

# **EFFECTS OF BUSINESS SUPPORT SERVICES ON PERFORMANCE OF WOMEN OWNED SMALL AND MICRO ENTERPRISES IN MATHARE SLUMS, NAIROBI COUNTY**

**Rose Atieno Nyadida.**

School of Business & Economics, Kisii University, Kenya

**Prof. Rev. Willys Otuya.**

Lecturer, School of Business & Economics, Kisii University, Kenya

**Prof. Christopher Ngacho**

Associate Professor, Department of Management Science, Kisii University, Kenya

©2021

**International Academic Journal of Economics and Finance (IAJEF) | ISSN 2518-2366**

**Received:** 23<sup>rd</sup> October 2021

**Published:** 27<sup>th</sup> October 2021

Full Length Research

**Available Online at:** [https://iajournals.org/articles/iajef\\_v3\\_i7\\_239\\_263.pdf](https://iajournals.org/articles/iajef_v3_i7_239_263.pdf)

**Citation:** Nyadida, R. A., Otuya, W. Ngacho, C. (2021). Effects of business support services on performance of women owned small and micro enterprises in Mathare slums, Nairobi County. *International Academic Journal of Economics and Finance*, 3(7), 239-263.

## **ABSTRACT**

Business support services are divided into two non-financial and financial. Business supports available to women are varied and ranges from issuance of legal advice in trading licenses, reduced financing rates on borrowed loans, marketing access services and technology which are mostly centered in urban areas and is worse in the rural areas. Women are not aware of support services available to them and financing institutions do not have alternative mechanisms to support women without collateral. Even though involvement of Government Business Support in promoting SMEs increases business performance especially where networking and a global trading environment is provided, the same government still hinders business development of SMEs by putting in place high levels of bureaucracy in government lending agencies. The purpose of the study was to assess the effect of business support services on performance of small and micro enterprises in Mathare slums in Nairobi County. The independent variables in the study are women enterprise development funds, entrepreneurial education and training and table banking. The dependent variable is performance of small and micro enterprises. The moderating variable is government policy on SMEs. The study was anchored on Entrepreneurial Feminist Theory, Capital Theory and Human Capital Theory. The study adopted descriptive design. Correlation analysis

was used to determine the association between business support services and performance of small and micro enterprises. Target population for this study is 995 owned businesses. The sample size of this study is 313 comprised of women owned Small Micro Enterprises. Validity was done using construct validity which was tested using confirmatory factor analysis. Reliability was achieved through testing and retesting of instruments under same conditions to check out for consistency in results as such a pilot study was conducted in Kibera with 10% of the sample size. Findings of the study were presented using tables, graphs and statistical parameters. The study sought to investigate the effect of women enterprise development funds on performance of women owned small and micro enterprises in Mathare slums in Nairobi County. The results indicated that access to information regarding loans from Banks, SACCOs and WEF had highest mean. Accessing funds for beginning an enterprise is the biggest challenge for women entrepreneurs. The study showed that there is a positive correlation between table banking support services and performance as indicated by correlation value  $r = .447^{**}$  and  $p = .000 < 0.05$ . Government policy had a positive correlation and significant on performance as shown correlation  $r = .483^{**}$  and  $p = .000 < .05$ . The study suggested for another research to be conducted to investigate the effect of women enterprise development funds on performance of small and medium enterprises in Kenya or other countries.

## **INTRODUCTION**

Entrepreneurship seems to have no clear single definition according to the overview it has received from different scholars. Initial study on the term entrepreneur can be traced to the works of Schumpeter (1965) in the mid-20<sup>th</sup> Century who described entrepreneurs as persons who see market opportunities and exploit them through innovation and Stevenson (1983) who defined entrepreneurship as the art of pursuing opportunities beyond available resources. According to Kobia (2010) an entrepreneur is one who invents an idea, makes it attractive and uses suitable approaches to expand a business. Filion (2011) observes that entrepreneurship involves complex technical managerial activities and proposes its definition to include elements like creativity, identification of opportunities, risk-return, work activity and resource efficiency. Entrepreneurship has positive aspects in economic development of a country by providing self-employment in the labour market and an available choice to those individuals who deliberately pursue it for self-realization.

Women entrepreneurship contributes immensely to the development of a country. Self-employment is a path that individuals decide to take out of necessity and has shrouded entrepreneurship surroundings turning it to be more masculine than feminine in terms of entrepreneurial behavior. Deo, Kelisa and Theogane (2016) established that women entrepreneurs do a lot of social networking which nature's confidence and enhances business growth. According to Kehahazi (2016) Women participation in entrepreneurship is commended as good for any nation however women participation in entrepreneurship remains relatively low at 31.8% compared to men (European Union, 2018). Entrepreneurship is important in the life of a woman since it brings economic independence and to some extent sets women free from verbal and physical abuse they are exposed to by men. Women entrepreneurship activity enables women to have earnings, individual earned prosperity as well as reduction of insecurity when it comes to taking care of their children and making independent and personal decisions. There is need to have necessities pushes women into entrepreneurship (Agrawal, 2017).

According to Patil (2015) Business Support Systems (BSS) are institutions that foster entrepreneurship development and include; educational institutions which provide professional courses or training, financing institutions which provide loans, Non-Governmental Organizations (NGOs) which provide voluntary consulting services to uplift economic status of the needy, and the government which offer support to small businesses by way of providing adequate financing and modern management, promoting capacity building and implementation of policies and programmes. Business Support Services (BSS) can also be referred to as Business Development Services (BDS) delivered by the government, non-governmental organizations, donors, business associations; women associations and the private sector to individual entrepreneurs in order to increase entrepreneurial performance, enhance growth of enterprises, raise profitability, increase life of new and existing businesses and improve income within the economy (Okeyo, Gathungu & K'Obonyo, 2015).

Business Support Services are also referred to as support systems that encourage enterprise success in Malaysia and are divided into two non-financial and financial.

Africa has the highest level of entrepreneurial intent with 12% increase of newly established women businesses annually (GEM, 2016). According to UNECA (2017) 90% of food in Africa is provided by women through agripreneurship with 70% of agricultural labourers being women. Women in Bukina Faso and Egypt empower themselves through entrepreneurship to provide for their families but the prevalence of female owned enterprises in the two countries still remain below 30% in both formal and informal sectors (GEM, 2016). Egyptian women consider entrepreneurship as the highest paying career since minority of women are considered for formal employment (Obiageli, 2017).

