

Are Motivations Behind Women Entrepreneurship is Identical in Metros and Smaller Cities of Developing Countries? A Study on Dhaka and Khulna City of Bangladesh

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Abstract

This study focuses on the factors that motivate the female entrepreneurs in metros and small cities of a developing country. Explorative and quantitative study was carried out to detect the exact scenario in the metro city of Dhaka and relatively smaller yet important city of Khulna. Women entrepreneurs of Dhaka city showed higher degree of motivations behind their entrepreneurial venturing in the motivating factors of personal traits, macro environment, education and training, financing, business infrastructure and inputs, investment security and safeguards, scope for internationalisation, economic freedom, legislation, family, and innovation and creativity whereas women entrepreneurs of Khulna city tend to show higher importance on social setup, job and profession, easiness of entry and exit, network and management skills. The t-test result shows that there is no difference between women entrepreneurs of Dhaka and Khulna on business infrastructure and inputs, investment security and safeguards, legislation, easiness of entry and exit, and network, whereas, there is a difference between women entrepreneurs of Dhaka and Khulna on social set-up, personal traits, macro environment, education and training, financing, scope for internationalisation, economic freedom, job and profession, family, and innovation & creativity.

Keyword: Entrepreneurship, Female entrepreneurship, Entrepreneurial venturing, Motivational Factors

Introduction

Being different from the past scenario, entrepreneurship is increasingly recognised as an important driver of economic growth, productivity, innovation, and employment and it is widely accepted as a key aspect of economic dynamism. Transforming ideas into economic opportunities is the decisive issue of entrepreneurship. Though the role of entrepreneurship and an entrepreneurial culture in economic and social development has often been underestimated, over the years, it has become increasingly apparent that entrepreneurship indeed contributes to economic development. Nevertheless, most number of enterprises was owned by men (ILO, 2006). In other words, it was not common to see female-owned businesses worldwide especially in developing countries like Bangladesh. The idea and practice of women entrepreneurship is a recent phenomenon. Until 1980s little was known about female entrepreneurship both in practice and research. Scientific discourse about female entrepreneurship and female owned and run organisations developed only in the 1980s (ILO, 2006). Therefore, this study concentrates on the factors that motivate the female entrepreneurs in a developing country like Bangladesh and how they differ among different areas like Dhaka and Khulna. This study is expected to add some remarkable value in the existing literature relevant to female entrepreneurship. This study has added value to existing literature in the field of entrepreneurship in two ways. First of all, it has identified the main factors which are triggering female entrepreneurship from the

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context of emerging and N11 countries. Secondly, it has also uncovered difference among motivating factors in different places i.e. between large metros and relatively smaller cities. These two areas are found to be less focused in the contemporary literature in entrepreneurship theory and practice. In order to mitigate such gap this study has been aimed towards two clear and significant objectives. It has determined the factors which motivate females/women to become entrepreneurs in Bangladesh and also detected the difference in factors between women entrepreneurs in Khulna city and women entrepreneurs in Dhaka city.

This research is predominantly intended to find-out the factors motivating female entrepreneurship in a developing country like Bangladesh. Especially, it enlightens the readers with the knowledge of area-wise factors that motivate the female entrepreneurs of Bangladesh. So, it will be easier to find out the overall scenario of female entrepreneurs in Bangladesh as well as alleviate the gap if there exists any variation on impact of the motivating factors between women entrepreneurs of Khulna and Dhaka city. As a result, it will help Bangladesh to achieve better economic and social condition through encouraging more female entrepreneurs to enter into this sector. For that reason, this study tries to simplify the difference in factors between women entrepreneurs in Khulna city and Dhaka city that will certainly add some additional value in the existing literature.

Literature Review

The Evolution of the Concept and Idea of Entrepreneurship

The history of the concept “Entrepreneur” starts from the 17th century in France – as an individual commissioned to undertake a particular commercial project by someone with money to invest. This concept in its earlier stages meant overseas trading projects which were risky, both for the investor (who could lose money) and for the entrepreneur (who could lose a lot more) (Liñán, 2004; Tkachev & Kolvereid, 1999). Although the term was used before Cantillon, it is clear that Cantillon was the first to offer a clear conception of the entrepreneurial function as a whole (in 1755). He defined “entrepreneur” as a person who took an active risk-bearing role in pursuing opportunity. Behaviourists’ such as Max Weber (1930) and David C. McClelland (1961) tried to understand

entrepreneur as a person. They mainly concentrated on creativity and intuitive characteristics of entrepreneurs (Ronstadt, 1990; Krueger, Reilly, & Carsrud, 2000; Uddin & Bose, 2012)

The term “entrepreneur” has been described from various perspectives in different era of its philosophy. In economic point of view, an entrepreneur is one who brings resources, labour, materials, and other assets into combinations that make their value greater than before, and also one who introduces changes, innovations, and a new order (Hisrich, Peters, & Shepherd, 2005). In other sense, psychologists suggests an entrepreneur as a person who is typically driven by certain forces the needs to obtain or attain something, to experiment, to accomplish, or perhaps to escape the authority of others (Hisrich *et al.*, 2005).

If a summation of all relevant philosophy is desired then an entrepreneur is an individual who offer goods or services through the combination of land, labour, capital and other resources competing with other individuals in a market for purposes of earning profit. He or she is driven by own desire to actualize intended goals. (Uddin, Bose, & Ferdousi, 2014)

Essence of Female Entrepreneurship

Since the social dynamics of business and economic culture have been overly reconciled by the aspect of women contribution in the last few decades, business science has been duly corresponding to articulate a strong definition of the core of this practice for some time. New qualitative and quantitative dimensions have been adjoined to specify the new section of entrepreneurial philosophy. Entrepreneurship does not necessarily be defined now by the actions rather intentions took the liberty to be recognised in terms of functionality (Krueger *et al.*, 2000). Accordingly, new extension of the entrepreneurial theory emerged resulting in the inception of “Woman Entrepreneur”.

The Government of India has defined women entrepreneurs as-an enterprise owned and controlled by women having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women (Uddin & Bose, 2012).

