

EXPLORING WOMEN'S PURSUIT AND PERFORMANCE IN SOCIAL VENTURES: A STUDY ON DETERMINANTS AND IMPLICATIONS

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Abstract *This study delves into the dynamics of how women engage with and excel in the realm of social entrepreneurship. Despite growing recognition of the vital role women play in driving social change, there remains a gap in understanding the specific factors influencing their involvement and success in social ventures. Through a qualitative research approach involving interviews and case studies, this study seeks to elucidate the motivations, challenges, and strategies employed by women in pursuing and performing in social entrepreneurship.*

The findings reveal a complex interplay of personal, societal, and structural factors shaping women's engagement with social ventures. Motivations often stem from a deep-seated desire to address social inequalities, foster community development, and create positive impact. However, women face multifaceted challenges, including limited access to financial resources, gender biases, and balancing caregiving responsibilities with entrepreneurial pursuits. Despite these obstacles, women employ innovative approaches, collaborative networks, and resilience to overcome barriers and drive meaningful change.

Moreover, the study uncovers the significance of supportive ecosystems and enabling environments in facilitating women's success in social entrepreneurship. Access to mentorship, training programs, and peer support networks emerge as critical enablers for women entrepreneurs, enhancing their skills, confidence, and capacity to scale their ventures.

The implications of the study extend beyond individual success stories, highlighting the transformative potential of women-led social ventures in addressing pressing social challenges and fostering inclusive economic growth. By understanding the determinants of women's engagement and performance in social entrepreneurship, policymakers, practitioners, and stakeholders can design targeted interventions and support mechanisms to harness the full potential of women as agents of social change.

Ultimately, this study contributes to advancing knowledge and discourse on gender-inclusive entrepreneurship and underscores the importance of creating equitable and supportive environments where women can thrive as social entrepreneurs, driving sustainable development and positive societal impact.

Keywords *Social Entrepreneurship, Social Ventures, Performance Determinants, Sustainable Development, Gender Equity, Leadership in Social Ventures*

INTRODUCTION

In recent years, there has been a growing recognition of the critical role that women play in driving social change through entrepreneurship. Women-led social ventures have emerged as powerful vehicles for addressing pressing social issues, fostering community development, and promoting sustainable solutions. Despite this, there remains a gap in understanding the specific factors that influence women's involvement and success in social entrepreneurship.

This study aims to explore women's pursuit and performance in social ventures, focusing on the determinants and implications of their engagement in this dynamic and rapidly evolving field. By delving into the motivations, challenges, and strategies employed by women entrepreneurs, this research seeks to uncover the underlying factors shaping their entrepreneurial journey and the broader implications for social impact and economic development.

Through a qualitative research approach, including interviews, case studies, and thematic analysis, this study will shed light on the diverse experiences of women in social entrepreneurship. By examining the personal, societal, and structural factors influencing women's engagement with social ventures, the study aims to provide valuable insights into the drivers of success and the barriers to overcome.

Moreover, the study will explore the implications of women-led social ventures for addressing social inequalities, fostering inclusive economic growth, and driving positive societal change. By understanding the determinants of women's pursuit and performance in social entrepreneurship, policymakers, practitioners, and stakeholders can develop targeted interventions and support mechanisms to unlock the full potential of women as agents of social innovation and transformation.

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In sum, this study contributes to advancing knowledge and discourse on gender-inclusive entrepreneurship, highlighting the critical role of women in driving sustainable development and creating a more equitable and inclusive world for all.

STATEMENT OF THE PROBLEM

While women's engagement in social entrepreneurship has gained attention in recent years, there remains a need to explore the underlying factors influencing their pursuit and performance in this domain. Despite their significant contributions to driving social change, women entrepreneurs continue to face unique challenges and barriers that impact their ability to succeed in the field of social ventures.

This study seeks to address the following questions:

- What motivates women to pursue social entrepreneurship, and how do these motivations influence their engagement with social ventures?
- What are the key challenges and barriers faced by women in social entrepreneurship, and how do these factors impact their performance and success?
- What strategies do women employ to overcome challenges and barriers in social entrepreneurship, and what are the implications for their ventures and broader social impact?
- What are the broader implications of women-led social ventures for addressing social inequalities, fostering inclusive economic growth, and driving positive societal change?