Women owned enterprises Kenya account for 48% of MSMEs that create 445,000 jobs for women out of the 462,000 jobs generated each year (ILO, 2014). Men owned SMEs employ an average of 2.1 compared to women's 1.54 in the security and transporting sector where men are more likely to have offer employment than women. Women in Kenya start enterprises due to necessity to provide for the family and lack of employment opportunities while lack of knowledge, balancing work and family life, educational skills, taxes and access to property put Kenyan women at a disadvantageous state in business than their male counterparts. The Women Enterprise Fund (WEF) and Uwezo Fund are semi-autonomous institutions which were set by the government to oversee the growth and development of women enterprises by providing affordable credit which has opened up more employment opportunities for women and fostered the development and economic growth of the country. According to Anyango (2015) though capital is provided through funds and grants by the government that much needed information remains a challenge to illiterate women and women in the rural setting. Women need mentors to enable them realize the potential they have and how to avoid errors in business decisions (Ajuna, 2018).

### **Statement of the problem**

Small and micro enterprises form the central part of economic growth in a country. However, have faced many challenges. Business support services has been priority given to small and micro enterprises but performance is not well established. The promotion aspects of women owned entrepreneurs innovation programs are expected to improve performance through easy accessibility of development funds, entrepreneurial education, training, table banking and government policy to the lifeline and growth of small and micro enterprises.

Despite these expectations, small and micro enterprises are better placed in terms of business expansion due to easy accessibility of funds but in practice they do not perform as expected. Women enterprises face several challenges to own entrepreneurs notably over the years 2014 to 2018 financial periods, indicated only 34.6% of women involved in European nations trading activities and 37.67% felt they had no skills as compared to men 56% and 67% in OECD global business reports. In Kenya, women owned SMEs has recorded decreasing

percentages rates of profitability between 13% to 9% in consecutive years in 2017 and 2018 respectively. The sales volume ratio also reduced in the year 2018 and 2019 from 132 million to 8.81 million in their in customer base following unforeseen certainties (OECD Reports, 2020).

Seurei (2017) examined the study on business support services among rural women in EmuruaDikirr in Narok Sub County. The aim of the study was to find out how cultural beliefs affect performance of women enterprises. Descriptive research design was used. Questionnaires were used to collect data. The findings revealed that culture beliefs owing to the fact that when women took loans their husbands took everything to budget for the family while women struggled to pay loans. The findings did not include table banking as one of the business support services.

## **Objectives of the Study**

### **General Objective**

The purpose of the study was to assess the effect of business support services on performance of women owned small and micro enterprises in Mathare slums in Nairobi County.

### **Specific Objectives**

The research addressed the following specific objectives:

- i. Investigate the effect of women enterprise development funds on performance of women owned small and micro enterprises in Mathare slums in Nairobi County
- ii. Determine the effect of entrepreneurial education and training on performance of women owned small and micro enterprises in Mathare slums in Nairobi County
- iii. Investigate the effect of table banking on performance of women owned small and micro enterprises in Mathare slums in Nairobi County
- iv. Establish the moderating effect of government policy on the relationship between business support services and performance of women owned small and micro enterprises in Mathare slums in Nairobi County

## **LITERATURE REVIEW**

### **Entrepreneurial Feminist Theory**

The theory was proposed by Charlotte Perkins Gilman in 1860. It was formalized as a feminist theory in the 1960s and emphasized how differential socialization of women owned business leads to gender inequality. This is the main theory in this study and is anchored on provisions on performance of women enterprises. Feminist theory clarifies aspects of inequality towards women and is established on a venerable power structure which helps in uncovering the way women reason, roles they play in the society and negotiating skills. Orser and Elliot (2015) devised entrepreneurial feminist theory describing it out as one theory that

improves women ventures, promotes equity and performance through wealth creation, social change, mutual respect and teamwork.

According to Byrne and Fayoller (2010), differences in women owned enterprise is explained with opportunities availed and can remain disadvantaged due to lack of experience, training facilities, financing and networking. Jenins and Brush (2013) explain feminist theory as inequality towards ownership of enterprises between men and women and associates success of women enterprises with asset control, full ownership of an enterprise and freedom in decision making.

This theory assumes that women are not subordinate to men or only valuable in relationship to men (servant, caretaker, mother, or prostitute), and that the disciplines, systems, and structures in place in the business world today may be changed for the better economic growth. Yadav and Unni (2016) associates the theory with difficulty in accessing funds and cultural issues that women experience in running their enterprises that may vary from country to country. Wendy, Patricia and Reid (2009) refers to feminist theory as one of the theory better placed in addressing questions and answers that affect women entrepreneurship since it plays a role in understanding peoples interactions which may be considered normal while in real life points out to concerns that should be addressed by society. Bougerra (2015) explains Feminist theory through women dividing time on social activities like networking, family responsibilities and running owned enterprises.

The criticism of the theory is that women success is pegged on levels of education, cultural views, family obligations and lack of knowledge of existing opportunities which all create unhealthy environment for women enterprises. Entrepreneurial feminist theory points out aspects of gender inequality, cruelty and prejudice towards women which may not act as a guide on ways to empower women growth (Zhang and Kong, 2019). This theory is applicable in this study as it explains why empowerment of women include supporting women financially through easy access to cheap and affordable loans and supporting women education and mentorship programmes aids economic growth and also looses women from outdated cultures. Though entrepreneurial theory empirical studies emphasize on the relationship between the gender perspective of women and business success the link on the difference between environmental, cultural and socio factors that make women react differently is scanty.

## **Empirical Literature Review**

### **Women Enterprise Development Funds**

Despite women entrepreneurship reducing poverty and minimizing employment among women in India, lack of funding, marketing of products, scarcity of raw materials, competition, management ability, increased production cost and family conflicts remain a challenge to women enterprise. Women enterprise development funds is a threat to women enterprises when it comes to business expansion and setting up start-ups while lack of

information regarding business funding and jointly owned property to stand in as collateral becomes a major threat to business growth. Wanyoike and Muturi (2017) made an assessment on how women enterprises within the County of Nairobi were affected by informal financing. They proposed that finance depends on whether it is formal and informal financing. The study found out that most women prefer informal financing from interpersonal borrowing, community cooperatives and private money houses which do not require collateral.

