

**Women entrepreneurship and its impact on
Career choices**

Submitted to

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ABSTRACT

Globalization is a progression through which any business activity gain international influence along with becoming operational activity on an international scale. Women entrepreneurs have been seen as economic drivers for the uplift of economic growth and welfare of the developing countries. This study is designed to identify the educational needs related to women entrepreneurs in Pakistan. Entrepreneurship education not only supports but also affects their career choices. This study will check the lived experiences of women entrepreneurs and will be regarded as the precedent case. It will inculcate the importance of entrepreneurial education and its impact on career choices. The research will be based on qualitative research along with phenomenology as inquiry strategy. The study will use purposive sampling and semi-structured interviews will be taken by the sample of 8 to 10 women. The finding which is undertaken in this thesis evidently accentuated the impact of women's life course and their experiences. Women experiences are based on multiple perspectives along with several motivations to become entrepreneurs. The ladies' inspiration to set up business was impacted by these settings as well as formed by individual profession inclinations and changes in parts and connections at different stages over their life course. The outcomes of the study showed that women entrepreneurial education are considered as a tool to re-sharpen their skills to become successful entrepreneurs. After entrepreneurial education, they can deploy multiple entrepreneurship strategies to come up with strong and prosperous entrepreneurs. This study further highlighted the importance of entrepreneurial education in Pakistan where innumerable women are having a lack of awareness and education even having required aptitude of entrepreneurs.

Keywords: Women Entrepreneurship, entrepreneurial education, and career choices

CHAPTER 1

INTRODUCTION

Background of the Research

In Pakistan, women entrepreneur is although a new concept but it has gained acceptance in all over the country. Women in Pakistan are discriminated in every field of life. In general observation, few female is working in the entrepreneurial business to run their family needs. Nowadays women are standing out as the backbone of the economy from the last couple of years. However, despite such recognition Pakistani society is embedded with so many challenges and obstacles in this respect.(Tambunan, 2009). So, an Entrepreneurial activity poses a great threat to Pakistani women. This has drawn the attention of entrepreneurial education and its impact on career choices. By doing this, Pakistani women entrepreneurs can build a positive image in the world.(Azam Roomi & Harrison, 2010).