Entrepreneurship in the Context of Bangladesh

The economic development of Bangladesh in the last three decades is the resultant effect of structural change in the economy leading towards considerable growth of the manufacturing and service sectors, various reforms of domestic economic policies, changes in international policies, and in this process the emergence of a group of entrepreneurs. During this period, GDP growth doubled from a mere 3.7% in the 1980s to more than 6% after 2000, with Bangladesh now ranked 33rd out of 191 countries (in terms of GDP) (ADB, 2010). However, because of its huge population (150,448,340), Bangladesh is ranked 8th out of 191 countries (in terms of population), and is consequently regarded as one of the poorer countries (150th out of 191 countries in terms of per capita GDP). The degree of global integration, as measured through the external sector including FDI and debt accounts in relation to GDP, was 55.6% in 2007 compared to 21.2% in 1981 (Bangladesh Bank, 2008). Mostly the investment derives from government initiative and international aid. Alongside the major investments, there are also some internal initiatives from citizens in the business economics to adjust the GDP growth in large scale

Entrepreneurial Dynamics

Certain working dynamics of entrepreneurial spirit can be assorted which can specifically depict the underlying connections among intention, motivation and demotivation. And the total mechanism of entrepreneurship swirls around these 3 major factors and the level of entrepreneurship existing in society is also leveled up with the proportion of these factors' effectiveness.

Entrepreneurial Intention

Entrepreneurial intention is the tendency of starting a new business. Krueger (1993) defines entrepreneurial intentions as a commitment to starting a new business. This intention indicates potentiality of an entrepreneur to start business in the future.

According to *trait theory of entrepreneurship*-entrepreneurial intentions are dictated by some particular traits. Those are: high need for achievement, which means a need to always achieve new bold goals; risk taking

propensity, which defined as a willingness to take financial risks; tolerance for ambiguity, which refers no fear of the unknown; innovation, which is an ability to create new or modify existing business concepts; intuition, which is synonymous of make decisions based on 'gut feelings'; internal locus of control, which is synonymous to a belief that the future is determined by their own actions; and also pro-activeness, which is making plans for events before they occur (Boyd & Vozikis, 1994).

According to *environmental approach theory*-choice of entrepreneurship is related to external factors beyond the individual's control, seen as a cultural phenomenon, education and experience, family background. Ahmed *et al.* (2010) worked on some factors to identify the determinants of entrepreneurial intentions among students in Pakistan. They investigated the effect of innovation, education, family background and gender difference on creating intentions. They found innovativeness and family business experience are related with entrepreneurial intention.

Contingency theory of entrepreneurship suggests that people do not become entrepreneur willingly rather situations or contingencies force them to become so. In such situations they have some motivations for becoming entrepreneurs in certain situations (Shaver & Scott, 1991). Tubbs and Ekeberg (1991) identified different types of refugees whose entrepreneurial intentions are get dictated due to different posing situations. Those are foreign refugees: people escaping political or religious persecution or to seek economy with greater opportunities; corporate refugees: people dissatisfied with corporate environment; parental refugees: children of self-employed parents; feminist refugees: women who feel discriminated against by supervisors, peers, education system, corporate world; social refugees: people who do not agree with certain aspects of their society-usually start a business tied to their hobby or craft; and educational refugees: young people who drop out of the education system-feel restricted or because of circumstances.

According to *McClelland's Achievement Motivation Theory* few people want to become entrepreneurs because they possess more needs of certain important aspects than normal people do. McClelland and colleagues studied the behavioural effects of three needs: need for achievement, need for power and need for affiliation (Honig, 2004).

On the other hand- *Motive acquisition theory* suggests that mentality and personality of people are not nature gifted. Those are flexible with the changing situation. An individual can be influenced and motivated towards a goal by changing his thinking, mentality, attitude etc. It is possible by different types of training like: motivate vocational choices, technical, managerial, security, creativity, autonomy etc. (Guzmán & Santos, 2001; Uddin & Bose, 2012).

Entrepreneurial Motivation

As discussed in the theories, motivational factors for entrepreneurial actions can be derived from various segment of total environment. Internal psychology can be the basic determinant whereas the situation based reflex can also be crucial (Gartner, 1988). Again, holistic society can influence entrepreneurial venture or may be the economic establishment in particular social segment can emphasize this practice. Undoubtedly, industry structure and cultural atmosphere plays a vital role in sector (Gibb & Ritchie, 1985). Along with the major factors the following factors are deemed to be more motivational aspect in entrepreneurial ventures:

- Economic necessity
- High need for achievement
- Innovation and creativity
- Support from family
- Presence of role model
- Formal training
- Market assistance
- Family business tradition
- Financial award
- Gaining higher social status
- Flexibility
- Job creating opportunity
- More freedom and autonomy
- Supportive Government rules
- Easy access to capital
- Intention for self-employment
- Increased social status
- Having control over own future
- Insufficient salary or inflexible work schedule

- Inability to find a job in the mainstream sector
- Availability of appropriate business support
- Responsibility towards society
- Access to financial institutions
- NGO initiatives
- Leadership instinct
- Growth aspiration
- Diversity in work
- Supportive infrastructure
- Cheap and available source of power
- Past work experience
- Favorable entrepreneurial subculture
- Contacts outside prejudice and class bias

Entrepreneurial Demotivation

Intention and motivation are the positive functions of the dynamic equation where demotivation factor balances the sum to produce a persistent output in the economy (Jamali, 2009). This negative function has also predominant exposition in different dynamic set up of societal, personal and economic circumstances. Some can be mentioned (Klapper, 2005)-

- Lack of Education
- Lack of appropriate business support
- Low level of self-confidence and self-esteem
- Social barrier,
- Family barrier,
- Gender discrimination,
- Lack of financing,
- No easy access of information,
- Lack of role model,
- The impact of caring and domestic responsibilities of women
- Difficulties experienced in the transition from benefits to self-employment or business ownership
- Social backwardness,
- Religious obstacles
- Lack of motivation
- Poor management skills

The balance of the entrepreneurial intention, motivation and demotivation actually determines the level of effort observed in the economy.