Dianne Welsh et al (2017) examined the relationship between performance of women entrepreneurs and business family interface in Morocco and Turkey. Business family interface aspects comprised personal and gender related issues, family financing and moral support. The study was carried out to investigate a correlation between performance of women enterprises and family moral and financial support and personal and gender related issues on business enterprises in Turkey which is a developed nation and Morocco which is a developing nation. In Morocco purposive sampling was used while in Turkey women filled questionnaires online to collect data. The findings showed a positive correlation between financial support from families in Morocco and moral support from families in Turkey. Financial support increased enterprise performance in Morocco while moral support improved enterprise performance in Turkey. Personal and gender related issues affected performance of women enterprises in Turkey while the same improved business performance in Morocco. The findings further showed that both Morocco and Turkey's economic development levels moderate the relationship between business performance interface dimensions and women's enterprise performance. Dianne Welsh et al (2017) study is unique in that it explains the link between women enterprises performance and emotional support and family support given to women despite government support from two perspectives one Turkey which is a developed nation and two Morocco which is a least developed nation and shares the need to improve and empathize on issues affecting women enterprises especially the ones facing hardships just like in Mathare slums.

### **Entrepreneurial Education and Training**

Schneider (2017) carried out a study in Germany on "Promoting the Entrepreneurial Success of Women Entrepreneurs through Education and Training" the aim of the study was to support and accept training programs for women enterprises within their early stages. The programs incorporated in the study were based on characteristics of an entrepreneur, challenges of enterprise success and business coordination. The findings revealed that entrepreneurial success is determined by socio cultural and economic factors but also by entrepreneurial training which has been made handy by technology. Individual characteristics of the persons enrolled in a program to be carried out, the environment the program is being carried out and the funding needed for the program to be effective affect success of an enterprise.

Business networking affects success of enterprises when there is no advice given on startups. (Idris et al 2013) study concurs with Schneider (2017) research that Entrepreneurship education and training can expedite the growth of new and existing businesses if effective

programs are put in place. (Idris et al 2013) carried out a study in Malaysia on Training Models that are Effective for Women Enterprises Success. The study determinants were management abilities and networking. Survey design was used and questionnaires used to collect data. The findings showed that training has a major impact on entrepreneurial success and managerial skills are important in task related skills.

### **Table Banking**

According to Mwobobia (2016), table banking is a group subsidy where affiliates make contributions according to the group's constitution to form a fund from which borrowing can be done at agreed return rates to empower one another. Mwobobia examined the impact of table banking on the growth of women enterprises in Eldoret town. The variables under investigation included the definition of table banking, the type of women involved in table banking activities, effect of table banking on women empowerment and difficulties faced in managing table banking. Questionnaires were used to collect data while the study was descriptive. The findings revealed that majority of women who join table banking are single and do so for support mechanisms. Table banking has enabled women to acquire property like land and vehicles and also brought peace in homes and economic freedom. The main challenges pointed out in this study include incorrect records, lack of quorum in meetings to make decisions, disagreement among members and failure to pay agreed interest rates.

Kairuki and Ngugi (2014) investigated table banking activities and its effect on Maono and Joywo women groups in Nairobi County and defined table banking as a fund instigated by members where they can instantaneously save and borrow. The determinants under study included how training, networking and accessing funds under table banking influenced the success of women owned SMEs. Questionnaires were used to collect data while the design used was descriptive. The findings revealed that table banking rates were lower and all members accessed it with ease for use in expanding enterprise and family obligations, all women never received any training on how to handle funds that they borrowed for use and networking only helped for women who were in large groups while it was not useful in small groups. The findings further revealed that defaulting payments by members, misunderstandings, lack of trust in guaranteeing, lack of cooperation and absenteeism were major challenges.

### **Government Policy on Performance of SMEs**

Entrepreneurship has been heightened by both developing and developed countries and is viewed as the solution to unemployment and poverty alleviation. Many countries have come up with policies to support the growth and stabilization of SMEs though most SMEs have high chances of failing especially within the first two years of starting business (Mbuyu, Njeru and Tirimba, 2014). According to Oduro (2017), entrepreneurship thrives where there is an enabling business environment which comprise of bureaucracy, stable climate in terms of policy, friendly trade and custom regulation, tight credit and monetary policies, among others.

Mbuyu, Njeru and Tirimba (2014) sought to establish factors that affect the performance of small and micro enterprises within Limuru town that is located in Kiambu County. Descriptive research design was used to achieve the objectives of the study. Questionnaires were used to collect the data. The findings showed that licensing and tax incentives, managerial experience, accessible finance, and business information have a moderating effect on the performance of SMEs. The study concluded that licensing, tax incentives, finance accessibility and managerial experience affected the performance of entrepreneurs in Limuru positively.

## **RESEARCH METHODOLOGY**

The study used descriptive research design and causal research design. The sample size for this study is 313 respondents. Primary data related to this study was gathered with the help of questionnaires. The study utilized quantitative data.

## **RESULTS AND DISCUSION**

### **Women Enterprise Development Funds**

The first object sought to investigate the effect of women enterprise development funds on performance of women owned small and micro enterprises in Mathare slums in Nairobi County. Table 4.1 presents the results.

**Table 4.1 Women enterprise development funds**

	N	Mean	Std. Deviation
Access to information regarding loans from Banks, SACCOs and WEF	269	3.57	.970
Accessing funds for beginning an enterprise is the biggest challenge for women entrepreneurs	269	3.20	.994
Exorbitant interest rates discourage women from taking credit facilities from financing institutions	269	3.09	1.049
I have had my loan application declined because of lack of collateral (security)	269	2.97	1.035
Loan applications require a lot of documentation, is complicated and takes a long time to be processed	269	2.77	1.197
Gender based obstacles hinder access to credit eg the belief that women should stay in the house posters a big challenge in accessing credit.	269	2.03	1.041
Valid N (listwise)	269		

**Source : Field Data (2021)**

The results indicated that access to information regarding loans from Banks, SACCOs and WEDF had a mean of 3.57 and standard deviation of .970, Accessing funds for beginning an enterprise is the biggest challenge for women entrepreneurs had a mean of 3.20 and standard deviation of .994, Exorbitant interest rates discourage women from taking credit facilities from financing institutions had a mean of 3.09 and standard deviation of 1.049, I have had my loan application declined because of lack of collateral (security) had a mean of 2.97 and standard deviation of 1.035, Loan applications require a lot of documentation, is complicated and takes a long time to be processed had mean of 2.77 and standard deviation of 1.197 and gender based obstacles hinder access to credit eg the belief that women should stay in the house posters a big challenge in accessing credit had a mean of 2.03 and standard deviation of 1.041.

