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THE CHALLENGES TO WOMEN'S ENTREPRENEURIAL INVOLVEMENT IN THE HOSPITALITY INDUSTRY

Rimsha Khalid¹, Mohsin Raza^{2*}, Anusara Sawangchai³, Hassan Raza⁴

¹Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket Campus, Thailand  <https://orcid.org/0000-0003-3753-518>
✉ rimshakhalid82@gmail.com

²Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket Campus, Thailand  <https://orcid.org/0000-0001-5865-1285>
✉ mohsinraza006@gmail.com

³Faculty of Management Sciences, Phuket Rajabhat University, Thailand ✉ anusara.s@pkru.ac.th

⁴Faculty of Business and Management, Universiti Teknologi Mara Malaysia, Sarawak, Malaysia  <https://orcid.org/0000-0001-6590-7699>
✉ hassanraza10@hotmail.com

Abstract: *Entrepreneurship is one of the growing trends, and studies are focusing on it generally. However, this study is mainly focused on women's entrepreneurship. This study intends to measure the impact of work-family interference, socio-cultural support, access to finance entrepreneurial skills, and legal constraints on women's entrepreneurial involvement through the mediation of self-leadership in the hospitality and tourism sector. This study has chosen a quantitative approach, collecting data through surveys. The snowball sampling method was used for data collection from women of Pakistan, and data was analyzed through the PLS-SEM method. The result of the present study affirms that work-family interference, social and cultural support, and entrepreneurial skills are significantly associated with women's entrepreneurial involvement other than access to finance and legal constraints. Moreover, self-leadership significantly mediates between (work-family interference, socio-cultural support, and access to finance) and women's entrepreneurial involvement except for entrepreneurial skills and legal constraints. The present study's findings affirm that formal or informal institutions influence women's entrepreneurial involvement. This study may help women entrepreneurs understand the factors and policymakers to make policies for women entrepreneurs in the hospitality sector.*

Keywords: *Entrepreneurship; Entrepreneurial Intention; Women Entrepreneurs; Self-Leadership*

INTRODUCTION

The concept of women's entrepreneurship is an emergent area of research globally and has gained tremendous importance in the last couple of decades (Varghese 2021). The woman entrepreneur is well-defined as a woman who uses her expertise, resources, and knowledge to create a new enterprise by facing problems and hardships until gaining financial benefit from her business (Gërguri-Rashiti and Rotabi 2021). Female entrepreneurs make a critical contribution to providing businesses, investment, poverty reduction, schooling, human development, well-being, and development of countries, specifically in non-industrialized nations (Ranabahu and Tanima 2021). Pakistan is a developing country with an estimated

population of 193.6 million, while 49% comprises women. The overall unemployment rate in Pakistan is more than 5.9%, while the estimated rate of unemployed women is 9% (Isa *et al.* 2022).

Accordingly, Asif *et al.* (2015) stated that unemployment is the leading cause of poverty and numerous difficulties at the domestic level. In Pakistan, women face a high-pitched unemployment rate compared to men. In this way, there is a critical need to uncover the developing rate of female business visionaries in Pakistan (Sajjad *et al.* 2020). Unfortunately, women entrepreneurs are overlooked to be supported to start their businesses and cannot contribute to Pakistan's economy (Khan, Salamzadeh, Shah, and Hussain 2021). The service sector, in general, and tourism and hospitality specifically, have been among the most eye-catching area for entrepreneurs. At the same time, hospitality and tourism entrepreneurship involves a high degree of uncertainty and risk due to the unfamiliar market. However, the multi challenges in hospitality and tourism faced by women entrepreneurs are still unnoticed in the literature (Bachri *et al.* 2022). Despite the significant role of women in Pakistan, they still face many challenges and hurdles that can limit them from participating in hospitality and tourism entrepreneurship because less attention has been given to women entrepreneurs due to the complex socio-cultural factors and uncooperative family structure (Okolie *et al.* 2021). The role of women in a traditional and male-dominated society, gender discrimination, and inequalities have been the focus of discussion (Roomi, Rehman, and Henry 2018).

Another boundary that women may confront is the lack of entrepreneurial skills to form their businesses (Ghouse, Durrah, and McElwee 2021). Generally, they might be moderately inexperienced in the area where they wish to make their enterprise (Chhabra, Raghunathan, and Rao 2020). It might be difficult for women to get productive business on the off chance that these outcomes in weak knowledge and skills might be difficult (Rosca, Agarwal, and Brem 2020). Moreover, the literature suggests that finance is key to running any business (Ayyagari *et al.* 2021). Women stated that they face a hurdle in receiving credits from financial organizations because the processes are extremely difficult for loan provision (Kim and Cho 2020).

Mainly, Pakistanis are considered a dominant male culture, and in terms of business loan procedures, women are treated poorly by financial organizations. The behavior of bankers and consultants must support providing a loan to follow the procedures (Ali *et al.* 2018). Moreover, another hurdle is legal constraints for women entrepreneurs in Pakistan; the preparation of policies regarding the law is not satisfactory in the escalation of business opportunities for women. Afza *et al.* (2010) proposed the necessity of constructing such an environmental system where female rights would not violate. Moreover, there are no maternity compensations with pay for women as employees (Ali 2013).