Previous Studies

There have been a lot of researches on the motivating factors of women entrepreneurs in Developing Countries. Some remarkable researches are:

- Women Entrepreneurship in SMEs in Ghana (Dzisi, 2008)
- Women Entrepreneurship in the Al-Batinah region of Oman: An identification of barriers (Sadi, Belwal, & Badi, 2008)
- Women Entrepreneurship in India: Problems and Prospects (Goyal & Prakash, 2011)
- Factors affecting the performance of women entrepreneurs in micro & small enterprises- the case of Dessie town (Wube, 2010)

Again, a good number of studies have been done on entrepreneurship in Bangladesh. Habibullah (1987) showed that training is an effective tool for entrepreneurship development in Bangladesh. Rahman, Mian, Bhattacharjee and Khan (1979) critically appraised the impact of different programs and policies relating to entrepreneurship and small enterprises. Habibur Rahman (1995) emphasized the importance of project viability, collateral and entrepreneurial evaluation at the project appraisal level of banks. Saleh (1995) found inadequate cashflows, marketing deficits and discriminating treatment from supportive service agencies to create obstacles to women entrepreneurship development in Bangladesh. Rahman (1999) examines women borrowers' involvement with the microcredit programme of the Grameen Bank, and the grass roots lending structure of the bank. He focuses on the processes of village-level microcredit operation and addresses the realities of the day-to-day lives of women borrowers and bank workers and explains informant strategies for involving themselves in this microcredit scheme. The study also covers some power dynamics. Aktaruddin (1999) showed that personal attributes are key factors for entrepreneurial success or failure, while Aktaruddin (2000) focused on the social-economic background of the entrepreneurs. Momen and Begum (2006) measured the impact BRAC's microcredit program had for the development of rural

women entrepreneurship. Afrin, Islam and Ahmed (2008) aimed at identifying the factors related to the development of entrepreneurship among the rural women borrowers through micro-credit programmes. Using a multivariate analysis, they showed that financial management skills and the group identity of the women borrowers have significant relationship with the development of rural women entrepreneurship in Bangladesh. Most recently, Rotaru (2009) provided a case study on the Bangladesh Women Chamber of Commerce and Industry (BWCCI), which was established in 2001, as the country's first trade body working exclusively for women's economic and social empowerment (Nawaz, 2009).

But there is hardly any research available on the motivating factors of women entrepreneurship on a comparison basis especially between Dhaka and Khulna.

Research Gap

Though an extensive amount of studies have been conducted about women entrepreneurship, a specific and objective study to explore the factorial motivation of women entrepreneurship is rare even for developed economy. On top of that, in a developing economy like Bangladesh where the concept of women empowerment has just been born and women contribution towards societal advancement has just an issue to be understood yet, a rigorous research aiming to identify the motivational factors of women entrepreneurship will certainly lead to a constructive conclusion as guideline for the policy makers. A successful disclosure through structured analysis can mitigate the gap of proper insight to module social and economic dogma in creating a sustainable environment for a balanced society.

Contribution of this Study in the Existing Theory & Practice of Entrepreneurship

From the existing literature, we can certainly know about the motivating factors affecting the women entrepreneurs in the developing Countries. In fact, there are some impressive research works which reflect the scenario of women entrepreneurship in Bangladesh. But we believe this study on "*Are Motivations behind Women Entrepreneurship is Identical in Metros and Smaller Cities of Developing Countries? A Study on Dhaka and Khulna City of Bangladesh*" - will add some more value

to the existing literature because this research shows a comparative analysis of the motivating factors of women entrepreneurship between Dhaka and Khulna city. So, it will represent a total scenario of women entrepreneurship in Bangladesh considering area-wise differences.

As the study shows area-wise result, it will be easier to eradicate the existing problems faced by women entrepreneurs of different areas of Bangladesh. For example: the motivating factors of women entrepreneurs in Khulna area will be different from that of Dhaka city. So, it will be helpful for knowing how we can develop the economic and social set up of both the areas. Ultimately that will be helpful for contributing towards the development of economic and social set up of Bangladesh.

Operational Factors

For the purpose of this study, motivational factors for women entrepreneurship have been classified into 16 major criteria. They are-

- i. **Personal Traits:** High need for achievement, Risk taking propensity, Tolerance for ambiguity, Intuition, Internal locus of control, Leadership instinct, Religious beliefs, Communication skills, Self-expression, Intention for self-employment, High level of self-efficacy, Clear perception, Growth aspiration.
- ii. **Macro Environment:** Supportive economic factors, Political stability, Capability of idea development from idea generation, Exchange rate fluctuation, Inflation, Cultural phenomenon.
- iii. **Education and Training:** Educational Structure, Formal training, Knowledge of IT, Formal education, Past work experience.
- iv. **Family:** Support from family, Family business tradition, Motivation from surroundings, internal motivation, Family hardship, Presence of domestic responsibilities.
- v. **Social Set-up:** Gender discrimination, Increased Social Status, Presence of role model, Gaining higher social status, Responsibility towards society, Corruption, Transparency and accountability, Favorable entrepreneurial subculture.
- vi. **Innovation and Creativity:** Use of personal knowledge, Opportunity to take new challenge, Research and development facility, Idea development capacity, believe in new things, Change agent.
- vii. **Business Infrastructure and Inputs:** Cheap human resources, Access to raw materials, Fine transportation system, Supportive infrastructure, Cheap and available source of power, Availability of professional advice, Fair competition, Market assistance, Status of labour market, Existence of local market, Availability of production/ storage space.
- viii. **Easiness of Entry and Exit:** Entry status, Exit status, Assurance from authority stimulatory activities, Supporting activities, Sustaining activities.
- ix. **Network:** Social network, Contacts outside prejudice, Personal network, Family network, Relatives network, Administrative network, Political networks.
- x. **Legislation:** Adequate legislation, Government control on public utilities, Tax facility, Ease of trade license registration, Government initiatives for entrepreneurs, Availability supportive business laws, Supportive Government Rules, Collaboration between government and private sector, Customs procedures, Presence of regulatory bodies, Managing copyrights and patents.
- xi. **Job and Profession:** Lack of occupational challenges, Adequate legislation, Job dissatisfaction, Insufficient salary or inflexible work schedule, Underpayment, The possibility of termination, Disagreement with management, Career setback, Job stress, Difficulty in finding employment, Inability to find a job in the mainstream sector, Underemployment, Diversity in work, Flexibility.
- xii. **Financing:** Financial award, Easy access to capital, Supportive industrial credit policy, Access to financial institutions.
- xiii. **Management Skills:** Leading skills, Planning skill, Controlling skills, Organizing skills, Motivating skills, Life-work balance.
- xiv. **Investment Security and Safeguards:** Security, Surroundings, Local law and order, Law and order in country, Govt. intervention, Chances of takeover.
- xv. **Scope for Internationalisation:** Access to information, Competition, Marketing facilities, Govt. support for internationalisation, Idea about international business.
- xvi. **Economic Freedom:** More freedom and autonomy, Economic necessity, having control over own future.