From the results, it was established that accessibility to information regarding loans was taken from Banks, SACCOs and WEDF which indicated highest mean of 3.57. The gender based obstacles hinder access to credit like beliefs that women should stay in the house posters a big challenge in accessing credit which indicated lowest mean of 2.03. Kaburia and Kimemia (2018) revealed that lack of knowledge in handling finances affected choice of development which allowed wise decisions and proper management.

**Entrepreneurial Education and Training**

The second objective sought to determine the effect of entrepreneurial education and training on performance of women owned small and micro enterprises in Mathare slums in Nairobi County. The results were presented in table 4.2.

**Table 4.2 Entrepreneurial education and training**

	N	Mean	Std. Deviation
Business training helps steer women enterprises into profitability and hence sustainability.	269	3.78	.906
I have attended business training before and after starting my business.	269	3.60	1.008
I am keen to attend a training programme in future.	269	3.43	1.290
The training programmes I have attended are very useful to my business.	269	3.28	1.090
I have inadequate access to business training opportunities owing to lack of knowledge on these opportunities	269	2.93	1.078

I do not attend business trainings because they charge entry fees, I feel they are not necessary or did not find time to attend. 269 2.25 .973

Valid N (listwise) 269

**Source: Field data (2021)**

The study showed that business training helps steer women enterprises into profitability and hence sustainability had mean of 3.78 and standard deviation of.906, I have attended a business training before and after starting my business had a mean of 3.60 and standard deviation of 1.008, I am keen to attend a training programme in future had a mean of 3.43 and standard deviation of 1.290, The training programmes I have attended are very useful to my business had mean of 3.28 and standard deviation of 1.090, I have inadequate access to business training opportunities owing to lack of knowledge on these opportunities had a mean of 2.93 and standard deviation of 1.078, I do not attend business trainings because they charge entry fees, I feel they are not necessary or did not find time to attend had mean of 2.25, and standard deviation of.973. Manwari et al (2017) revealed that training skills enable to understand amount of loans obtained with collateral or and applicable taxation rates, difficulty in loan repayment, financial management skills especially in record keeping to women enterprises.

**Table Banking**

The third objective sought to investigate the effect of table banking on performance of women owned small and micro enterprises in Mathare slums in Nairobi County. The result is presented in table 4.3.

**Table 4.3 Table Banking**

	N	Mean	Std. Deviation
I do my savings through Table Banking because it has favourable interest rates on deposits.	269	3.41	1.031
Table banking offers credit at lower interest rates compared to all other credit institutions.	269	3.38	.888
The process of acquiring credit through table banking is simpler, involves minimal paperwork and a shorter period compared to other processes of applying for credit.	269	3.32	.981
Through Table Banking, I can easily expand my enterprise by taking loans based on my savings.	269	3.19	1.082
I am aware of how table banking works	269	2.48	1.292
I belong to a group practicing table banking	269	2.45	1.063

Valid N (listwise)

269

**Source: Field data (2021)**

The result showed that they did their savings through table banking because it has favourable interest rates on deposits had a mean of 3.41 and standard deviation of 1.031, Table banking offers credit at lower interest rates compared to all other credit institutions had a mean of 3.38 and standard deviation of .888, The process of acquiring credit through table banking is simpler, involves minimal paper work and a shorter period compared to other processes of applying for credit had a mean of 3.32 and standard deviation of .981, through table banking, I can easily expand my enterprise by taking loans based on my savings had a mean of 3.19 and standard deviation of 1.082, I am aware of how table banking works had a mean of 2.48 and standard deviation of 1.292, we belong to a group practicing table banking had a mean of 2.45 and standard deviation of 1.063.

**Government Policy on the Relationship between Business Support Services and Performance**

The fourth objective sought to establish the moderating effect of government policy on the relationship between business support services and performance of women owned small and micro enterprises in Mathare slums in Nairobi County. The result is presented in table 4.4.

**Table 4.4 Government policy**

	N	Mean	Std. Deviation
Taxation and business licenses charges are major impediment for small and micro enterprises in Mathare.	269	3.40	1.023
Our area Member of Parliament and Member of County Assembly regularly disburse seed capital to women entrepreneurs.	269	3.26	1.136
The government has facilitated several business trainings to women entrepreneurs.	269	3.20	1.122
The government creates public awareness to women entrepreneurs on the need of WEF and business training.	269	2.80	1.223
I have received assistance from the government through Women Enterprise Fund	269	1.83	.835
Valid N (listwise)	269		

**Source: Field data (2021)**

Taxation and business licenses charges are major impediment for small and micro enterprises in Mathare had a mean of 3.40 and standard deviation of 1.023, Our area Member of Parliament and Member of County Assembly regularly disburse seed capital to women entrepreneurs had a mean of 3.26 and standard deviation of 1.136, The government has

facilitated several business trainings to women entrepreneurs had mean of 3.20 and standard deviation of 1.122,

The government creates public awareness to women entrepreneurs on the need of WEF and business training had mean of 2.80 and standard deviation of 1.223, I have received assistance from the government through Women Enterprise Fund had a mean of 1.83 and standard deviation of .835. From the findings, Taxation and business licenses charges are major impediment for small and micro enterprises in Mathare had highest mean of 3.40 and standard deviation of 1.023, while received assistance from the government through Women Enterprise Fund had lowest mean of 1.83 and standard deviation of .835.

The study analyzed data using correlation and regression analysis, the results were presented in table 4.5.

### Correlation matrix

		Women development	Entrepreneurial Education	Table Banking	Government policy	Performance
Women development funds	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	269				
Entrepreneurial Education	Pearson Correlation	-.144*	1			
	Sig. (2-tailed)	.018				
	N	269	269			
Table Banking	Pearson Correlation	-.105	-.146*	1		
	Sig. (2-tailed)	.085	.017			
	N	269	269	269		
Government policy	Pearson Correlation	-.082	-.227**	.697**	1	
	Sig. (2-tailed)	.179	.000	.000		
	N	269	269	269	269	
Performance	Pearson Correlation	-.177**	-.298**	.447**	.483**	1
	Sig. (2-tailed)	.004	.000	.000	.000	
	N	269	269	269	269	269

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The correlation established the relationship between variables as presented in table 4.11.