Furthermore, traditional women's professions such as parlor, boutiques, and handmade crafting indicate they have fewer chances for coaching and development. Unskilled women are quiet operating commonly in lower ranks with lesser salaries as compared to men (Tlaiss 2015). However, in Pakistan, women entrepreneurs without quality skills are raised a severe problem, which is the leading cause of low participation in business activities (Khan *et al.* 2021).

Moreover, the literature reveals that self-leadership behavior facilitates in implementation of policies on gender (Yenilmez 2018). Self-leadership is defined as "the practice

of intentionally influencing your thinking, feeling, and action towards your objective(s)” (Matahela 2022).

The role of self-leadership is not well documented in the literature in the context of women’s entrepreneurial involvement (Ho and Nesbit 2018). Therefore, self-leadership approaches enhance entrepreneurial growth for both women and men. However, outcomes of earlier studies stated that men entrepreneurs are more self-achieved in their goals compared to women in terms of implementation of strategies in the organization (Bendell, Sullivan, and Marvel 2019). This indicates that due to many hurdles, women lack motivation, which is the underlying reason behind this difference/gap (Manzoor 2015).

Additionally, the entrepreneurial ecosystem seems to affect self-leadership practices when the leader is open to change. Young leaders become more willing to make changes and are more interested in innovation (Festa and Knotts 2021), as the earlier literature indicates that environmental factors are significantly associated with learning and adopting new techniques (Khalid *et al.* 2021). Further, younger entrepreneurs are less nervous about new learning abilities than older entrepreneurs; less anxiety is significantly related to a great readiness to try new and innovative things.

Thus, entrepreneurship research is still neglected in the hospitality and tourism industry. The recent literature signifies the role of self-leadership in entrepreneurs. The present study intends to test the role of these factors and other factors in women’s entrepreneurial involvement in hospitality and tourism (Raza *et al.* 2021). This study’s novelty is to examine the elements that affect women’s entrepreneurial involvement, especially work-family interference, social and cultural support, legal constraints, access to finance, and entrepreneurial skills. Therefore, these elements significantly impact women entrepreneurs’ development of their businesses. Moreover, the recent literature indicates that self-leadership significantly explains the association between factors influencing women’s entrepreneurial involvement (Khalid *et al.* 2021). Hence, the intervention investigation of self-leadership is required due to women’s lack of self-confidence and self-motivation. This study examined the mediating role among elements such as work-family interference, socio-cultural support, access to finance, legal constraints, entrepreneurial skills, and women’s entrepreneurial involvement. Additionally, exploring the perspective of women entrepreneurs in hospitality and tourism can contribute to the better design the facilitating environment.

LITERATURE REVIEW

Women Entrepreneurial Involvement

Women’s entrepreneurship plays a significant role in the growth of business models and is also a valuable mechanism for economic growth that enhances employment in the country (Tjondro *et al.* 2022). Women entrepreneurs are a group of women who initiate and engage themselves to run businesses (Tryphone and Mkenda 2022). According to the literature, new approaches explore the development of women’s entrepreneurship, concluding that women entrepreneurs have an important role in business growth. However, women’s participation in entrepreneurship is still low (Aparicio *et al.* 2022). Therefore, developing women’s

entrepreneurial behavior is a key part of the discussion for the policymakers, experts, and researchers exploring the key challenges and practical solutions to enhance women's entrepreneurship in developing countries (Ng *et al.* 2022). Worldwide, the estimated number of women is 252 million running their enterprises, but women's entrepreneurial participation is lower than men's (Sahira and Surangi 2022). However, America, Australia, Africa, Latin America, the Caribbean, and Europe region has many women entrepreneurs and male entrepreneurs (Dávila and Lluch 2022).

Comparatively, Asian developing countries are also participating in the growth of women's entrepreneurship and empowering them in society. However, some developing countries have low GDPs and low potential for expanding women's enterprises in their countries (Tambunan 2009). According to Sinhal (2005) found that less than 10% of women entrepreneurs in South Asia, comprising Maldives, Bhutan, India, Nepal, Sri Lanka, Bangladesh, and Pakistan (Dhameja *et al.* 2002; Finnegan 2000; Giovannelli *et al.* 2003; Goheer 2003; Kantor 2001; Sasikumar 2000; Seymour 2001; Sharma and Dhameja 2002; Sinha 2003). Therefore, in developing countries, especially in Pakistan, the women entrepreneurship rate is 1% compared to the 21% of male entrepreneurs. It is essential to explore and grasp the factors limiting them to encouraging entrepreneurial activity participation (Khan 2020).

Challenging Factors for Women Entrepreneurs

Women entrepreneurship confronts the challenges such as lack of social support, work-family conflict, inadequate entrepreneurial education, low access to finance, lack of motivation, and fear of failure conditions (Epezagne Assamala *et al.* 2022). Moreover, the literature shows that low capital, gender discrimination, lack of knowledge, barriers to available training programs, sales, and marketing skills, and absence of managerial experience and technical support are significant barriers for women entrepreneurs. However, personal qualities, marketing and management skills, hard work, and support by the family or spouse are the critical reason for the success of women in entrepreneurship (Afroze *et al.* 2014). Along with this, Pakistan is a developing country, and social transformation is slower than worldwide in the improvement of women. It is observed that Pakistan's close culture forces women to be powerless in decision-making, male domination, unbalanced work and family, lack of job opportunities, and social immobility (Khan 2020).

