statistically significant. This means that when all independent variables are set at zero, the model's forecast of entrepreneurial success is equally at zero.

The first independent variable Thus, the results indicate that the first independent variable has an unstandardized coefficient of 0.027 and Standard error of 0.072, gives a t-value of 0.375 and $p=0.808$. The standardized coefficient (Beta), is 0.020, which reflects a negative and very weak correlation between that factor and success among entrepreneurs. This variable is not significant, which means that its effect on the success of entrepreneurship is limited within this model.

The second independent variable has a value of 0 in unstandardized coefficient. 608 and standard error of 0.069, so consequently the t-value is quite high, 8.834 and the p-value from the test is very insignificant which is 0.000. The standardized coefficient which is also referred to as Beta is 0.647, which testified the positive and significance level of the relationship between entrepreneurial self-efficacy and entrepreneurial performance scores. This variable is statically significant which indicates that the variable plays an important role in determining the entrepreneurial results for women in rural Gilgit.

The coefficient of the third independent variable is equal to 0, unstandardized, and indicates the number of units that the independent variable has shifted in relation to the dependent variable.

224 and a standard error of 0.072, this gives the t-value of 3.124 and an alpha level of 0.002. Another coefficient used in regression analysis is the Standardized Coefficient also known as Beta and it is 0.216, thus, depicting a moderate positive correlation between the two constructs concerning entrepreneurial success. This variable is also significant and therefore made a useful contribution to the model).

5.0 Discussion and Conclusion

The results of the correlation analysis between the type of business and the influence that societal expectations exert on the pursuit of entrepreneurship show a weak positive relationship. This indicates that the social pressure has a moderate effect on the decision to embark on entrepreneurship, but the effect varies depending on the type of business. This implies the need to study the socio-cultural environment of the rural women entrepreneurs. Cultural practices and beliefs can either be a blessing or a curse to their business initiatives. The correlation between the limited educational attainment and the availability of resources like technology and infrastructures is very positive. This means that anyone who has poor education employment chances will feel that there is a hurdle to acquiring resources for their companies. This paper's result shows the importance of education in preparing the entrepreneurs to be in a position to tap available resources. Some of the challenges that may arise due to poor access to markets is that the entrepreneurs may not receive adequate feedback on their products and services to enable them to adapt to change within the market. Enhancing the market opportunities and the assistance in market information and sensitivity are important to keep the business people in a position of effectively responding to the market forces. Improving the flow of information regarding support programs can lead to a change for the better in the perception of such programs and general use of government programs that have been set to empower women from the rural areas.

5.1 Conclusion

The findings of the study also show that rural women entrepreneurs in Gilgit are constrained by societal norms, culture and resources. However, these women face challenges like, discrimination on the basis of gender, limited economic resources, and cultural standards that do not embrace economic independence of women. The implication of the research is that education, social support, and available resources play a significant determinant for woman entrepreneurship. Gender bias and stereotype are the main issues that should be eliminated to support entrepreneurship. Legal reforms and policy measures are required for improving the possibility of starting a business for the rural women. It may be possible to enact change through encouraging gender mainstreaming in programs, and access to credit and business development initiatives as well as through confronting and transforming stereotypically masculine and feminine gender norms. Based on the main findings of the study, it can be highlighted that the presented issues are complex and require the development of complex multifaceted gender-sensitive strategies for supporting rural women entrepreneurs. Realization of their full potential can lead to the development of the economy and the good of the community in Gilgit and of the larger society.

Dua Zahra: Problem Identification and Theoretical Framework

Shahzaib Raza: Data Analysis, Supervision and Drafting

FalakSher: Methodology and Data Refining

Conflict of Interests/Disclosures

The authors declared no potential conflicts of interest in this article's research, authorship, and publication.