Methodology

The population of the research is all the female entrepreneurs of both Dhaka and Khulna city. The respondents are female entrepreneurs who own a business in sectors like manufacturing, retails, services and others. Sample size is 200 female entrepreneurs (100 respondents from Dhaka city and 100 respondents from Khulna city). Respondents are from different areas of Dhaka and Khulna city who vary widely in age, education level and business experience. Non-probability sampling method is used here to develop the sample. Among the non-probability sampling methods, *convenient sampling* is used to draw the sample. The motive behind using convenient sampling is leaving the selection of sample units predominantly to the surveyor where respondents are selected for the reason that they happen to be in the right place on right time (Malhotra & Dash, 2013). Main instrument of this study is a *well-structured questionnaire*. In addition, secondary literature and prior research on this field have been used to accomplish the research objectives. The study has been conducted through survey methodology with a structured close-ended questionnaire having total 122 questions along with some general information about the respondents. Descriptive Statistics (Mean and Standard Deviation), Coefficient Of Correlation, Regression and Independent Sample T-test have been computed and presented in table form. Means and standard deviations, independent sample t-test, regression and correlations of coefficient for the different variables have been computed using SPSS (version 16.0). Reliability of instrument of total 122 items was 0.910. The value of Cronbach's Alpha must be greater than 0.60 to be considered reliable (Aggarwal, 2006 in Jasra *et al.*, 2011). So, the developed instrument is considered as reliable.

Findings & Analysis

Background

Women entrepreneurship is affected by different motivating factors. In this study, social setup, personal traits, macro environment, education and training, financing, business infrastructure and inputs, investment security and safeguards, scope for internationalisation, economic freedom, legislation, job and profession, easiness of entry and exit, family, network, innovation and creativity and management skills are considered as the

independent variables. On the other hand, entrepreneurial venturing is considered as the dependent variable. The study tries to find out if there exists any difference in the effect of these independent variables on the dependent variable between Dhaka and Khulna city.

Tools and Techniques for Analysis

This chapter reports and presents the results of Pearson Correlation to test the relationship between entrepreneurial venturing with social setup, personal traits, macro environment, education and training, financing, business infrastructure and inputs, investment security and safeguards, scope for internationalisation, economic freedom, legislation, job and profession, easiness of entry and exit, family, network, innovation and creativity, and management skills. It also reports the results of the regression analyses to test the possible effect of all variables in the independent variables on the dependent variable. Independent Sample T-Test is used to determine the difference between women entrepreneurs of Dhaka and Khulna city on different variables. Descriptive statistics and frequency analysis are also used for analysis. The data was then analyzed using a statistical package for social scientist (SPSS) version 16.0 to increase the accuracy of the results.

Correlation Analysis

The correlation analysis shows that there is a negative relationship between women entrepreneurial venturing and social setup and the relationship tends to be weak ($r = -0.141$). The relationship is significant ($p < .05$). So it is likely that changes in social setup will lead to a minor opposite change in women entrepreneurial venturing. The correlation analysis shows that there is a relationship between women entrepreneurial venturing and personal traits and the relationship tends to be very strong ($r = 0.877$). The relationship is significant ($p < .05$). So it is likely that changes in personal traits will lead to a rapid positive change in women entrepreneurial venturing. The correlation analysis shows that there is a negative relationship between women entrepreneurial venturing and macro environment and the relationship tends to be moderate ($r = -0.401$). The relationship is significant ($p < .05$). So it is likely that changes in macro environment will lead to a negative change in women entrepreneurial venturing.

The correlation analysis shows that there is a relationship between women entrepreneurial venturing and education and training and the relationship tends to be strong ($r = 0.679$). The relationship is significant ($p < .05$). So it is likely that changes in education and training will lead to a clear positive change in women entrepreneurial venturing. The correlation analysis shows that there is a relationship between women entrepreneurial venturing and financing and the relationship tends to be moderately strong ($r = 0.554$). The relationship is significant ($p < .05$). So it is likely that changes in financing will lead to a positive change in women entrepreneurial venturing.

The correlation analysis shows that there is a negative relationship between women entrepreneurial venturing and business infrastructure and inputs, and the relationship tends to be weak ($r = -0.188$). The relationship is significant ($p < .05$). So it is likely that changes in business infrastructure and inputs will lead to a minor opposite change in women entrepreneurial venturing. The correlation analysis shows that there is a relationship between women entrepreneurial venturing and investment security and safeguards and the relationship tends to be weak ($r = 0.152$). The relationship is significant ($p < .05$). So it is likely that changes in investment security and safeguards will lead to a slow positive change in women entrepreneurial venturing. The correlation analysis shows that there is a relationship between women entrepreneurial venturing and scope for internationalisation and the relationship tends to be moderate ($r = 0.389$). The relationship is significant ($p < .05$). So it is likely that changes in scope for internationalisation will lead to a positive change in women entrepreneurial venturing. The correlation analysis shows that there is a relationship between women entrepreneurial venturing and economic freedom and the relationship tends to be very strong ($r = 0.829$). The relationship is significant ($p < .05$). So it is likely that changes in economic freedom will lead to a rapid positive change in women entrepreneurial venturing.

The correlation analysis shows that there is a negative relationship between women entrepreneurial venturing and legislation and the relationship tends to be weak ($r = 0.258$). The relationship is significant ($p < .05$). So it is likely that changes in legislation will lead to a slow positive change in women entrepreneurial venturing. The correlation analysis shows that there is a relationship between women entrepreneurial venturing and job and profession and the relationship tends to be weak ($r =$

0.259). The relationship is significant ($p < .05$). So it is likely that changes in job and profession will lead to a slow positive change in women entrepreneurial venturing. The correlation analysis shows that there is a relationship between women entrepreneurial venturing and easiness of entry and exit and the relationship tends to be very weak ($r = 0.053$). The relationship is non-significant ($p > .05$). So it is likely that changes in easiness of entry and exit will lead to a very minor positive change in women entrepreneurial venturing. The correlation analysis shows that there is a negative relationship between entrepreneurial venturing and family and the relationship tends to be very weak ($r = -0.060$). The relationship is non-significant ($p > .05$). So it is likely that changes in family will lead to a very minor negative change in women entrepreneurial venturing.