According to Ali (2016), the family has a significant role in the business, but a lack of family support and marital life may limit the women in achieving the desired success. Although sometimes it is hard for females to balance their professional and personal lives independently (Raza *et al.* 2020). As a women's responsibility, families expect that they are responsible for taking care of their house and children; these are disparities that women are less involved in business than men.

Multicultural nature and social and cultural support play a central role in establishing the organization in the hospitality and tourism sector. Traditional values and beliefs influence the actions that could influence self-employment opportunities (Auth and Peukert 2022). From a socio-culture perspective, gender discrimination is a critical factor in Pakistan, and cultured ideas related to gender and business limit the ability of females to collect technological, financial, and

social resources (Brush *et al.* 2006). Moreover, the lack of entrepreneurial skills is another main element that restricts women entrepreneurs; females are unaware of the information and skills to manage entrepreneurial activities (Rosca, Agarwal, and Brem 2020).

Another difficulty is the lack of access to finance; few financial institutions may not give attention to women enterprises in helping the credit opportunities and procedures. The behaviors of bankers and business experts should be helpful regarding financial resources (Ali 2016). Further, the gender-oriented gap and absence of legal information are considered barriers that may not be cooperative for women entrepreneurs. In legal matters, women cannot claim their rights from their husbands or fathers and depend on their male partners for legal requirements (Salahuddin *et al.* 2021).

On the other hand, the work performance of females is not investigated, and there is no evidence for the higher and lower performance presented by the male-oriented work under women entrepreneurs due to the absence of confidence and lack of self-assessment to achieve the objective. Therefore, gender discrimination can be affected by female administrative management and self-management skills, and leadership styles still need to be explored (Visser and van Scheers 2018). In leadership styles, self-leadership is one of the critical factors that can enhance the lives of entrepreneurs and their businesses by leading themselves, as believed to lead the other by driving oneself (Ho and Nesbit 2018). This study examines the different factors that limited women's entrepreneurial involvement; hence, this study has the following propositions:

H1: Work-family interference significantly influences women's entrepreneurial involvement.

H2: Socio-cultural support significantly influences women's entrepreneurial involvement.

H3: Entrepreneurial skills significantly influence women's entrepreneurial involvement.

H4: Access to finance significantly influences women's entrepreneurial involvement.

H5: Legal constraints significantly influence women's entrepreneurial involvement.

H6: Self-leadership significantly influences women's entrepreneurial involvement.

Relationship between Challenges for Women Entrepreneurs and Self-Leadership

Nowadays, realizing where to focus on self-leadership inside organizations could be a key driver of Entrepreneurs' development procedure (Ziyae and Heydari 2016). Self-leadership is defining objectives and gaining admittance to the potential capacities of human resources (Shatzer *et al.* 2014). Self-leadership incorporates intellectual and behavioral approaches that positively influence self-efficacy (Walumbwa *et al.* 2011).

Therefore, self-leadership is characterized as an efficient procedure of strategies through which people can influence themselves toward high performance and development. The three systems related to self-leadership incorporate behavioral strategies, regular reward strategies, and constructive thinking patterns (Neck and Manz 2010).

This research examines individual discrimination that may influence the use of self-leadership strategies. These changing situations require employees to accept additional responsibility and perform better, for example, by utilizing self-leadership strategies. This investigation also revealed that females in this context were more likely than men to utilize behavior-focused, natural rewards, constructive thought, and general self-leadership strategies

(Norris 2008). In a study, Fry (2003) highlighted that self-leadership increases the expectancy and dependability in attaining the vision and objectives of enterprises.

However, self-leadership is a necessary attribute to becoming a successful person. Personality characteristics commonly happen by the close to social and educational institutes and homes, enabling individuals to accept the qualities-based way to deal with self-lead improvement (Cristofaro and Giardino 2020). Therefore, this study has proposed that:

H7: Work-family interference significantly influences self-leadership.

H8: Socio-cultural support significantly influences self-leadership.

H9: Entrepreneurial skills significantly influence self-leadership.

H10: Access to finance significantly influences self-leadership.

H11: Legal constraints significantly influence self-leadership.

Mediating Role of Self-Leadership

The most common subthemes created from the female members' stories were assurance to succeed, decision-making, risk-taking, and self-confidence. Most female members stressed how significant courage was for them to stroll confidently (Aljowaie 2016). Evidence proposes that women in leadership positions confront an alternate reality from their male partners because of organizational, individual, and social difficulties that may repress their leadership achievement (Al-Ahmadi 2011).

Given the appraisal, training for businesspeople is customized to give the fundamental development in innovative self-leadership and super-leadership. This development in abilities should improve entrepreneurs' skills and adequately manage work-related difficulties (Georgianna 2015). Expanded females' financial strengthening and better gender equality concerning leaderships are actual segments of a more extensive gender initiative to define arrangements for better, more pleasant, and more grounded development in as of now created and as yet creating nations alike. Of course, when women are put in unique positions, it rouses other women as they look to imitate them by getting leadership roles (Yenilmez 2018). Women do not have enough awareness about law information and legal rights. Women cannot claim property without their families or husband. Women depend on other male participants to fulfill the legal practices. Policymakers and other authorities interpret the legal requirements differently (Afza *et al.* 2010).