The study showed that there is a positive correlation between table banking support services and performance as indicated by correlation value  $r .447^{**}$  and  $p=.000<0.05$ . Government policy had a positive correlation and significant on performance as shown correlation  $r .483^{**}$  and  $p=.000<.05$ . Women development fund a negative correlation and significant effect on performance as indicated by correlation value  $r .177^{**}$  and  $p=.004<0.05$ . Entrepreneurial

Education had a negative correlation and significant effect on performance as indicated by correlation value  $r = .298^{**}$  and  $p = .000 < 0.05$ .

The study sought to determine regression analysis in order to test the effect of a relationship between variables. Table 4.6 shows regression coefficient used to establish model equation.

**Table 4.6 Regression coefficient**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3.090	.392		7.891	.000
Women development fund	-.184	.057	-.166	-3.213	.001
1 Entrepreneurial Education	.193	.044	.230	4.353	.000
Table Banking	.222	.076	.206	2.904	.004
Government policy	.296	.078	.274	3.809	.000

**a. Dependent Variable: Performance**

*From the regression coefficients table, the following regression equation was established as shown;*

$$Y = 3.090 - .183X_1 + .193X_2 + .222X_3 + \epsilon \dots \dots \dots \text{Equation } \dots 1$$

The regression coefficients showed that a change in unit of women development fund results to a decrease in performance by 18.4% and was statistically significant. The regression coefficients showed that a change in unit of Entrepreneurial Education results to an increase in performance by 19.3% and was statistically significant, that a change in unit of table banking results to an increase in performance by 22.2% and was statistically significant, that a change in unit of government policy results to an increase in performance by 29.6% and was statistically significant.

The moderating effect of government policy was established as shown in:

$$Y = (3.090 - .183X_1 + .193X_2 + .222X_3).296 + \varepsilon \dots \dots \dots \text{Equation...2}$$

## CONCLUSION AND RECOMMENDATION

### Conclusion

The first object sought to investigate the effect of women enterprise development funds on performance of women owned small and micro enterprises in Mathare slums in Nairobi County. The results indicated that access to information regarding loans from Banks, SACCOs and WEF had highest mean. Accessing funds for beginning an enterprise is the biggest challenge for women entrepreneurs.

The second objective sought to determine the effect of entrepreneurial education and training on performance of women owned small and micro enterprises in Mathare slums in Nairobi County. The study showed that business training helps steer women enterprises into profitability and hence sustainability and they have attended a business training before and after starting my business. The third objective sought to investigate the effect of table banking on performance of women owned small and micro enterprises in Mathare slums in Nairobi County. The study showed that they did their savings through table banking because it has favourable interest rates on deposits, the process of acquiring credit through table banking is simpler, involves minimal paper work and a shorter period compared to other processes of applying for taxation and business licenses charges are major impediment for small and micro enterprises in Mathare, received assistance from the government through Women Enterprise Fund.

### Recommendation for study

The study indicated that women enterprise development funds affect performance of women owned small and micro enterprises in Mathare slums in Nairobi County. The study recommended that access to information regarding loans from Banks, SACCOs and WEF should be improved. Business training should guide women enterprises by understanding about profitability and hence sustainability and they should be attended before starting business.

### Suggestion for further research

Another study can be conducted to investigate the effect of women enterprise development funds on performance of small and medium enterprises in Kenya or other counties since this study was done in Mathare slums in Nairobi County.

## REFERENCES

- Abdul, K. (2017). Performance of Women Entrepreneurs: Does Access to Finance Really Matter? *Eurasian Journal of Business and Economics*, 11(21), 23-48. <https://doi.org/10.17015/ejbe.2018.021.02>
- Abisi, J. S. (2012). *Factors Affecting the Growth of Women-Owned Micro Enterprises in Kenya: A Case Study of the Nubian Women in Nyanchwa, Kisii County*. Master of Business Administration Project, School of Business, Kenyatta University
- Adom, K, &Asare, Y. (2016). An Evaluation of Human Capital Theory and Female Entrepreneurship in Sub-Sahara Africa: Some evidence from Ghana. *International Journal of Gender and Entrepreneurship*, 8(4), 402-423.
- Ajuna, A., Ntale J., &Ngui, T. (2018).Impact of Training on the Performance of Women Entrepreneurs in Kenya the Case of MeruTown.*International Academic Journal of Innovation, Leadership and Entrepreneurship (IAJILE)* Volume 2 (2), pp. 93-112
- Anyango, J. (2015). *Constraints Affecting Women in Micro and Small Enterprises in Kasipul Constituency Homabay*.Research Project of Master of Business Administration of University of Nairobi.
- Asian Development Bank (2018). *Emerging Lessons on Women Entrepreneurship in Asia and the Pacific*.Case Studies from the Asian Development Bank and the Asia Foundation.[www.asiafoundation.org](http://www.asiafoundation.org)
- Azim, M. & Ali, H. (2014). Entrepreneurship Education and Training: A Survey of Literature. *Life Science Journal*. Volume 11(1s) <http://www.lifesciencesite.com>
- Batool, H. &Ullah, K (2017). Successful Antecedents of Women Entrepreneurs: A Case of Undeveloped Nation. *Entrepreneurship Research Journal*, Volume 7 (2)
- Becker, G. S. (2017). *Economic Theory* (2<sup>nd</sup>ed.). Routledge Printers. <https://doi.org/10.4324/9781351327688>
- Bhardwaj, B.R., (2014). Impact of Education and Training on Performance of Women Entrepreneurs.*Journal of Entrepreneurship in Emerging Economies*.DOI: 10.1108/JEEE-05-2013-0014
- Bouguerra, N. (2015). An Investigation of Women Entrepreneurship: Motives and Barriers to Business Start Up in the Arab World. *Journal of Women's Entrepreneurship and Education*.Vol No. 1 (2) pp 86-104
- Brogan & Gall M (1989) *Educational Research.An introduction*, New York. .Longman Publishers
- Brush., C., Ali, A., Kelley, D., & Greene, P. (2017). Resource Perspective on Women's Entrepreneurship: Research, Relevance and Recognition. Proceedings of the OECD Conference on Women Entrepreneurs in Small and Medium Enterprises: *A Major Force in innovation and Job Creation*, Paris, April, pp 155-168