The correlation analysis shows that there is a relationship between women entrepreneurial venturing and network and the relationship tends to be moderate ($r = 0.345$). The relationship is significant ($p < .05$). So it is likely that changes in Network will lead to a change in women entrepreneurial venturing. The correlation table shows that there is a negative relationship between women entrepreneurial venturing and innovation and creativity and the relationship tends to be very strong ($r = 0.813$). The relationship is significant ($p < .05$). So it is likely that changes in innovation and creativity will lead to a rapid positive change in women entrepreneurial venturing. The correlation analysis shows that there is a relationship between entrepreneurial women venturing and management skills and the relationship tends to be moderately strong ($r = 0.509$). The relationship is significant ($p < .05$). So it is likely that changes in management skills will lead to a change in women entrepreneurial venturing.

Regression

The result of regression analysis shows that a significant ($p = 0.000$) linear relationship exists among social setup, personal traits, macro environment, education and training, financing, business infrastructure and inputs, investment security and safeguards, scope for internationalisation, economic freedom, legislation, job and profession, easiness of entry and exit, family, network, innovation and creativity, management skills and entrepreneurial venturing. Social setup is found to be non-significant ($p = 1.000$) against entrepreneurial venturing. The overall

results of the regression analysis shows that this model is well constructed and it is well represented as reflected in the variables selected. The summary on regression analysis indicated that the R-square is 100 percent. This means that independent variable can explain 100 percent variations in dependent variable. F-value is found to be significant at 1% significance level (sig. F = .000). This concludes that the regression model used in this study is adequate or in other words, the data fits the model well.

Descriptive Statistics

Women entrepreneurs of Khulna city tend to show higher mean in terms of social setup, job and profession, easiness of entry and exit, network and management skills than the women entrepreneurs of Dhaka city. That indicates women entrepreneurs of Khulna city believe that they can obtain higher social status if they go for entrepreneurial venturing. They also believe that professional influence is a major reason for them to start their own venture. Again, entry and exit ease has been a supportive cause to go for entrepreneurial venturing for the women entrepreneurs of Khulna city. They also believe that their strong networking skill along with their efficient management skills have helped them to run their own entrepreneurial businesses.

Whereas, women entrepreneurs of Dhaka city tend to show higher mean in terms of personal traits, macro environment, education and training, financing, business infrastructure and inputs, investment security and safeguards, scope for internationalisation, economic freedom, legislation, family and innovation and creativity than the women entrepreneurs of Khulna city. As a result, it can be anticipated that women entrepreneurs of Dhaka city believe that they possess all those personal traits along with innovation and creativity that are prerequisites to be a women entrepreneur. They also consider the macro environment to be more supportive than the women entrepreneurs of Khulna city. Their previous education and training have been considered to be really helpful for starting their own ventures as well as running those. Similarly, they believe that they have proper access to the financing. Furthermore, the required infrastructures and inputs like human resources, transports, market assistance and storage facilities are considered to be available to the women entrepreneurs of Dhaka city. Moreover, investment security and safeguards like lower chance of takeover by government and proper law enforcement are

considered to be available by the women entrepreneurs of Dhaka city. Again, women entrepreneurs of Dhaka city consider that they get an adequate amount of scope for internationalisation. Besides, women entrepreneurs of Dhaka city believe that they avail more economic freedom and autonomy through their businesses. In addition, women entrepreneurs of Dhaka city consider the existing legislation procedures like government rules, customs procedure and tax structure of Bangladesh to be supportive to their business. As a final point, Women entrepreneurs of Dhaka city consider their family to be truly supportive to their entrepreneurial venturing.

On the contrary, women entrepreneurs of Khulna city tend to show higher standard deviation in terms of only economic freedom and innovation and creativity than the women entrepreneurs of Dhaka city. Whereas, women entrepreneurs of Dhaka city tend to show higher standard deviation than the women entrepreneurs of Khulna city in terms of all other variables. So, higher risk is involved for the women entrepreneurs of Dhaka city.

So, it can be said that responses of the women entrepreneurs of Khulna city highly vary among only few factors like economic freedom and innovation and creativity. But, they show similar kind of responses towards a variety of factors like personal traits, macro environment, education and training, family, social setup, business infrastructure and inputs, easiness of entry and exit, network, legislation, job and profession, financing, management skills, investment security and safeguards, and scope for internationalisation, whereas, responses of women entrepreneurs of Dhaka city show a discrepancy among multiple factors like personal traits, macro environment, education and training, family, social setup, business infrastructure and inputs, easiness of entry and exit, network, legislation, job and profession, financing, management skills, investment security and safeguards, and scope for internationalisation. On the other hand, they show similar kind of responses towards only two factors like economic freedom and innovation and creativity.

T-Test

The T-test result shows that there is no difference between women entrepreneurs of Dhaka and Khulna on business infrastructure and inputs, investment security and safeguards, legislation, easiness of entry and exit and network as ($p > .05$). Whereas, there is a difference between

Table 1: Results of T-Test

Table 4.6.2: Independent Samples T-Test Statistics

	Levene's Test for Equality of Variances	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Entrepreneurial_Venturing	Equal variances assumed	.226	-9.595	198	.000	-.26800	.02793	-.32308	-.21292
	Equal variances not assumed		-9.595	197.123	.000	-.26800	.02793	-.32308	-.21292
Social_Setup	Equal variances assumed	.024	8.055	198	.000	.50571	.06278	.38191	.62952
	Equal variances not assumed		8.055	192.925	.000	.50571	.06278	.38189	.62954
Personal_Traits	Equal variances assumed	.130	-7.532	198	.000	-.35923	.04769	-.45328	-.26518
	Equal variances not assumed		-7.532	168.818	.000	-.35923	.04769	-.45338	-.26508
Macro_Environment	Equal variances assumed	.025	-3.916	198	.000	-.16333	.04171	-.24559	-.08108
	Equal variances not assumed		-3.916	192.435	.000	-.16333	.04171	-.24560	-.08106
Education_Training	Equal variances assumed	.073	-14.820	198	.000	-.79000	.05331	-.89512	-.68488
	Equal variances not assumed		-14.820	175.620	.000	-.79000	.05331	-.89520	-.68480
Financing	Equal variances assumed	.000	-7.301	198	.000	-.64600	.08848	-.82049	-.47151
	Equal variances not assumed		-7.301	133.105	.000	-.64600	.08848	-.82102	-.47098
Business_Infrastructure_Inputs	Equal variances assumed	.103	-1.754	198	.081	-.08909	.05081	-.18928	.01110
	Equal variances not assumed		-1.754	197.286	.081	-.08909	.05081	-.18928	.01110