Conversely, female workers are regularly associated with supporting generally and must bear increasingly home duties (Zhang *et al.* 2021). As it clashes with traditionally held desires for female actions, women may be less likely to engage in self-leadership activities.

This research adds to the research community, which shows that self-leadership is an essential persuasive building in an organizational sense. There was no cross-cutting distinction between Chinese men and women in the consistency of the mediated effects of self-leadership. Subsequently, it is recommended to apply the findings of this examination to other social contexts (Ho and Nesbit 2018). This study examines the mediating effect of self-leadership in the context of Pakistan; therefore, this study has proposed the following:

H12: Self-leadership significantly mediates the relationship between work-family interference and women's entrepreneurial involvement.

H13: Self-leadership significantly mediates the relationship between Socio-Cultural support and women's entrepreneurial involvement.

H14: Self-leadership significantly mediates the relationship between Entrepreneurial Skills and women's entrepreneurial involvement.

H15: Self-leadership significantly mediates the relationship between access to finance and women's entrepreneurial involvement.

H16: Self-leadership significantly mediates the relationship between Legal Constraints and women's entrepreneurial involvement.

THE SOCIAL LEARNING THEORY

This study based on the social learning theory proposed by Bandura (1977), highlights the importance of observing, modeling, attitude, and emotional reaction of others. He stated:

Learning can be complicated and risky if individuals depend entirely on their activities to illuminate what to do. However, most human behavior is found observationally through displaying: from noticing others, one structure thought of how new behaviors are performed, and on later events, this coded data fills in as a guide for activity (Bandura 1977, 191).

The theory of social learning defines human behavior in terms of lasting collaboration between psychological, social, and environmental influences. Part of the compulsory observation education measures are: (1) attention, significant opportunities and observing characteristics, cognition set, (2) retaining, representative coding (3) motor reproduction, fundamental skills, self-perception of multiplication, input accuracy, and (4) motivation, including external, satanic and self-support. Because it involves thinking, memory, and motivation, the theory of social learning promotes psychology and behavior.

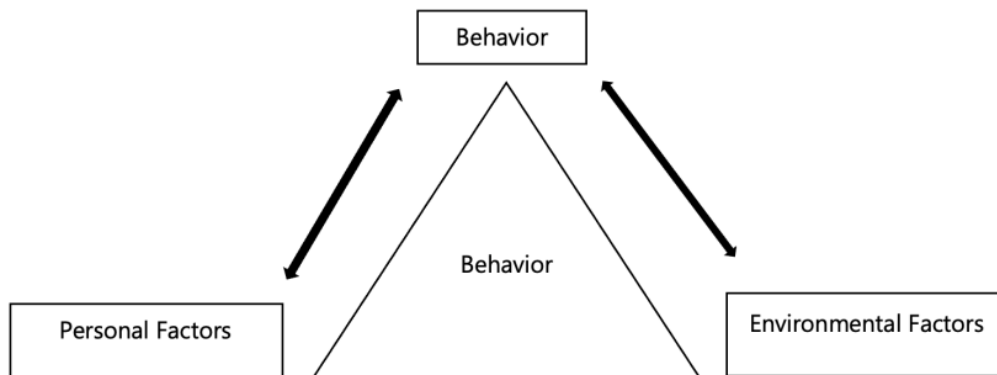


Figure 1: Social Learning Theory (Source: Bandura 1977)

The social learning theory is utilized to identify the behavior of women entrepreneurs. This theory helps to examine the Different barriers in the environment which influence women entrepreneurs. It addresses the regulatory, social, financial, economic, and behavioral problems of women entrepreneurs in the environment. This study utilizes the theory to identify the impact

of personal factors such as self-leadership on women’s behavior in entrepreneurship. This theory benefits from identifying the impact of environmental factors on women’s behavior in entrepreneurship through self-leadership. Many researchers used this theory to understand the impact of environmental and personal factors on behavior in women entrepreneurship ((Dharmaratne 2013; Neumeyer *et al.* 2019; Olsson and Bernhard 2020; Sucheta Agarwal Usha Lenka 2016; Wannamakok and Chang 2020).

