

## Role of Women Entrepreneurship in Reduction of Social Norms for Sustainable Development

**\*Alka Pandey,**

Assistant Professor, Department of Commerce, Guru Ghasidas Vishwavidyalaya, Bilaspur, Chhattisgarh  
[alkapandey626@gmail.com](mailto:alkapandey626@gmail.com)

**\*\*Shradha Gupta,**

Assistant Professor, School of Management, O.P. Jindal University, Raigarh, Chhattisgarh  
[shradhaacademics@gmail.com](mailto:shradhaacademics@gmail.com)

**\*\*\*Aakriti Sahu,**

Research Scholar, Department of Commerce, Guru Ghasidas Vishwavidyalaya, Bilaspur, Chhattisgarh  
[aakriti.ggvs2023@gmail.com](mailto:aakriti.ggvs2023@gmail.com)

### Abstract

The issue of sustainable development has garnered considerable interest from researchers and professionals who are deeply invested in environmental concerns. Sustainable development has emerged as a significant subject in environmental discourse. The significance of entrepreneurship in addressing sustainable development challenges, alongside innovation. Entrepreneurship has garnered significant attention across scientific disciplines for its role in driving sustainable development. This study investigates the potential influence of entrepreneurship on sustainable development, with a specific emphasis on its economic, environmental, and social aspects. Through a structured survey instrument administered using five-point Likert's scale inferential statistical methods like the Chi-square test and the ANOVA test are used to identify significant predictors of women's empowerment within the context of social norms. This study aims to offer empirical evidence and actionable insights into the intricate interplay between social norms, sustainable development and women's empowerment in entrepreneurship, contributing to a deeper understanding of this critical area. The finding indicates that there is a significant effect on women's empowerment influence women's decision to engage in social network.

**Keyword:** Women empowerment, Women entrepreneurship, Social norms, Sustainable Development

### Introduction

The role of women entrepreneurs in promoting sustainable development has gained increasing attention in recent years (Lambert & Deyganto, 2023). As economic globalisation and the shift towards a market-based economy have impacted social structures, the empowerment of women and their participation in entrepreneurship have become crucial for long-term sustainability. (Potluri & Phani, 2020). Women-owned businesses have demonstrated resilience, innovation, and a commitment to social and environmental sustainability. It is evident that providing equal opportunities and support for women entrepreneurs can unlock their full potential, leading to economic growth, job creation, poverty reduction, and overall societal well-being (Lambert & Deyganto, 2023). However, in the phase of economic development, sustainability has emerged as an increasingly crucial factor. In September 2015, the UN approved a set of 17 Sustainable Development Goals (SDGs).

There is a persistent narrative that women entrepreneurs do not perform as well as their male counterparts in terms of sales, employment growth, or profitability. (Bullough et al., 2019) The reasons for these perceived differences are not entirely clear, and research on the topic has yielded inconclusive results. (Bullough et al., 2019)

Nonetheless, growth-oriented businesses, including those led by women, are essential for economic success, as they are more likely to create jobs, support communities, and achieve higher productivity, innovation, and exports. Because of their innate social conditioning and desire to protect the environment, research indicates that women who have access to formal education and are able to manage their social and professional responsibilities are more likely to pursue entrepreneurship, including eco-entrepreneurship. Encouraging these women and giving them the tools and assistance they need can help us reach the Sustainable Development Goals (Deyganto & Lambert, 2023).

Economic growth is inextricable from women's full participation in all spheres of society. Scholars are in agreement that women have much to offer the world of business. Gender equality and neutral institutional backing are crucial to

maximizing women's contributions to economic and social progress (Sarfaraz et al., 2014). There has been a recent uptick in the number of start-ups founded and run by women. The formation and management of firms by women not only contribute to economic progress but also generate other positive benefits (Sharma, 2018). Women's perspectives are refreshing because they are original, grounded in reality, cutting edge, and full of energy. Women take issues into their own hands, gravitating naturally toward projects, development, and management of businesses, when civil society and societal frameworks provide limited options for job progression. The government of every developing nation can provide personal autonomy and an enhanced social life for both male and female citizens by encouraging women to become empowered through development of skills and entrepreneurship (Morshed & Haque, 2015). Reducing inequalities in people's freedom of choice is central to the concept of empowerment. To increase empowerment, it's necessary to first challenge the status quo and then move from a position of being unable to make decisions to one in which you can (Haugh & Talwar, 2016).