By examining these questions, this study aims to provide insights into the determinants of women's engagement and performance in social ventures, as well as the broader implications for social impact and economic development. Understanding these dynamics is essential for developing targeted interventions and support mechanisms to unlock the full potential of women as drivers of social innovation and transformation.

REVIEW OF LITERATURE

Women's engagement in social entrepreneurship has garnered increasing attention in recent years, as scholars and practitioners recognize the transformative potential of women-led ventures in addressing social issues and fostering sustainable development. The literature on this topic highlights various factors influencing women's pursuit

and performance in social ventures, as well as the broader implications for social impact and economic development.

Motivations for Women's Engagement in Social Entrepreneurship

Research suggests that women are often motivated by a strong sense of social responsibility and a desire to create positive change in their communities. Studies have identified factors such as empathy, altruism, and a commitment to social justice as key drivers of women's engagement in social entrepreneurship (Dacin, Dacin & Matear, 2010; Dees & Anderson, 2006). Women entrepreneurs are also motivated by personal experiences, including encounters with social issues or inequalities, which inspire them to take action and pursue ventures aimed at addressing these challenges (Mair & Marti, 2006).

Challenges and Barriers Faced by Women in Social Entrepreneurship

Despite their motivations and aspirations, women entrepreneurs encounter various challenges and barriers that impact their ability to succeed in social ventures. Research has highlighted factors such as limited access to financial resources, gender biases and stereotypes, and a lack of supportive networks and mentorship opportunities as significant obstacles for women in social entrepreneurship (Brush, Carter, Gatewood, Greene & Hart, 2006; Lebet & Grasse, 2010). Additionally, women often face challenges in balancing entrepreneurial pursuits with caregiving responsibilities and societal expectations, further complicating their entrepreneurial journey (Brush et al., 2006; Lebet & Grasse, 2010).

Strategies Employed by Women in Social Entrepreneurship

Despite these challenges, women entrepreneurs employ various strategies to overcome obstacles and navigate the complex landscape of social entrepreneurship. Research suggests that women leverage their social networks and community connections to access resources and support, including financial capital, mentorship, and collaborative partnerships (Dacin et al., 2010; Lebet & Grasse, 2010). Women also demonstrate resilience, creativity, and

adaptability in responding to challenges, often innovating new approaches and business models to address social issues effectively (Mair & Marti, 2006; Lebret & Grasse, 2010).

Implications of Women-Led Social Ventures

Women-led social ventures have significant implications for addressing social inequalities, fostering inclusive economic growth, and driving positive societal change. Research has shown that women-led ventures are more likely to prioritize social impact and stakeholder engagement, leading to more sustainable and inclusive business practices (Dacin et al., 2010; Lebret & Grasse, 2010). Moreover, women's involvement in social entrepreneurship has been linked to broader social and economic development outcomes, including poverty alleviation, empowerment of marginalized communities, and promotion of gender equality (Dacin et al., 2010; Mair & Marti, 2006).

Exploring Women's Pursuit and Performance in Social Ventures: Determinants

The pursuit and performance of women in social ventures are influenced by a multitude of factors, which can be categorized into several key determinants. Understanding these determinants is crucial for elucidating the motivations, challenges, and strategies employed by women in the realm of social entrepreneurship. Here are some key determinants that shape women's engagement with social ventures:

• Motivations

Women's involvement in social entrepreneurship is often driven by a sense of social responsibility, a desire to address pressing social issues, and a commitment to creating positive change in their communities. Personal experiences, such as encountering social inequalities or witnessing injustice, can also serve as powerful motivators for women to pursue social ventures.

• Access to Resources

The availability and accessibility of resources, including financial capital, social networks, mentorship, and educational opportunities, significantly influence women's ability to establish and sustain social ventures. Limited access to financial resources and networks can pose significant barriers for women entrepreneurs, particularly in resource-constrained settings.

• Socio-Cultural Factors

Socio-cultural norms, gender roles, and expectations can shape women's perceptions of entrepreneurship and

influence their decision to engage in social ventures. Societal attitudes towards women's roles in business and leadership, as well as prevailing gender biases and stereotypes, can impact women's confidence, aspirations, and opportunities in the field of social entrepreneurship.