- Bula, H. (2012). Evolution and Theories of Entrepreneurship: A Critical Review on the Kenyan Perspective. *International Journal of Business and Commerce*. Vol. 1 (11)
- Byrne, J & Fayolle, A. 2010. *A Feminist Inquiry into Entrepreneurship Training: The Theory and Practice of Entrepreneurship*: Edward Elgar Publishing Limited
- C.R. Kothari (2004). *Research Methodology: Methods and Techniques*. New Delhi, India, New Age International Publishers.
- Cant, M.,C., & Lightelm, A. (2013). Small Business Problems in the South African Context: A Proactive Entrepreneurial Approach. *International Business & Economics Research Journal*. Vol 12 (6), DOI: 10.19030/iber.v12i6.7869
- Gichuki, C.N., Mutuku.,M.M., & Kinuthia, L.N (2014). Performance of Women Owned Enterprises Accessing Credit from Village Credit and Savings Associations in Kenya. *Journal of Global Entrepreneurship Research* 2014:16 <https://doi.org/10.1186/40497-014-0016-1>
- Chepwogen, P. & Sang, C. (2017). Effect of Women Enterprise Fund on Performance of Micro-Enterprises in Kericho County. *International Journal of Economics, Commerce and Management*. Vol 4 (10) ISSN 2348 0386. <http://ijecm.co.uk/>
- Creswell, J. (2002) *Qualitative, Quantitative, and Mixed Methods Approaches* (2nd edn). Thousand Oaks, CA: Sage.
- Dharmaratne K.L.B.G (2012). Impact of Individual Factors on the Business Performance of Women Entrepreneurs in Sri Lanka. *Sabaragamuwa University Journal Volume 11(1)* pp 139-165 ISSN 1391-3166
- Laxhiu, E. (2015). *Factors Affecting Success of Women Entrepreneurs in Kosovo*. Masters Thesis Research Project of University of Ljubijana.
- Eib, C. & Siegert, S. (2019). Is Female Entrepreneurship Only Empowering for Single Women? Evidence from France and Germany. *Journal of Social Sciences* Vol. 8 (4).
- European Institute for Gender Equality (2018). *Gender in Entrepreneurship: Start up Business Ideas.*, European Union Report, EIGE Publications
- Filion, L.J. (2011) Defining the Entrepreneurs In: Dana, L.-P. (Ed.) *World Encyclopedia of Entrepreneurship*. Cheltenham, UK and Northampton, MA, USA, Edward Elgar: 41-52.
- Frontier Economics (2012). *The Impact of Regulation on Growth Report*. Frontier Economics Europe., [www.frontier-economics.com](http://www.frontier-economics.com)
- Githinji, G. K. & Maina, J. R. (2017). Entrepreneurship Education and Performance of

Women Owned Small and Micro Enterprises in Mombasa County, Kenya. *International Journal of Current Aspects in Social Sciences (IJCASS)*, Volume 2(1)

Gitonga, D. N. (2016). *Factors Influencing the Performance of Female Owned Enterprises: A Case of Businesses in the Central Business District of Nairobi, Kenya*. Master of Arts Project of University of Nairobi

Glen Israel (1992). *Determining Sample Size*. University of Florida IFAS Extension. USA

Global Entrepreneurship Monitor (2016/2017): *Women's' Entrepreneurship Report*. Retrieved from gem-womens-2016-2017-report-v11df-1504758645

Global Entrepreneurship Monitor (2015) *Global Entrepreneurship Monitor 2014 Global Report* : ISBN:978-1-93242-05-01

Hassan, F., & Almubarak M. (2016). "Factors Influencing Women Entrepreneurs' Performance in SMEs", *World Journal of Entrepreneurship, Management and Sustainable Development*, Vol. 12 (2), pp.82-101, <https://doi.org/10.1108/WJEMSD-09-2015-0037>

Houghton, E. (2017). *Human Capital Theory: Assessing the Evidence for the Value and Importance of People to Organizational Success*. Ulster University, Business School. Technical Report

Idris, S., Nooradzlina, M., & Zarina, A. (2013). *The Effectiveness of Training Model For Women Entrepreneurship Program*. International Conference on Innovation, Management and Technology Research, Malaysia, 22 – 23 September, 2013. www.sciencedirect.com, Procedia - Social and Behavioral Sciences 129 ( 2014 ) 82 – 89

Iliya, B., Abdullahi, M., Adama, J. & Audu, O. (2017). Examining Female Entrepreneurship Development in Nigeria: A Pathway to Sustainable Development. *International Journal of Scientific Research in Social Sciences & Management Studies | IJSRSSMS* | Volume 2(1) ISSN Print: 2579 - 101X | ISSN Online: 2579 – 1928

International Finance Corporation (2014). *Women Owned SMEs: A Business Opportunity for Financial Institutions*. A Market and Credit Gap Assessment & IFCs Portfolio Gender Baseline Report. No 93353 www.ifc.org

International Labour Organization (2015). *Women's Entrepreneurship Development*. www.ilo.org.wed

Ioan Dragan Loan and Răzvan Daniel Zota (2015). Evolution towards a Cloud Deployed Business Support System. *Informatica Economică* Vol. 19(3)

Israel, G.D. (2013) *Determining Sample Size*. Institute of Food and Agricultural Sciences (IFAS), University of Florida, PEOD-6, 1-5.