References

- Ahl, H., Berglund, K., Pettersson, K., & Tillmar, M. (2023). Women's contributions to rural development: implications for entrepreneurship policy. *International Journal of Entrepreneurial Behavior & Research*.
- Ahmetaj, B., Kruja, A. D., & Hysa, E. (2023). Women entrepreneurship: Challenges and perspectives of an emerging economy. *Administrative Sciences*, 13(4), 111.
- Anna, I. A., & Akhigbe, O. J. (2023). Work Family Conflict and Women Entrepreneurial Success in Port Harcourt, Nigeria. *International Journal of Business & Entrepreneurship Research*, 14(6), 147-166.
- Arendell, T. (2023). *Mothers and divorce: Legal, economic, and social dilemmas*. Univ of California Press.
- Bhakuni, S., Kamar, M. Y., Rathod, S., Rathod, U., & Mukherjee, R. (2023). Female entrepreneurship: barriers, opportunities, and impact on global economies. *Remittances Review*, 8(4).
- Charway, D., & Strandbu, Å. (2024). Participation of girls and women in community sport in Ghana: Cultural and structural barriers. *International Review for the Sociology of Sport*, 59(4), 559-578.
- Chuong, H. N., & Chi Hai, N. (2023). Measuring household social capital in rural Vietnam using MIMIC approach. *Cogent Economics & Finance*, 11(2), 2268758.
- Dewitt, S., Jafari-Sadeghi, V., Sukumar, A., Aruvanahalli Nagaraju, R., Sadraei, R., & Li, F. (2023). Family dynamics and relationships in female entrepreneurship: An exploratory study. *Journal of Family Business Management*, 13(3), 626-644.
- Dutta, N., & Mallick, S. (2023). Gender and access to finance: perceived constraints of majority-female-owned Indian firms. *British Journal of Management*, 34(2), 973-996.
- Fauzi, M. A., Sapuan, N. M., & Zainudin, N. M. (2023). Women and female entrepreneurship: Past, present, and future trends in developing countries. *Entrepreneurial Business and Economics Review*, 11(3), 57-75.
- Feng, J., Ahmad, Z., & Zheng, W. (2023). Factors influencing women's entrepreneurial success: A multi-analytical approach. *Frontiers in psychology*, 13, 1099760.
- Gallage, N. (2023). *An exploratory study of multiple stakeholder views on higher education entrepreneurial ecosystems in a resource-constrained environment*.
- Hammad, R., & El Naggar, R. (2023). The Role of Digital Platforms in Women's Entrepreneurial Opportunity Process: Does Online Social Capital Matter?. *Human Behavior and Emerging Technologies*, 2023(1), 5357335.
- Lyulyov, O., Chygryn, O., Pimonenko, T., & Kwilinski, A. (2023). Stakeholders' Engagement in the Company's Management as a Driver of Green Competitiveness within Sustainable Development. *Sustainability*, 15(9), 7249.
- Moral, I. H., Rahman, M. M., Rahman, M. S., Chowdhury, M. S., & Rahaman, M. S. (2024).

- Breaking barriers and empowering marginal women entrepreneurs in Bangladesh for sustainable economic growth: a narrative inquiry. *Social Enterprise Journal*.
- Naguib, R. (2024). Motivations and barriers to female entrepreneurship: Insights from Morocco. *Journal of African Business*, 25(1), 9-36.
- Nosheen, F. (2023). *Local's Perceptions about Marriage and its Rituals: A case Study of Skardu, Gilgit Baltistan* (Doctoral dissertation, Quaid I Azam university Islamabad).
- Onoshakpor, C., Cunningham, J., & Gammie, E. (2023). Contextualising female entrepreneurship and financial inclusion in Nigeria. In *Contextualising African Studies: Challenges and the Way Forward* (pp. 13-36). Emerald Publishing Limited.
- Parejo, V. H., & Radulović, B. (2023). Public Policies on Gender Equality 12. *Gender-Competent Legal Education*, 405.
- Ruiz, L. E., Amorós, J. E., & Guerrero, M. (2023). Does gender matter for corporate entrepreneurship? A cross-countries study. *Small Business Economics*, 60(3), 929-946.
- Seyoum, Y., Molla, S., Urgie, M., & Mosisa, C. (2024). Beyond the classroom: following the destination of Haramaya University graduates in the real world, Ethiopia. *Cogent Education*, 11(1), 2365580.
- Xiao, R. (2024). Female Entrepreneur on Board: Assessing the Effect of Gender on Corporate Financial Constraints.
- Younus, I. Q. R. A. (2023). *Decision-Making in Complex Environments: A Study of Women Entrepreneurs in Pakistan* (Doctoral dissertation, Doctoral dissertation, Bilkent University).
- Yusuf, N., Jamjoom, Y., & Saci, K. (2023). Entrepreneurial orientation across gender in Saudi Arabia: evidence from the Adult Population Survey (APS) of Global Entrepreneurship Monitor (GEM). *Journal of Entrepreneurship in Emerging Economies*.