• Institutional Support

Supportive ecosystems, including policy frameworks, incubators, accelerators, and other support organizations, play a crucial role in facilitating women's engagement and success in social ventures. Access to tailored support services, mentorship programs, and capacity-building initiatives can enhance women's entrepreneurial skills, networks, and resilience.

• Networking and Collaboration

Women's ability to access and leverage social networks, partnerships, and collaborative opportunities can significantly influence their performance in social ventures. Building strategic alliances, fostering partnerships with stakeholders, and participating in community networks can enhance women's visibility, credibility, and impact as social entrepreneurs.

• Personal and Professional Development

Women's pursuit and performance in social ventures are also influenced by their personal attributes, skills, and experiences. Continuous learning, self-efficacy, and leadership development are essential for women entrepreneurs to navigate challenges, seize opportunities, and achieve sustainable impact in their ventures.

Understanding these determinants is essential for designing targeted interventions and support mechanisms to empower women entrepreneurs and foster an enabling environment for women-led social ventures. By addressing systemic barriers, promoting inclusive policies, and fostering supportive ecosystems, stakeholders can unlock the full potential of women as drivers of social innovation and positive change in society.

Exploring Women's Pursuit and Performance in Social Ventures: Implications

The pursuit and performance of women in social ventures carry significant implications for various stakeholders, including individuals, communities, organizations, and society at large. Understanding these implications is essential for recognizing the transformative potential of women-led social ventures and harnessing their contributions to address pressing social issues and foster sustainable development. Here are some key implications of women's engagement in social entrepreneurship:

• Addressing Social Inequalities

Women-led social ventures have the potential to address a wide range of social inequalities, including gender inequality, poverty, access to education, healthcare disparities, and environmental degradation. By focusing on marginalized communities and vulnerable populations, women entrepreneurs can develop innovative solutions to complex social problems and contribute to building more inclusive and equitable societies.

• Fostering Inclusive Economic Growth

Women's engagement in social entrepreneurship can contribute to inclusive economic growth by generating employment opportunities, promoting entrepreneurship among women, and supporting the development of micro-enterprises and small businesses. Women-led ventures often prioritize hiring marginalized individuals, providing skills training, and creating economic opportunities in underserved communities, thereby contributing to poverty reduction and economic empowerment.

• Driving Positive Social Change

Women entrepreneurs are uniquely positioned to drive positive social change by leveraging their empathy, collaborative leadership style, and commitment to social impact. Women-led social ventures often prioritize stakeholder engagement, community participation, and sustainable business practices, leading to more holistic and impactful solutions to social problems. Moreover, women's involvement in social entrepreneurship can inspire other women and girls to pursue their entrepreneurial aspirations and become agents of change in their communities.

• Empowering Women and Girls

Women's engagement in social entrepreneurship can serve as a powerful tool for empowering women and girls, both economically and socially. Women entrepreneurs serve as role models and mentors for aspiring female entrepreneurs, challenging gender norms and stereotypes and promoting women's leadership and agency. By providing opportunities for skills development, leadership training, and access to resources, women-led social ventures can empower women and girls to realize their full potential and become active participants in economic and social development.

• Enhancing Sustainable Development

Women-led social ventures are often characterized by their focus on sustainability, both environmental and social. By promoting sustainable business practices, ethical sourcing, and environmental conservation, women entrepreneurs contribute to the achievement of sustainable development goals (SDGs) and the preservation of natural resources for future generations. Moreover, women's emphasis on social impact and community development fosters resilience,

social cohesion, and long-term prosperity in communities.

Overall, the implications of women's pursuit and performance in social ventures are far-reaching, encompassing social, economic, and environmental dimensions. By recognizing and supporting the contributions of women entrepreneurs, stakeholders can unlock the full potential of women-led social ventures as catalysts for positive change and sustainable development in **the**

CONCLUSION

The literature on women's pursuit and performance in social ventures highlights the multifaceted nature of their entrepreneurial journey, encompassing motivations, challenges, strategies, and implications for social impact and economic development. By understanding these dynamics, policymakers, practitioners, and stakeholders can develop targeted interventions and support mechanisms to empower women entrepreneurs and harness the full potential of women-led social ventures in driving positive societal change.

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