- Jauriyah, S., Jauriyah, N., Mohammad, N., Nizam, S., AbdRahman, J. & Noor, F. (2017). Government Business Support Service (GBSS) and SMEs Performance: Observations from Malaysian Manufacturing, *International Journal of Economic Research*. Volume 14(22) ISSN: 0972-9380. [http: www.serialsjournals.com](http://www.serialsjournals.com).
- Wilbard, J., & Mbura, O. (2017). Entrepreneurial Activities and Growth of Women Businesses: A Case of Tanzania. *University of Dar es Salaam Journals*. Volume 20 (1)
- Kabote, J. (2018). *Influence of Women Entrepreneurs Characteristics on Personal well-being in Arumeru District in Tanzania*. Africa Journal of Business Management (AJBM). Vol. 12 pp 316-328
- Kaburia, S. K., & Kimemia, L. (2018). Factors Affecting Table Banking on Investment Decisions Among Women In Mombasa County. *The Strategic Journal of Business Management*. Vol. 5 (2) pp 126 – 149
- Kamunge, S., Njeru, A., Ondabu, I. (2014). Factors Affecting the Performance of Small and Micro Enterprises in Limuru Town Market of Kiambu County. *International Journal of Scientific and Research Publications*,. Volume 4 (12) ISSN 2250-3153
- Kariuki, C. M. and Ngugi, P. K. (2014). The Effect of Table Banking on the Performance of Micro and Small Enterprises in Nairobi County. *International Journal of Current Business and Social Sciences / IJCBSS* Vol.1 (2) 2014
- Kenya National Bureau of Statistics (2016). *Micro, Small and Medium Enterprises Survey* Basic Report. ISBN 9966-767-568 <http://www.knbs.or.ke>
- Kihara, D., Orero, R & Kithinji, M. (2017). Factors Affecting the Growth of Small Scale Women Entrepreneurs: A Case Study of Mutindwa Market in Nairobi County. *International Journal of Entrepreneurship*. Vol. 1(1). [www.ajpejournals.org](http://www.ajpejournals.org)
- Kobia, M., & Sikalieh, D. (2010). Towards a Search for the Meaning of Entrepreneurship. *Journal of European Industrial Training*. Vol. 34 (2) pp. 110-127 q Emerald Group Publishing Limited 0309-0590 DOI 10.1108/03090591011023970
- Koech, B. R., & Namusonge, G.S. (2015). Factors Influencing Performance of Women Owned Micro and Small Enterprises in Nairobi County. *Strategic Journal of Business and Change Management*. Vol2 (2) pp 113 .[www.strategicjournals.com](http://www.strategicjournals.com)
- Kyalo, T. (2013). *Factors That Influence Women Entrepreneurs in Kenya to Start Enterprises in Male Dominated Sectors of the Economy*. Thesis of Kenyatta University
- Lilit, H., Alcina, N., & Karine, K. (2018). Factors that Influence Female Entrepreneurship in The European Union. *European Journal of Humanities and Social Sciences*, Volume 27(1). [www.researchgate.net](http://www.researchgate.net)
- Maden, C. (2015). A Gendered Lens on Entrepreneurship: Women Entrepreneurship in Turkey. *International Journal of Gender Management*. Volume 30(4), 312-331

- Manwari, L., Ngare, P., & Rotuno, K. (2017). Access to Finance for Women Entrepreneurs in Kenya: Challenges and Opportunities. *Journal of Emerging Trends in Economics and Management Sciences (JETEMS)*. Volume 8(1) pp 37-47 (ISSN: 2141-7024)
- Mark, S., Philip, L., & Adrian, T. (2009). *Research Methods for Business Students*. 5<sup>th</sup> Edition. Pearson Education Limited. www.peersoned.co.uk
- Martha., C., & Damian., C. (2012). Increasing Response Rates to Web-Based Surveys. *The Journal of Extension*. Volume 50 (6) // Tools of the Trade // v50-6tt7
- Mwobobia, F. (2016). Contribution of Table Banking in the Empowerment of Women Entrepreneurs in Kenya: A Case of Eldoret Town. *Journal of Business Theory and Practice*. Vol. 4 (2), ISSN 2372-9759 (Print) ISSN 2329-2644 (Online)
- MCAlister, M. & Bellinger, D. (2017). *Women in Entrepreneurship and Corporate Business: A Qualitative Study of First Generation Business Women*. Thesis in the Robinson College of Business, Georgia State of University
- Merton Miller and Franco Modigliani conceptualized and developed this theorem 1950, "The Cost of Capital, Corporation Finance and the Theory of Investment,". *American Economic Review* 23.1233
- Muganda, M., Manini, U., Abdillahi. A., Kadian W., & John S. (2016). Effect of Business Financing on the Performance of Small and Medium Enterprises in Lurambi Sub-County, Kenya. *European Journal of Business and Management*. Vol.8(2) www.iiste.org ISSN 2222-1905 (Paper) ISSN 2222-2839
- Mugenda, O. and Mugenda A. (2009). *Research Methods: Quantitative and Qualitative Approaches*, Nairobi. Acts Press
- Mutambuka, D., Kelisa, F., & Theogene, H. (2016). The Contribution of Women Entrepreneurship in Family Socio-Economic Development in Rural Areas, Rwanda. *International Journal of Innovation, Management and Technology*. Vol.7(6) www.ijoint.org
- Neema, M. (2014). *Women's Entrepreneurship Development in Tanzania: Insights and Recommendations*. International Labour Organization Publishers Geneva: ISBN 978-92-2-129311-8 (print); ISBN 978-92-2-129312-5 (web pdf)
- Njogu, G.W., Kimando, L.N. and Sakwa, N. (2012). Impact of Business Development Services on Enterprises in Rural Kenya: A Case Study of Micro and Small Enterprises in Muranga Town. *International Journal of Business and Commerce* Vol. 1(9) pp149-165 (ISSN: 2225-2436)
- Njoroge, G. & Jagongo, A. (2016). Effect of Women Enterprise Fund Management Training on the Performance of Women Enterprises In Embu County. *International Journal of Business Strategy*. Vol.1(1) pp 67 - 84, ISSN 2519- 0857 (Online) www.ajpojournals.org