	Levene's Test for Equality of Variances	Sig.	t-test for Equality of Means	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	Upper
	F		t					Lower	
Investment_Security_Safeguard	29.064	.000	-.543	198	.588	-.03167	.05832	-.14667	.08334
	Equal variances assumed								
	Equal variances not assumed		-.543	155.606	.588	-.03167	.05832	-.14686	.08353

The T-test table shows that	there is no difference between women entrepreneurs of Dhaka and Khulna on	Business Infrastructure and Inputs	As (p > .05)
		Investment Security and Safeguards	
		Legislation	
		Easiness of Entry and Exit	
		Network	
		Management Skills	
		Social Set-up	As (p < .05)
		Personal Traits	
		Macro Environment	
		Education and Training	
	Financing		
	Scope for Internationalisation		
	Economic Freedom		
	Job and Profession		
	Family		
	Innovation and Creativity		

Table 4.3.1: Correlation of Entrepreneurial Venturing with Motivating Factors of Female Entrepreneurship

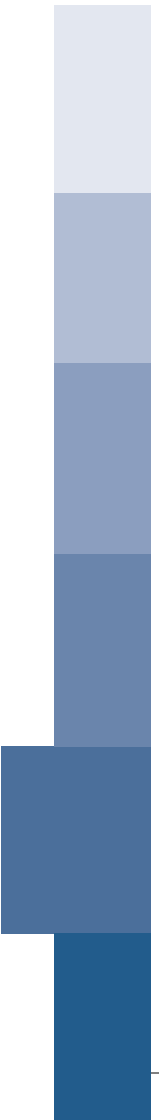
	P. Correlation	.389**	-.364**	.403**	.503**	.709**	.674**	.345**	.000	.000	.997	1	.399**	.226**	-.316**	.067	.188**	-.294**	.225**	.014	
Scope_For_Internationalization	P. Correlation	.000	.000	.000	.000	.000	.000	.000	.997	.399**	.226**	-.316**	.067	.188**	-.294**	.225**	.014				
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
Economic_Freedom	P. Correlation	.829**	.107	.686**	-.106	.404**	.598**	.167**	.043	.399**	.138	.131	-.212**	-.326**	.226**	.807**	.542**				
	Sig. (2-tailed)	.000	.131	.000	.135	.000	.000	.018	.545	.000	.051	.064	.003	.000	.001	.000	.000				
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
Legislation	P. Correlation	.258**	.000	.672**	-.059	.250**	.442**	.304**	.030	.226**	1	.588**	.726**	.283**	.234**	-.023	.280**				
	Sig. (2-tailed)	.000	.992	.000	.403	.000	.000	.000	.669	.001	.051	.000	.000	.000	.001	.746	.000				
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
Job_Profession	P. Correlation	.259**	.119	.458**	-.405	-.040	-.029	-.044	.201	-.316**	.131	.588**	.616**	.298**	.743**	.027	.214**				
	Sig. (2-tailed)	.000	.094	.000	.000	.577	.682	.538	.004	.000	.064	.000	.000	.000	.000	.703	.002				
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
Easines_of_Entry_Exit	P. Correlation	.053	.131	.362**	-.128	.327**	.356**	.020	-.088	.067	-.212**	.726**	1	.231**	.405**	-.301**	.067				
	Sig. (2-tailed)	.456	.064	.000	.070	.000	.000	.781	.213	.349	.003	.000	.000	.001	.000	.000	.347				
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
Family	P. Correlation	-.060	-.650**	.131	.193**	.163**	-.383**	-.202**	.545	.188**	-.326**	.283**	.298**	1	-.006	-.165**	-.178**				
	Sig. (2-tailed)	.402	.000	.065	.006	.021	.000	.004	.000	.008	.000	.000	.001	.930	.020	.012	.000				
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
Network	P. Correlation	.345**	.415**	.376**	-.389**	.109	.124	-.095	-.332**	-.294**	.226**	.743**	.405**	-.006	1	.247**	.229**				
	Sig. (2-tailed)	.000	.000	.000	.000	.124	.080	.180	.001	.000	.001	.001	.000	.930	.000	.000	.001				
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
Innovation_Creativity	P. Correlation	.813**	.144*	.660**	-.119	.536**	.362**	-.346**	.098	.225**	.807**	-.301**	.027	-.165**	.247**	1	.777**				
	Sig. (2-tailed)	.000	.041	.000	.094	.000	.000	.000	.169	.001	.000	.746	.703	.020	.000	.000	.000				
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
Management_Skills	P. Correlation	.509**	.485**	.591**	.034	.411**	.353**	-.370**	.088	.014	.542**	.280**	.214**	-.178**	.229**	.777**	1				
	Sig. (2-tailed)	.000	.000	.000	.633	.000	.000	.000	.214	.847	.000	.000	.002	.012	.001	.000	.000				
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200

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

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

Table 4.4.1: Regression Statistic on Entrepreneurial Venturing and Motivating Factors of Female Entrepreneurship

<i>Variable</i>	<i>Standardized Beta</i>	<i>Sig</i>
Social Setup	.000	1.000
Macro Environment	-.711	.000
Business Infrastructure and Inputs	.003	.000
Investment Security and Safeguards	.193	.000
Scope for Internationalization	.885	.000
Job and Profession	.000	.000
Easiness of Entry and Exit	-.257	.000
Family	-.056	.000
Network	.402	.000
Management Skills	.420	.000
R Square	1.000	-
F value	-	.000



4.5 Descriptive Statistics

Table 4.5.1: Descriptive Statistics (Mean and Standard Deviation)

