

WOMEN ENTREPRENEURSHIP IN SOUTH AND EAST ASIA: CHALLENGES AND OPPORTUNITIES OF ENTREPRENEURSHIP EDUCATION TO WOMEN IN REAL WORLD SITUATION

Women Entrepreneurship in South and East Asia: Challenges and Opportunities of Entrepreneurship Education to Women in Real-World Situation Aim of the study Entrepreneurship Education (EE) gives positive impact on the success rate of the individuals as it encourages innovative values, knowledge, usefulness of technologies, involvement of effective strategies, etc. (Pham, et al., 2023). However, EE is not limited to classroom only as real-world situation also impacts the chances of the success of entrepreneurs. In regards to this, results show that employment facilities, access to resources, family support, country culture, economic environment, etc. play a significant role in encouraging women entrepreneurship (Franzke, et al., 2022). Moreover, it is identified that there is significant difference in cultural, economic, and institutional factors of South Asia and East Asia regions which further create difference in challenges as well as opportunities for the entrepreneurship education for the women of both these regions. South Asian women entrepreneurs are facing significant challenges in EE due to lack of formal EE system, infrastructural support, gender discrimination and patriarchy system (Agrawal, et al., 2023).

Additionally, cultural and social norms in South Asian community load women with family responsibilities while keeping expectations from them of doing household

chores and looking after the family members which create barrier towards their education as well as career growth (Manzoor, 2024).

On the other hand, although lack of opportunity in the labour market create force on the women to come up with effective plans to become successful entrepreneurs to make a living. However, women who are forced to become entrepreneur and do not go through professional EE system majorly lacks in management and business skills which are essential to gain success (Allen, et al., 2007). In the contrary, East Asia is the most successful region in Asia due to small gender gap which offers equal opportunity to both men and women to gain EE. In this region, the common mission of the entrepreneurship educators is to inspire and equip the next generation equally while eliminating the chances of discrimination so that better world can be created (Kelley and Thomas, 2011).

Moreover, significant economic growth, low unemployment rates and high women participation in the labour market (Tambunan, 2009). High and equal opportunity in the labour market is assisting East Asian women to show progress of senior management positions which is further assisting them to develop the skills of successful entrepreneurs (Maslak, 2017). Similarly, employed women are three to four times more likely to become successful entrepreneur as compared to women who are unemployed (Allen, et al., 2007). Thus, high women employment rate in East Asia regions also create favourable environment for the women to become successful entrepreneur. Additionally, economic growth also motivating women entrepreneurship. Hence, this research seeks to identify barriers as well as enablers of both these regions while conducting comparative analysis for the women EE programs.

Methods

To conduct this research, secondary data collection method will be used. Under this method, case study research strategy will be selected. Utilisation of this strategy will help to collect the data from the sources which discuss the women entrepreneurship in South Asia (India, Afghanistan, Bangladesh, Sri Lanka, Bhutan, Maldives, Iran, Pakistan and Nepal) and East Asia (Hong Kong, Macau, China, Japan, Mongolia, Taiwan, North Korea and South Korea) region. There will be special concern given towards conducting case study for atleast five countries of each region so that effective research outcome can be produced.

Results

The research finding will help to analyze that what is the reason behind high success rate of East Asian women entrepreneurs as compare to South Asia. Additionally, it will help to identify the role of various aspects on women entrepreneurs (employment facilities, access to resources, family support, country culture, economic environment, etc.). Moreover, this research will shed light on how increase in women entrepreneurship support to lead economic growth. Focus towards these aspects will not only help to identify the challenges and opportunities associated in both the regions regarding women entrepreneurship but will also support to identify the strategies that can be used by the countries of these region to encourage women to become successful entrepreneurs.

Conclusion

The findings of this research will remain significant for the society as well as the country economy that lies in South Asia and East Asia regions as it will help to identify

the challenges that are creating barrier for leading women entrepreneurship which will further support to take effective initiative to deal with this issue so that Asian women empowerment can take place towards entrepreneurship and sustainable economic growth can be encouraged in these regions. The research findings can also be used by the country government to develop effective policies that can assist in dealing with the contemporary challenges faced by the women of their nation to gain EE.

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