PROBLEMS FACED BY WOMEN ENTREPRENEURS WITH REFERENCE TO MICRO ENTERPRISES

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ABSTRACT

In modern scenario, women entrepreneurs are playing vital role and they have become important part of the global business environment and it is really important for economic development and social progress. Even though women entrepreneurship and formation of women business networks is steadily rising, there are a number of challenges and obstacles faced by women entrepreneurs. The purpose of this study is to identify the major problems faced by women entrepreneurs with reference to micro enterprises in Cuddalore District, Tamilnadu. The research design chosen is descriptive in nature. The universe of the study is women entrepreneurs in Cuddalore District, Tamilnadu. Convenience sampling method is used for this study. Primary data collected from 120 respondents through structured questionnaire and Secondary data collected through various journals, previous research works, websites, etc., Simple percentage analysis, ‘t’-test, ANOVA are used for data analysis. This research indicated that age, marital status, educational qualification and experience has the positive influence on problems of women entrepreneurs in micro enterprises.

KEY WORDS: Entrepreneurship, women entrepreneurs, micro enterprise, problems of women entrepreneurs.

Reference


https://en.wikipedia.org/wiki/Female_entrepreneur

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