Promoting female empowerment includes showing how the effect of present gender dynamics affects women's decisions and options. It empowers women to stand up to these forces and create their own pathways in life. Women who have embarked on the path to empowerment are able to direct their own lives, enhance their sense of opportunity, and visualize a future in which they play a leading role. These reshaping dynamics give light on the patterns of norm development because they pose a threat to long-standing social and economic norms as experienced by women (Murthy et al., 2008). Interesting nuances emerge when we compare the professional success of a female entrepreneur to the dynamics of her personal life. She may be a fierce force and an efficient worker in the workplace, but her life at home may take a very different course. The objective of the research is to examine the connection between economic participation and women's actual empowerment, which is defined as the ability to "stand in one's own right," whether that means being on par with men professionally or simply being able to support one's family financially while also taking care of household duties (Shingla & Singh, 2015).

## **Literature Review**

The influence of women entrepreneurship on the empowerment of women and societal standards is a subtle and varied topic. (Anggadwita et al., 2015) Argued that women's entrepreneurship, particularly in Islamic contexts, can lead to widespread positive change. (Anggadwita et al., 2015, 2017) Agreed with this approach, arguing that female business ownership is crucial to women's economic and social emancipation. Income generating, skill development, and expanded access to resources and networks are all focal points. These findings collectively demonstrate the revolutionary potential of women business in addressing conventional social norms and accelerating gender equality. (Morshed & Haque, 2015) Outlined that women's business ownership has empowered them to make more-informed choices than their male counterparts in the home. (Baughn et al., 2006), adds weight to these conclusions by demonstrating that countries with greater entrepreneurial activity also likely to have more women running their own businesses. Collectively, these studies show how women's entrepreneurship can help advance women's rights and question entrenched gender roles.

In the presence of a discriminating inefficient business ecosystem, women entrepreneurs use non-market strategies such as corruption to alter decisions in their favour. Also an effort to reduce corruption at an immature stage, when these societal institutions have not yet developed, might cause more harm than benefit (Devlaina & Sahu, 2023). Financial constraints may not necessarily improve the entrepreneurial intentions of women in patriarchal societies, as strong normative barriers may inhibit their entrepreneurship; new evidence at the intersectionality of gender, family status, and culture by focusing on a previously little researched group of middle-class women in an emerging economy (Karim et al., 2023). Haugh & Talwar (2016) Framed emancipatory social entrepreneurship as processes that empower women and contribute to changing the social order in which women are embedded. (Dixit et al. 2023) argued Social entrepreneurial leadership has the potential to revolutionize the very concept of women empowerment.

Srivastava et al. (2018) it has been suggested that women's entrepreneurship plays a crucial role in boosting a nation's economic growth and fostering the generation of employment opportunities. Several studies have examined the relationship between women's entrepreneurship and women's empowerment, revealing a predominantly negative correlation. Empowerment entails a profound shift from a state of powerlessness to a state of personal agency and influence over one's own life, future, and environment. There is evidence of a transition where there is an increase in the perceived ability to control and an actual improvement in the ability to control (Sadan, 1997). According to a study conducted by Nimalathasan in 2010, discovered that entrepreneurship can have a significant impact on empowering women, both in terms of personal