Conceptual Framework

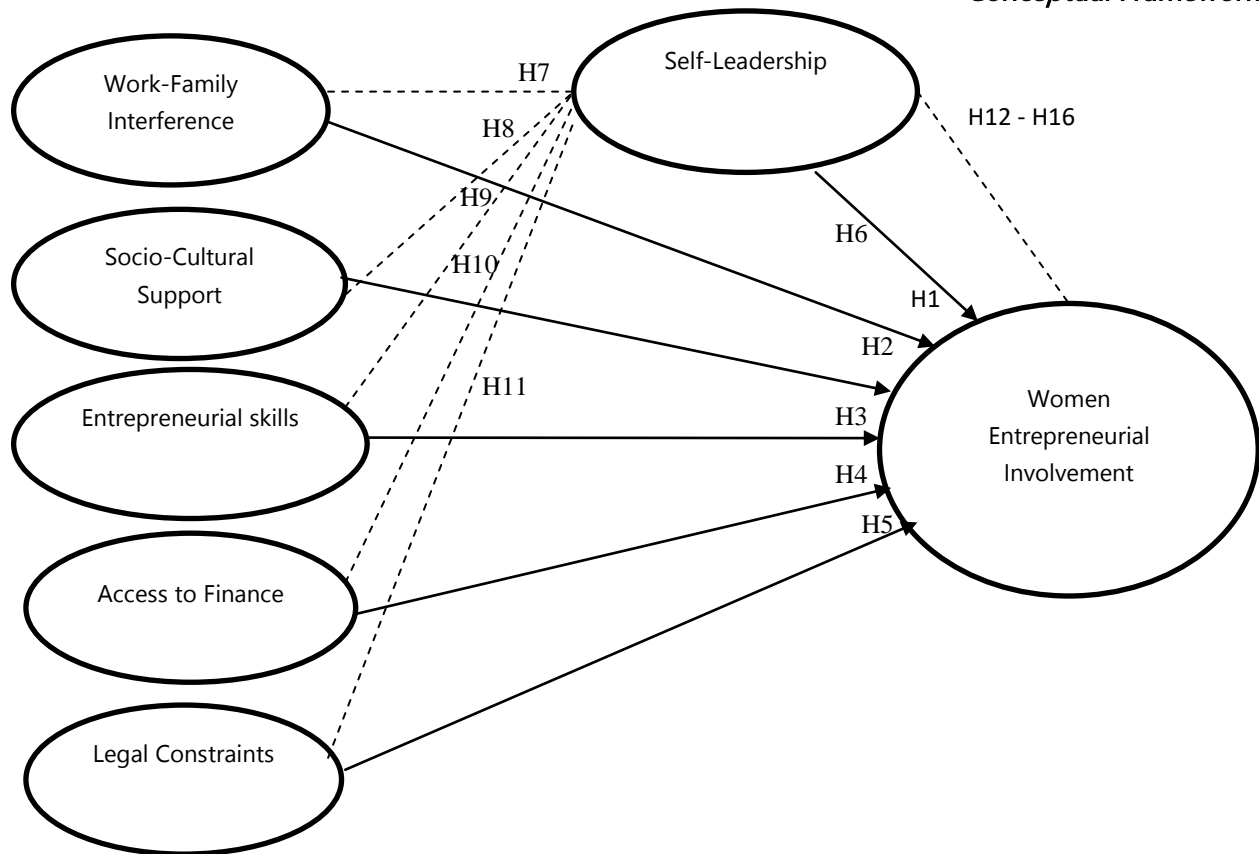


Figure 2: Proposed Conceptual Model of Study (Source: Authors’ depiction 2022)

METHODOLOGY

This study used the quantitative approach to examine the construct by data collection. The data was gathered by women entrepreneurs from the service sector, particularly hospitality and tourism, through the snowball sampling technique. The target population chose women entrepreneurs from three cities in Pakistan.

The questionnaire survey was used to collect the data from women entrepreneurs. The measure of the questionnaire item five-point Likert scale (1=Strong agree to 5=strongly disagree) considered the best measurement tool to reduce the frustration level of respondents. 620 questionnaires were distributed to respondents, 414 questionnaires were returned, and 372 questionnaires were finalized for data analysis with a 60% response rate.

This study examines the influence of variables (work-family interference, socio-cultural support, entrepreneurial skill, access to finance, legal constraints, and self-leadership on women's entrepreneurial involvement). This study also investigates the mediating effect of self-leadership between work-family interference, culture and social support, entrepreneurial skill, access to finance, legal constraints, and women's entrepreneurial involvement. The study adopted the measurement scale of work-family interference from the study of Zeidan and Bahrami (2011). The socio-cultural support was measured by 5 items adapted from the study of Alhabidi (2013). The measurement scale of entrepreneurial skills is taken from the study of Kavuli (2014) and consists of 5 items. Access to finance is measured with 5 items adapted from the study of Zeidan and Bahrami (2011). The scale of legal constraints is taken from the study of Sadi and Al-Ghazali (2010), and it has 5 items. The self-leadership was measured by 5 items adapted from the study of Crossen (2015). The women's entrepreneurial involvement was measured by 5 items adapted from the study of Farah (2014).

DATA ANALYSIS

The present study employed the structural equation modeling technique using SmartPLS4, considered most appropriate and suitable for the measurement and structural model assessment and documented as a silver bullet (Hair *et al.* 2020). The present study will assess the measurement model based on convergent and discriminant validity. In contrast, the structural model will be assessed based on hypothesis testing considering the 95% confidence interval.

Demographics

The study shows the demographics analysis containing age, marital status, education, and business. 81 respondents are single, or 22%; 156 are married, or 42%; 79 are divorced or 21%; and 56 are widows or 15%. Moreover, 93 respondents had an age range of 18-25 with 25%, 73 were 26-35 years with 20%, 59 were 36-45 years with 16%, 91 had 46-55 years of age with 24%, and 56 were above 55 years with 15%. Furthermore, 59 have a high school degree with 16%, 87 have a diploma with 23%, 93 have a bachelor's level or 25%, and 133 have a higher education or 36%. A total of 372 questionnaires were spread, of which 211 respondents belonged to the hospitality industry, which counts for 56%, and 161 respondents belonged to the tourism industry, which counts for 43% of the total.

