

# **Role of social capital among women entrepreneurs**

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## **Declaration**

I, Qura-tul-ain, Student ID: 15001261002, student of M.Phil, Sociology, session 2015-2017, hereby declare that this thesis is my own work and that, to the best of my knowledge and belief, it contains no material previously printed, published or submitted as research work, of any other university or institute of higher education.

Qura-tul-ain

## **Dedication**

**This thesis is dedicated to**

My mother and especially my siblings who stand with me all the time and encouraged me to do my work enthusiastically. Without their unconditional love and support it was impossible for me to complete my study. I thank them all for being with me.

## **Abstract**

While employing a gender lens, the current quantitative study aims to find the association of social capital and entrepreneurship among women in Pakistan. The study was conducted using a sample of 200 women who own beauty salon since one year from their homes and earn profit between PKR 8000 to PKR 12000 using non-random purposive sampling. Social Networking Index (SNI) and Entrepreneurial Attitude Orientation (EAO) were the data collection tools. The findings of the study revealed that social capital and entrepreneurship had significant positive correlation. Social capital also predicts the positive association between innovation, achievement and personal control. ANOVA was also conducted to find the difference in the means of variables.

## **Key words**

Entrepreneurship, Social Capital, Gender Dynamics, Social Networks.

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## **List of Abbreviations and Symbols**

M	Arithmetic mean
SD	Standard deviation
N	Sample size
$\alpha$	Reliability coefficient
$\beta$	Un-standardized coefficient
SE	Standard error
P	Significance
k	Number of items
f	Frequency
%	Percentage
n	Sub-sample
R <sup>2</sup>	Coefficient of Determination
F	Analysis of Variance ratio
SMEDA	Small and medium enterprise development Authority
TDA	Trade and development agency
ICT	Information communications technology
EAO	Entrepreneurial attitude orientation
SNI	Social network index



# **Chapter I**

## **Introduction**

The current research aims to know the utilization of social capital among women entrepreneurs in Pakistani context. Women use their social relations and build trust among these that help them to be an active part of their social circle. These relations encourage and motivate to establish their own business. Women, by using these contacts and the trust may get success in their work. Non-random purposive sampling technique is used. By collecting data from 200 women, who are running their beauty salons from their homes. Quantitative research method is used for data by using the developed questionnaires of Social Networking Index (SNI) and Entrepreneurial Attitude Orientation (EAO). Descriptive analysis and Pearson product moment correlation, multiple linear regression analysis and the analysis of variance (ANOVA) is used to analyze the data. The derived data is used to develop analytical generalization that is provided by the previous literature review (Faryal Salman, 2008, july).