growth and economic empowerment. A study conducted by Saima (2018) revealed a significant link between women's entrepreneurship and women's empowerment. Studies have indicated that female entrepreneurs encounter greater levels of empowerment across different facets of society, encompassing social, economic, and cultural realms. The growing involvement of women in entrepreneurial endeavours has broadened their influence and presence in decision-making, both within and outside of the family unit. According to Adki (2014), women's entrepreneurship plays a crucial role in achieving sustainable economic growth, social development, and women's empowerment. According to Jahanshahi et al. (2010), the challenges and scepticism faced by women entrepreneurs are still prevalent in our society. Based on a study, it has been found that tackling inequalities in different areas such as law, society, education, and finance can play a significant role in narrowing the gender gap for women entrepreneurs. Through a careful analysis of the research article, we can uncover valuable insights that directly support the achievement of Sustainable Development Goal (SDG 5). This particular goal focuses on addressing and eradicating discrimination against women and girls, an issue of utmost importance (Safitrr & Nugraha, 2022). Multiple studies have sought to investigate the different elements that Influence women entrepreneurs. Nilufer (2001) examines the influence of socio-cultural factors on women's entrepreneurial decisions in developing nations. In their research article, Hossain, et al. (2020) discovered that a range of factors have a significant influence on the involvement of women as entrepreneurs in Bangladesh. These factors include economic conditions, psychological factors, knowledge and skills, family support, and legal and administrative factors. In a study conducted by Aktaruddin (1999), it was discovered that women are driven to pursue entrepreneurship as a means to attain elevated social standing and the autonomy it affords in their professional lives. The study discussed various obstacles encountered by women entrepreneurs, such as a deficiency in entrepreneurial abilities, restricted initial funding, gender disparities, inadequate access to information, diminished self-assurance, the difficulty of juggling family obligations with entrepreneurial pursuits, and apprehensions regarding societal approval. A study conducted by Nawaz (2007) revealed that women entrepreneurs encounter substantial obstacles. Some factors that contribute to the challenges faced in this area are a low literacy rate, limited understanding of new technology, insufficient training, and a lack of government support. Numerous studies have been conducted to explore the factors that drive women to participate in entrepreneurial endeavours. Unfortunately, the exploration of these factors is limited, particularly when it comes to understanding the experiences of Bangladeshi women. This study examines the factors that motivate women to pursue entrepreneurship, with a specific focus on the social and cultural environment in Bangladesh. Furthermore, it seeks to delve into the significance of women's entrepreneurship in the advancement of Sustainable Development Goals (SDGs), specifically highlighting Goal 5. Previous studies have not adequately explored the contribution of Bangladeshi women towards the attainment of the Sustainable Development Goals (SDGs).

### **Women Entrepreneurship**

According to Putry et al. 2021, entrepreneurship is an activity that is socio-spatially rooted, and the masculinities that are assigned a normative role in entrepreneurship development policies are an expression of the social construction of gender, time, location, economy, and culture. Since entrepreneurship is socially integrated and may be interpreted as a social activity that has economic implications, (Ojediran & Anderson 2020) said that empowering women should take into account the social context in which entrepreneurship occurs. This was because of the fact that entrepreneurship is socially integrated. Haugh & Talwar (2016) conducted research to study the connections between social entrepreneurship, the empowerment of women, and social transformation. Because of innovative business practices that have promoted women's economic activity, the social order itself has been disrupted, which is a positive development. Empowering women through female entrepreneurship was the topic of (Minniti, 2021) research. This topic has ramifications for both performance and social innovation, as well as relational social capital. According to Mahmud et al. (2021), the empowerment of women can be linked to social entrepreneurship, which, despite having the same capacity as non-governmental organisations to promote women's empowerment, did better than such organisations. According to studies on the manner in which women in the business sector have taken the initiative to challenge women in rural areas to prove themselves, Karim (2023) claimed that women should be empowered and supported through social entrepreneurship in their development. This support should be provided in the context of women's development. According to Venugopalan et al. (2021), who stated that women in India might be empowered through capacity-building and social inclusion programmes, this finding is consistent with their findings. Argyrou et al., (2018) developed the concept of women's participation in social entrepreneurship initiatives, which might lead to job opportunities that assist in the elimination of existing barriers and successfully guarantee that women's right to work is realised. Since social media has become a powerful platform for the discussion of women's rights

and for encouraging the government and policymakers to step up their commitments and formulate policies for gender equality, Kumar (2012) and Zhao al. (2021) used it to empower women and encourage women entrepreneurs. This was done because social media has become a powerful platform for the discussion of women's rights. The social, psychological, and economic power of women has been significantly increased as a result of the proliferation of social media. As a result of their participation in commercial activities, women are able to make an economic contribution and provide assistance to their households, and they gradually gain power in other aspects of their lives as well, such as more responsible spending and saving, more social networking, and the maintenance of their health and education (Grey & Hervey, 2005).