- Nneka, O. (2017). Women Entrepreneurship in South Africa: Understanding the Role of Competencies in Business Success. *Southern African Journal of Entrepreneurship and Small Business Management* Volume9(1), a121. <https://doi.org/10.4102/sajesbm.v9i1.121>
- Nzewi, H.N., Onwuka E.M., & Onyesom., M (2017). Entrepreneurship Evolution and the Growth of Small Scale Businesses in Nigeria. *Journal of Business and Economics Development* Volume 2 (3), pp 176-18
- Obilo, C & Kithae, P.(2017). *Non-Financial Factors influencing Performance of Women Owned Enterprises in Kenya: A Case Study of Women Owned Enterprises In Kisauni Sub-County*. Thesis of Management University of Africa, Kenya
- Oduru, S. (2017). Effect of Legal and Regulatory Framework on SMEs Growth in Accra Metropolis of Ghana. *International Journal of Entrepreneurship and Innovation*. Volume19 (6). ISSN 146575031774284
- OECD (2017). *Strengthening Women's Entrepreneurship in Association of Southeast Asian Nations (ASEAN): Towards Increasing Women's Participations in Economic Activity* retrieved from [www.oecd.org/southeast.asia/](http://www.oecd.org/southeast.asia/)
- OECD (2017). *Enhancing the Contributions of SMEs in a Global and Digitized Economy*. Meeting of the OECD Council at Ministerial Level. Paris, 7-8 June 2017. [www.oecd.org](http://www.oecd.org)
- Okeyo, W., Gathungu, J. & K'Obonyo, P. (2014). The Effect of Business Development Services on Performance of Small and Medium Manufacturing Enterprises in Kenya. *Internal Journal of Business and Social Research*. Volume 4 (6)
- Omwenga, J.Q., Mukulu, E.M. & Kanali C.K (2013). Towards Improving the Performance of Women Enterprises in Small and Medium Enterprises in Nairobi County: Policy Recommendations. *International Journal of Business and Social Science*. Volume 4 (9)
- Orser, B. & Elliott, C. (2015). Feminist Attributes and Entrepreneurial Identity. *Gender in Management: An International Journal*. Vol. 26(8), pp 561-589 DOI 10.1108/1754241111118388
- Osoro, K., Mokoro, A., Nyamongo, D., & Areba, J. (2013). Constraints Facing Women Entrepreneurs in Kenya: A Case Study of Micro and Small Enterprises in Kisii County. *IOSR Journal of Humanities and Social Science (IOSR-JHSS)*. Volume 16 (6), PP 116-124 e-ISSN: 2279-0837, p-ISSN: 2279-0845. [www.iosrjournals.org](http://www.iosrjournals.org)
- Patil, B. J. (2015). *Support System for the Development of Entrepreneurship* Master of Economics Project, University of Mumbai India
- Priyanka, S. (2014). Changing Status of Women-owned Enterprises in India an Insight Global. *Journal of Finance and Management*. Volume 6 (9) <http://www.ripublication.com/>

- Rama, M. R. (2016). Status of Women Entrepreneurship in India. *International Journal of Multi-Disciplinary Educational Research*. Volume 5 (5) ISSN: 2277-7881
- Ranjana, S. (2017). Women Entrepreneurs in India - Emerging Issues and Challenges. *International Journal of Development Research*. Volume 7 (12), pp.17917-17923. ISSN: 2230-9926. <http://www.journalijdr.com>
- Ranjit Kumar (2011). *Research Methodology. A Step-By-Step Guide for Beginners*. New Delhi India SAGE Publications. ISBN 978-1-84920-301-2 (pbk)
- Reena, A. (2017). Contributions Made by Women Entrepreneurs in Augmenting Socio Regional-Economic Growth of Emerging Market Economy. *Journal of Women's Entrepreneurship and Education*. Volume 1(2), pp 87-100
- Schneider, K.(2017). Promoting the Entrepreneurial Success of Women Entrepreneurs Through Education and Training. *ScienceJournal of Education*. Vol. 5 (2), pp. 50-59. doi: 10.11648/j.sjedu.20170502.13
- Stangl, A., Farley, K., Sievwright, K., Brady, L., & Fritz, K. (2015). *Enhancing Women's Entrepreneurship in Kenya: Initial Qualitative Assessment of the ILO's GET Ahead Business Training Programme*. Employment Working Paper No. 188 ILO.
- Seurei, J. J., Mavole J. N., Muhingi W. N., & Okuku M. T (2017). Cultural Constraints Facing Table Banking Among Rural Women in EmuruaDikirr Sub-County, Narok County, Kenya. *The International Journal of Humanities & Social Studies* Vol5 (9). (ISSN 2321 - 9203)
- Schreiberet al. (2018). *Logistic and linear regression assumptions: Violation. Recognition and Control*. Jackson Foundation.
- Srivastavaet al(2008). *Quantitative Techniques for Managerial Decisions*. New Age International (P) Ltd, Publishers New Delhi, India.
- The State of Women-Owned Business (2017). *The 2017 State of Women-Owned Business (SWOB) Report: American Express Summary of Key Trends*
- Tuibeqa, A. (2015). *A Framework for Small Business Support Services in Pacific Island Countries Based on Experiential Claims in Fiji*. Thesis in the College of Business Victoria University, Melbourne Australia
- Turton, N. & Herrington, M., 2012, *Global entrepreneurship 2012 South Africa*, UCT Graduate Business School, Cape Town, South Africa.
- Vanita, Y. & Jeemo, I U. (2016). Women entrepreneurship: Research Review and Future Directions. *Journal of Global Entrepreneurship Research*. Volume 6 (12). DOI 10.1186/s40497-016-0055-x
- Victor, T. (2013). *Challenges Facing Women in Micro Enterprises in Mathare Slums, Nairobi County*. Thesis of University of Nairobi, [www.erespository.uon.ac.ke](http://www.erespository.uon.ac.ke)

- Wanyoike, B.W & Muturi, W.M (2018). Influence of Informal Financing on Financial Performance of Women Owned Enterprises in Kenya, A Case of Nairobi County. *International Journal of Social Sciences and Information Technology*. Volume IV (V) ISSN 2412-0249 [http:// www.ijssit.com](http://www.ijssit.com)
- Waruguru, M. (2018). *An Assessment of the Entrepreneurship Policy Foundations of the Youth, Women and Uwezo Funds in Kenya*. Thesis of Jomo Kenyatta University of Agriculture and Technology.
- Welsh, D. H., Kaciak, E., Memili, E., & Minialai, C. (2018). Business-Family Interface and the Performance of Women Entrepreneurs: The Moderating Effect of Economic Development. *International Journal of Emerging Markets*. Volume 13(2), pp 330-349. <http://dx.doi.org/10.1108/IJoEM-03-2017-0095>
- Wendy, F., Patricia, M., & C., Reid. (2009). *How Feminist Theories Inform Action Research*. Volume 7(1): SAGE Publications [www.sagepublications.com](http://www.sagepublications.com) DOI: 10.1177/1476750308099595
- World Bank (2014). Supporting Growth-Oriented Women Entrepreneurs: A Review of the Evidence and Key Challenges. *Innovation, Technology & Entrepreneurship Policy Note*. Issue Number
- Yusoff., M.N. Hakimini and YaacobMohd (2010). The Government Business Support Services in Malaysia: The Evolution and Challenges in the New Economic Model. *International Journal of Business and Management* Volume 5( 9)
- Zhang, Z.Y.& Kong, L.G (2019). *Influential Factors and Motivators For Female Entrepreneurs in China*. Master's Thesis, Department of Business Studies, Uppsala University, China