Figure 3 indicates 7 (seven) variables of the framework used in this study. These variables comprise work-family interference (WFI), socio-cultural support (SCS), entrepreneurial skills (ES), access to finance (AF), legal constraints (LC), self-leadership (SL), and women's entrepreneurial involvement (WEI). This study shows that work-family interference, socio-cultural support, entrepreneurial skills, access to finance, and legal constraints, act as independent variables, self-leadership as a mediating role, and women's entrepreneurial involvement as a dependent variable.

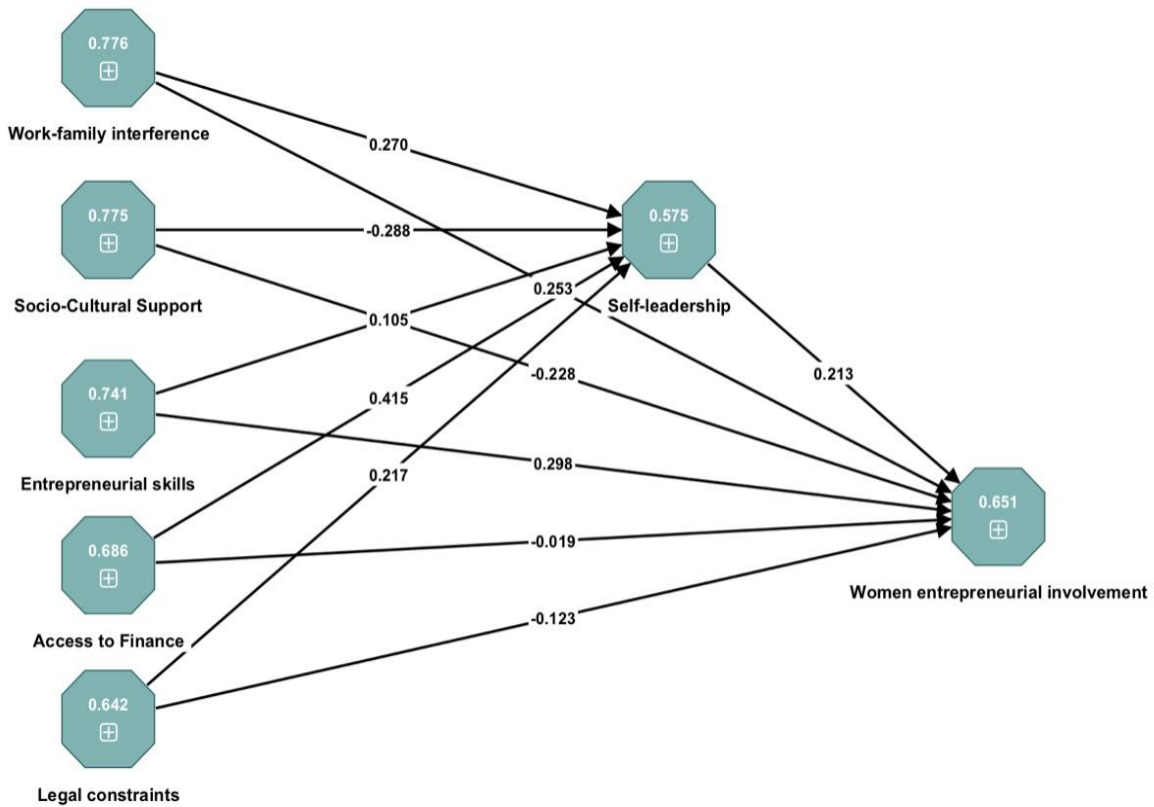


Figure 3: Measurement Model (Source: Authors’ depiction 2022)

Table 1: Reliability of Constructs (Source: Authors’ calculations 2022)

	Cronbach’s Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Access to Finance	0.886	0.895	0.916	0.686
Entrepreneurial Skills	0.921	1.156	0.935	0.741
Legal Constraints	0.882	0.926	0.898	0.642
Women Entrepreneurial Involvement	0.866	0.868	0.903	0.651
Self-Leadership	0.800	0.799	0.867	0.575
Socio-Cultural Support	0.928	0.950	0.945	0.775
Work-Family Interference	0.928	0.933	0.945	0.776

Table 1 indicates the reliability and convergent validity of the constructs used to evaluate the measurement model. The reliability of the construct was measured from Cronbach’s alpha, composite reliability and rho_A (Hair *et al.* 2020). The value of Cronbach’s alpha, rho_A, composite reliability should be greater than 0.70. Furthermore, the average variance extracted (AVE) should be greater than 0.50. According to the study, all values of Cronbach’s alpha, rho_A and CR and AVE were greater than the threshold value.