Area	Mean		SD	
	Mean	N	SD	N
<i>Entrepreneurial_Venturing</i>	4.3980	100	.20399	100
	3.7186	100	.40633	100
<i>Social_Setup</i>	3.5946	100	.25777	100
	3.9538	100	.39538	100
<i>Personal_Traits</i>	1.6450	100	.26869	100
	1.8083	100	.18083	100
<i>Macro_Environment</i>	2.5660	100	.30225	100
	3.3560	100	.33560	100
<i>Education_Training</i>	1.9160	100	.34369	100
	2.5620	100	.25620	100
<i>Financing</i>	2.5918	100	.34827	100
	2.6809	100	.26809	100
<i>Business_Infrastructure_Inputs</i>	2.2050	100	.28511	100
	2.2367	100	.22367	100
<i>Investment_Security_Safeguards</i>	2.3780	100	.34687	100
	3.6740	100	.36740	100
<i>Scope_For_Internationalization</i>	4.3325	100	.31793	100
	4.5975	100	.45975	100
<i>Economic_Freedom</i>	1.9791	100	.31088	100
	2.0327	100	.20327	100
<i>Legislation</i>	3.4915	100	.29376	100
	3.3554	100	.33554	100
<i>Job_Profession</i>	2.6800	100	.27897	100
	2.6250	100	.26250	100
<i>Easiness_of_Entry_Exit</i>	3.0517	100	.18607	100
	3.4100	100	.34100	100
<i>Family</i>	3.9771	100	.55929	100
	3.9686	100	.39686	100
<i>Network</i>	4.1800	100	.33137	100
	4.4600	100	.44600	100
<i>Innovation_Creativity</i>	4.1500	100	.33876	100
	4.1283	100	.41283	100
<i>Management_Skills</i>	4.1021	200	.30624	200
	4.1392	200	.41392	200
Total	3.7742	200	3.4657	200
	3.7742	200	3.7742	200
Total	.54605	200	.70310	200
	.36112	200	.36112	200
Total	.41163	200	.41163	200
	.75457	200	.75457	200
Total	.29659	200	.29659	200
	.41835	200	.41835	200
Total	.37390	200	.37390	200
	.58463	200	.58463	200
Total	.37539	200	.37539	200
	.34783	200	.34783	200

Table 4.6.1: T-test Analysis

	Area	N	Mean	Std. Deviation	Std. Error Mean
Entrepreneurial_Venturing	Khulna	100	4.3980	.20399	.02040
	Dhaka	100	4.6660	.19081	.01908
Social_Setup	Khulna	100	3.7186	.40633	.04063
	Dhaka	100	3.2129	.47856	.04786
Personal_Traits	Khulna	100	3.5946	.25777	.02578
	Dhaka	100	3.9538	.40127	.04013
Macro_Environment	Khulna	100	1.6450	.26869	.02687
	Dhaka	100	1.8083	.31903	.03190
Education_Training	Khulna	100	2.5660	.30225	.03023
	Dhaka	100	3.3560	.43908	.04391
Financing	Khulna	100	1.9160	.34369	.03437
	Dhaka	100	2.5620	.81536	.08154
Business_Infrastructure_Inputs	Khulna	100	2.5918	.34827	.03483
	Dhaka	100	2.6809	.36989	.03699
Investment_Security_Safeguards	Khulna	100	2.2050	.28511	.02851
	Dhaka	100	2.2367	.50872	.05087
Scope_For_Internationalization	Khulna	100	2.3780	.34687	.03469
	Dhaka	100	3.6740	.41938	.04194
Economic_Freedom	Khulna	100	4.3325	.31793	.03179
	Dhaka	100	4.5975	.20068	.02007
Legislation	Khulna	100	1.9791	.31088	.03109
	Dhaka	100	2.0327	.50368	.05037
Job_Profession	Khulna	100	3.4915	.29376	.02938
	Dhaka	100	3.3554	.43401	.04340
Easines_of_Entry_Exit	Khulna	100	2.6800	.27897	.02790
	Dhaka	100	2.6250	.44908	.04491
Family	Khulna	100	3.0517	.18607	.01861
	Dhaka	100	3.4100	.64198	.06420
Network	Khulna	100	3.9771	.55929	.05593
	Dhaka	100	3.9686	.61170	.06117
Innovation_Creativity	Khulna	100	4.1800	.33137	.03314
	Dhaka	100	4.4600	.30624	.03062

Table 4.6.2: Independent Samples T-Test Statistics

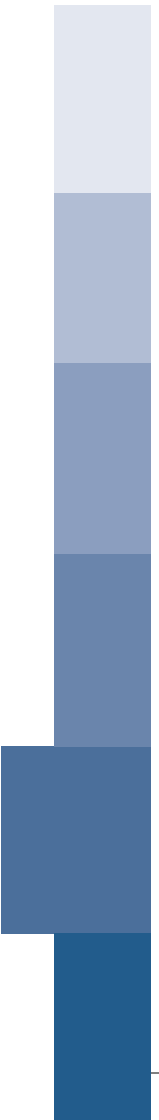
		<i>t</i> -test for Equality of Means											
		Sig.	<i>t</i>	<i>df</i>	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	Lower	Upper			
		Levene's Test for Equality of Variances											
Entrepreneurial_Venturing	Equal variances assumed	1.474	.226	198	.000	-.26800	.02793	-.32308	-.21292				
	Equal variances not assumed			197.123	.000	-.26800	.02793	-.32308	-.21292				
Social_Setup	Equal variances assumed	5.210	.024	198	.000	.50571	.06278	.38191	.62952				
	Equal variances not assumed			192.925	.000	.50571	.06278	.38189	.62954				
Personal_Traits	Equal variances assumed	2.310	.130	198	.000	-.35923	.04769	-.45328	-.26518				
	Equal variances not assumed			168.818	.000	-.35923	.04769	-.45338	-.26508				
Macro_Environment	Equal variances assumed	5.094	.025	198	.000	-.16333	.04171	-.24559	-.08108				
	Equal variances not assumed			192.435	.000	-.16333	.04171	-.24560	-.08106				
Education_Training	Equal variances assumed	3.241	.073	198	.000	-.79000	.05331	-.89512	-.68488				
	Equal variances not assumed			175.620	.000	-.79000	.05331	-.89520	-.68480				
Financing	Equal variances assumed	118.532	.000	198	.000	-.64600	.08848	-.82049	-.47151				
	Equal variances not assumed			133.105	.000	-.64600	.08848	-.82102	-.47098				
Business_Infrastructure_Inputs	Equal variances assumed	2.681	.103	198	.081	-.08909	.05081	-.18928	.01110				
	Equal variances not assumed			197.286	.081	-.08909	.05081	-.18928	.01110				
Investment_Security_Safeguard	Equal variances assumed	29.064	.000	198	.588	-.03167	.05832	-.14667	.08334				
	Equal variances not assumed			155.606	.588	-.03167	.05832	-.14686	.08353				

Table 4.6.2: Independent Samples T-Test Statistics

	Levene's Test for Equality of Variances		t-test for Equality of Means									
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		Lower	Upper	
Entrepreneurial_Venturing	1.474	.226	-9.595	198	.000	-.26800	.02793	-.32308	-.21292			
			-9.595	197.123	.000	-.26800	.02793	-.32308	-.21292			
Social_Setup	5.210	.024	8.055	198	.000	.50571	.06278	.38191	.62952			
			8.055	192.925	.000	.50571	.06278	.38189	.62954			
Personal_Traits	2.310	.130	-7.532	198	.000	-.35923	.04769	-.45328	-.26518			
			-7.532	168.818	.000	-.35923	.04769	-.45338	-.26508			
Macro_Environment	5.094	.025	-3.916	198	.000	-.16333	.04171	-.24559	-.08108			
			-3.916	192.435	.000	-.16333	.04171	-.24560	-.08106			
Education_Training	3.241	.073	-14.820	198	.000	-.79000	.05331	-.89512	-.68488			
			-14.820	175.620	.000	-.79000	.05331	-.89520	-.68480			
Financing	118.532	.000	-7.301	198	.000	-.64600	.08848	-.82049	-.47151			
			-7.301	133.105	.000	-.64600	.08848	-.82102	-.47098			
Business_Infrastructure_Inputs	2.681	.103	-1.754	198	.081	-.08909	.05081	-.18928	.01110			
			-1.754	197.286	.081	-.08909	.05081	-.18928	.01110			
Investment_Security_Safe-guard	29.064	.000	-.543	198	.588	-.03167	.05832	-.14667	.08334			
			-.543	155.606	.588	-.03167	.05832	-.14686	.08353			

Table 4.6.3: Summary of T-test Analysis

The T-test table shows that	there is no difference between women entrepreneurs of Dhaka and Khulna on	Business Infrastructure and Inputs	As (p > .05)
		Investment Security and Safeguards	
		Legislation	
		Easiness of Entry and Exit	
		Network	
		Management Skills	
	there is a difference between women entrepreneurs of Dhaka and Khulna on	Social Set-up	As (p < .05)
		Personal Traits	
		Macro Environment	
		Education and Training	
		Financing	
		Scope for Internationalization	
		Economic Freedom	
		Job and Profession	
Family			
Innovation and Creativity			



women entrepreneurs of Dhaka and Khulna on social set-up, personal traits, macro environment, education and training, financing, scope for internationalisation, economic freedom, job and profession, family and innovation & creativity as ($p < .05$).

So, there exists variation between Dhaka and Khulna among most of the variables. This variation occurs as most of the businesses in Bangladesh are Dhaka centric. Again, Dhaka represents the modern urban picture of Bangladesh whereas Khulna represents the traditional image of Bangladesh. So, it can be assumed that most of the parts of Bangladesh still show a prodigious discrepancy in motivating female entrepreneurship than the capital, Dhaka city.

Conclusion

Entrepreneurship is increasingly recognised as an important driver of economic growth, productivity, innovation and employment and it is widely accepted as a key aspect of economic dynamism. From the beginning of the concept of entrepreneurship, it has been considered as a male dominated sector. But, the development of the society is never ever possible keeping its half of the population behind. So, if women can be the key players in terms of entrepreneurial venturing, the overall condition of the society can be developed.

The idea and practice of female entrepreneurship is a recent phenomenon in developing nations. Different factors have been creating barriers in developing female entrepreneurs in developing world. Especially, in the existing social condition of a developing country like Bangladesh, it is hardly acceptable to start some ventures of their own by the females. Barriers like lack of education, lack of appropriate business support, low level of self-confidence and self-esteem, social barrier, family barrier, gender discrimination, Lack of financing, no easy access of information, lack of role model, impact of caring and domestic responsibilities of women, difficulties experienced in the transition from benefits to self-employment or business ownership, social backwardness, religious obstacles, lack of motivation and poor management skills have been considered as the major hindrances to women entrepreneurship. To eradicate these barriers, some measures should be taken such as- ensuring education for all especially for women, eliminating social backwardness, increasing social

awareness and most importantly making women capable enough for running their own venture through proper training and self-development courses.

There have been some impressive research works which reflect the scenario of women entrepreneurship in Bangladesh. But we believe this study will add some more value to the existing literature because this research shows a comparative analysis of the motivating factors of women entrepreneurship between Dhaka and Khulna city. So, it will represent a total scenario of women entrepreneurship in Bangladesh considering area-wise differences. The factors that have been identified from literature review are Personal Traits, Macro Environment, Education and Training, Family, Social Setup, Innovation and Creativity, Business Infrastructure and Inputs, Easiness of Entry and Exit, Network, Legislation, Job and Profession, Financing, Management Skills, Investment Security and Safeguards, Scope for Internationalisation and Economic Freedom.

As the study shows area-wise result, this identification of motivating factors will help to point out the factors affecting women entrepreneurship of different areas of Bangladesh. As a result, building entrepreneurship policy for fostering female entrepreneurship both centrally as well as area-wise will be easy for the policymakers of a developing country like Bangladesh.

According to the study, there exist variations between Dhaka and Khulna city among the factors motivating women entrepreneurship. Dhaka, the capital city of Bangladesh, has already advanced a lot in female entrepreneurship. Most of the businesses in Bangladesh are Dhaka centric. Dhaka represents the modern urban picture of Bangladesh. On the other hand, Khulna is yet not that developed in that sector. Khulna represents the traditional image of Bangladesh. That is why there exist significant variations between Dhaka and Khulna among the factors that motivate female entrepreneurship. So, it can be assumed that most of the parts of Bangladesh still show a remarkable inconsistency in motivating female entrepreneurship than the capital, Dhaka city.

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