Table 2: Outer Loadings (Source: Authors' calculations 2022)

	AF	SCS	ES	LC	WEI	SL	WFI
AF1	0.850						
AF2	0.817						
AF3	0.837						
AF4	0.845						
AF5	0.790						
SCS1		0.853					
SCS2		0.881					
SCS3		0.887					
SCS4		0.909					
SCS5		0.869					
ES1			0.814				
ES2			0.920				
ES3			0.875				
ES4			0.856				
ES5			0.835				
LC1				0.737			
LC2				0.773			
LC3				0.888			
LC4				0.917			
LC5							
WEI1					0.817		
WEI2					0.840		
WEI3					0.719		
WEI4					0.820		
WEI5					0.832		
SL1						0.787	
SL2						0.832	
SL3						0.793	
SL4						0.459	
SL5						0.852	
WFI1							0.849
WFI2							0.904
WFI3							0.854
WFI4							0.919
WFI5							0.876

Table 2 presents the outer loading of the constructs, and the outer loading value should be <0.708 to attain valid and reliable outcomes. Therefore, reliability and validity values are established on the outer loading values (Hair *et al.* 2017). However, the present study has items less than the threshold but were not omitted because there were no validity and reliability issues.

Discriminant Validity

Table 3: Fornell-Larcker Criterion (Source: Authors’ calculations 2022)

	AF	ES	LC	WEI	SL	SCS	WFI
AF	0.828						
ES	0.230	0.861					
LC	0.308	0.758	0.801				
WEI	0.032	0.038	-0.106	0.807			
SL	0.420	0.132	0.138	0.288	0.759		
SCS	0.282	0.668	0.837	-0.180	0.028	0.880	
WFI	-0.016	-0.151	-0.166	0.329	0.267	-0.194	0.881

The discriminant validity was assessed by Fornell and Larcker criteria. Table 3 shows that the Fornell and Larcker criteria are defined as the square root of AVE in every latent variable should be more than other correlation values among the latent variables. In this study, the values of Fornell and Larcker meet the criteria (Hair *et al.* 2020).

Table 4: Quality Criteria (Source: Authors’ calculations 2022)

	R-Square	R-Square Adjusted
Women Entrepreneurial Involvement	0.209	0.196
Self-Leadership	0.282	0.272

Table 4 displays the strong and weak relationship that means variation in output variables described by the input variables. In this study, WEI has an R-square value of 0.209 and an R-square adjusted of 0.196. While the SL of the R-square value is 0.282 and the adjusted R-square is 0.272.

Table 5: Direct Effect (Source: Authors’ calculations 2022)

	Original Sample (O)	T statistics (O/STDEV)	P values
Access To finance ->Women Entrepreneurial Involvement	0.069	1.344	0.179
Access To finance -> Self-Leadership	0.415	6.198	0.000
Entrepreneurial Skills ->Women Entrepreneurial Involvement	0.320	3.252	0.001
Entrepreneurial Skills -> Self-Leadership	0.105	1.113	0.266
Legal Constraints ->Women Entrepreneurial Involvement	-0.076	0.720	0.472
Legal Constraints -> Self-Leadership	0.217	2.307	0.021
Self-Leadership ->Women Entrepreneurial Involvement	0.213	3.362	0.001
Socio-Cultural Support ->Women Entrepreneurial Involvement	-0.289	3.510	0.000

Socio-Cultural Support -> Self-Leadership	-0.288	3.431	0.001
Work-Family interference ->Women Entrepreneurial Involvement	0.310	5.615	0.000
Work-Family interference -> Self-Leadership	0.270	4.879	0.000

Table 6: Indirect Effects (Source: Authors' calculations 2022)

	Original Sample (O)	T Statistics	P Values
Access To finance -> Self-Leadership -> Women's Entrepreneurial Involvement	0.088	3.364	0.001
Entrepreneurial Skills -> Self-Leadership ->Women Entrepreneurial Involvement	0.022	0.963	0.336
Work-Family interference -> Self-Leadership ->Women Entrepreneurial Involvement	0.057	2.485	0.013
Socio-Cultural Support -> Self-Leadership ->Women Entrepreneurial Involvement	-0.061	2.321	0.020
Legal Constraints -> Self-Leadership ->Women Entrepreneurial Involvement	0.046	1.838	0.066

Table 5 shows that direct effect between constructs and Table 7 shows the indirect effects between constructs. Beta values show the relationship between construct, and t-values should be above 1.96 as the P value should be less than 0.05, which shows the significant relationship between variables.

The results found that work-family interference has positively associated with women's entrepreneurial involvement ($\beta=0.310$, $t=5.615$, $p=0.000$). So, H1 is accepted; work-family interference significantly influences women's entrepreneurial involvement.

The study's results discovered that socio-cultural support negatively and significantly influences women's entrepreneurial involvement ($\beta=-0.289$, $t=3.510$, $p=0.000$); therefore, H2 is accepted that cultural and social support significantly influences women's entrepreneurial involvement.

The study found that entrepreneurial skills positively relate to women's entrepreneurial involvement ($\beta=-0.320$, $t=3.252$, $p=0.001$); therefore, the H3 is accepted; entrepreneurial skills significantly influence women's entrepreneurial involvement.

Access to finance relates to women's entrepreneurial involvement ($\beta=0.069$ $t=1.344$, $p=0.179$). The H4 is rejected; therefore, access to finance significantly influences women's entrepreneurial involvement. Moreover, the study has found that legal constraints have an insignificant effect on women's entrepreneurial involvement ($\beta=-0.076$ $t=0.720$, $p=0.472$). The H5 is rejected; therefore, legal constraints significantly influence women's entrepreneurial involvement. The study revealed that self-leadership positively and significantly impacts women's entrepreneurial involvement. So, the H6 is accepted; therefore, self-Leadership significantly influences women's entrepreneurial involvement.

Further, by the study findings, work-family interference has a positive and significant effect on women's entrepreneurial involvement ($\beta=-0.270$ $t=4.879$ $p=0.000$). The H7 accepted that work-family interference significantly influences self-leadership. The present study's findings show that socio-cultural support negatively and significantly affects self-leadership ($\beta=-0.288$

$t=3.431$ $p=0.001$). The H8 accepted that cultural and social support significantly influences self-leadership. Entrepreneurial skills have little relation with self-leadership ($\beta=-0.105$ $t=1.113$ $p=0.266$). The H9 rejected that entrepreneurial skills significantly influence self-leadership. Moreover, access to finance was found to have a significant relationship with self-leadership ($\beta=-0.415$ $t=6.198$ $p=0.000$). The H10 accepted that access to finance significantly influences self-leadership.

The legal constraints have a significant effect on self-leadership. The H11 is accepted that legal constraints significantly influence self-leadership.

Moreover, the study indicates that work-family interference and women's entrepreneurial involvement are significantly mediated by self-leadership ($\beta=0.057$, $t=2.485$, $p=0.013$). The H12 is accepted that self-leadership significantly mediates the relationship between work-family interference and women's entrepreneurial involvement, along with socio-cultural support and women's entrepreneurial involvement significantly mediated by self-leadership ($\beta=-0.061$, $t=2.321$, $p=0.020$). The H13 is accepted that self-leadership significantly mediates the relationship between cultural and social support and women's entrepreneurial involvement. The study found that entrepreneurial skills and women's entrepreneurial involvement were not mediated by self-leadership ($\beta=-0.022$, $t=0.963$, $p=0.336$). The H14 is rejected; therefore, self-leadership significantly mediates the relationship between entrepreneurial skills and women's entrepreneurial involvement. The access to finance and the women's entrepreneurial involvement are mediated by self-leadership ($\beta=-0.882$, $t=3.364$, $p=0.001$). The H15 is accepted; therefore, self-leadership significantly mediates the relationship between access to finance and women's entrepreneurial involvement. The legal constraints and the women's entrepreneurial involvement are not mediated by self-leadership ($\beta=-0.046$, $t=1.838$, $p=0.066$). The H16 is rejected; therefore, self-leadership significantly mediates the relationship between legal constraints and women's entrepreneurial involvement.

CONCLUSION

In challenging circumstances, women lack the confidence to run their businesses. Through the elimination of male dominance, women can establish ownership in the business. As well as, the execution of gender-based equality increases the self-leadership of women; they have higher intentions to adopt self-leadership practices. These practices increase the decision-making power to solve managerial problems and lead to innovative entrepreneurial formation regarding economic growth as the lack of women's entrepreneurial involvement in tourism and hospitality is increasing. Therefore, this paper gives new insights into the literature by providing a well-organized conceptual model of women's entrepreneurial involvement. The results also introduce the implications to practice and provide future direction for researchers.

This study explained the importance of women entrepreneurs in Pakistan and related challenges. This study will help identify the major contributors to achieving women's entrepreneurial involvement. The significant contributors identified are work-family interference, socio-cultural support, access to finance, entrepreneurial skills, legal constraints and self-leadership. The self-leadership can have a mediation effect between the challenges and the women's entrepreneurial involvement. This way, the consequences of the study may give a

worthwhile contribution to the administration and the women's straightforward approach making bodies and organizations like the National Commission on the Status of Women of Pakistan find a way to improve the state of present and hopeful female entrepreneurship in tourism and hospitality sector of Pakistan. This study helps determine what aspects would effectively capture women's entrepreneurial aspirations in Pakistan. It will also help investigate the elements of women's inspirations to set up claim organizations in a socially restricted, religiously traditionalist environment and their struggle to become entrepreneurs in a male-ruled social setup that is explicit to Pakistani society and culture.

Recommendations and Future Direction

The government and civil society can provide adequate legal and financial structures to encourage more women to start businesses in Pakistan's hospitality sector independently. This study highlights gender equality in social, political, and religious content, academic texts, media, and public policy. It can help change women's stereotypical societal image, encourage family support, and help women vent into and manage the business. Also, tribal and religious taboos on women's mobility outside their homes must be publicly contested and demolished. Social media can play an essential role by portraying an egalitarian image of a 'Muslim woman' who has a right equal to her male counterpart to acquire knowledge through education, own property, and manage her own business. Government initiatives may reinforce flexible banking policies, especially for women. Public-private partnerships can be one possible way forward to achieve that aim. Future studies can use existing concepts along with feminist theories in the area of entrepreneurship. Therefore, there is a need to construct business models for women for their business growth. Moreover, future studies can discover the linkage between educational achievement, class, and income with women's business enterprises in a macro context. Adopting entrepreneurship in young women can also help to examine the entrepreneurial behavior of young females from distinctive cultural perspectives.

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