### **Social Norms and Women Entrepreneurship**

Norms prescribe how to make decisions in social situations and play a crucial role in sustaining cooperative relationships and coordinating collective action (Gross & Vostroknutov, 2022). Social norms are typically defined as "rules and standards that are understood by members of a group, and that guide or constrain social behaviours without the force of law" (Gopalan, 2008), and often relate to a perceived social pressure to engage or not engage in specific behaviors (Ajzen, 1991). Culture lends norms; shared beliefs giving power to influence individual behaviors, how people should or should not behave and act inclusive of gender roles (Hayton, 2002). Kottak suggests culture cascades into strong propositions; beliefs – norms. Mueller and Thomas bring out initiative, support and encouragement largely depending on culture and norms; societal and organizational factors prevailing in the society/ organization we live in. Culture and norms thus restrict and/ or promote women in entrepreneurship (Stephen Mueller, 2001). Social factors can go a long way in encouraging or discouraging the performance of women entrepreneurs in small and micro enterprises (You, 2023). The social setting in which people grow shapes their fundamental beliefs, values and norms. Therefore, the social environment might constrain their business activities because societal norms control most of their activities (Saluzzo & Toschi, 2019). Social norms play a crucial role in shaping women's entrepreneurship engagement (Katuwal, 2022). These norms can either encourage or discourage women from pursuing entrepreneurial ventures (Bullough et al., 2021). Research has shown that social norms play a crucial role in shaping women's engagement in entrepreneurship (Katuwal, 2022). Specifically, Sullivan and Meek argue that differential socialization and societal expectations of women may create impediments to business formation by women (Banning & Chinta, 2019). The societal norms and cultural expectations surrounding women's entrepreneurship play a significant role in determining whether women are encouraged or discouraged to pursue business ventures (Bullough et al., 2021). Social factors, such as culture and social norms, have a significant impact on women's participation in entrepreneurship. Social norms and cultural expectations greatly influence women's engagement in entrepreneurship, either promoting or discouraging their participation in business ventures (Katuwal, 2022). Research has shown that social norms and cultural expectations have a significant impact on women's entrepreneurship (Bullough et al., 2021).

### **SUSTAINABLE DEVELOPMENT**

Sustainable development was first introduced in 1972 during the United Nations Conference on the Human Environment. This conference was a major milestone, as it united industrialised and developing nations to tackle urgent environmental issues. In 1987, the Brundtland Report laid the groundwork for the core concept of sustainable development. The document explains sustainable development as the concept of ensuring that the needs of the present are met, while also safeguarding the ability of future generations to meet their own needs. The release of the Brundtland Report triggered a surge in public awareness surrounding environmental issues and laid the groundwork for widespread discussions on sustainability topics. Thus, the subject of sustainable development has captured considerable attention and acclaim from scholars, policymakers, and professionals.

In 2015, the United Nations General Assembly set forth 17 Sustainable Development Goals (SDGs) and 169 associated targets to be achieved by 2030. The objectives and aims set forth in the 2030 Agenda for Sustainable Development are of utmost importance, as they build upon the previous Millennium Development Goals of 2000, which were not fully achieved by 2015. The UN SDGs address three crucial aspects of sustainability: economic prosperity, social equity, and environmental protection, in line with the three-pillar model of sustainability. The article highlights the significance of attaining a balanced integration of economic, social, and environmental goals, commonly known as the "triple bottom line." The "concentric circles approach" offers an alternative perspective, showcasing these elements through the use of three concentric circles. The diagram illustrates three interconnected spheres: the economic, social, and environmental. Each

sphere plays a distinct role in shaping our world. This approach indicates that economic entrepreneurial action is both influenced by and has an impact on the social and environmental aspects. The study primarily examines the economic aspects, particularly the impact of individual entrepreneurs, startups, and small or medium-sized enterprises (SMEs) on social and environmental development.

## **THEORETICAL BACKGROUND**

Social capital theory (SCT) was first defined by Bourdieu (1985) as “the aggregate of the actual or potential resources which are linked to possession of a durable network of more or less institutionalized relationships of mutual acquaintance or recognition” (Tsounis & Xanthopoulou, 2024). In line with the principles of sustainable development, social capital theory advocates for the empowerment of women through entrepreneurship. Social capital theory posits that social networks, interactions, and relationships can result in the accessibility of resources, information, and support. These networks offer business advice, market intelligence, and possibilities for collaboration to promote the expansion of female entrepreneurs and sustainable development.

Trust and social norms foster cooperation and collaboration, as posited by social capital theory. Trustworthy connections and shared standards enable women entrepreneurs to overcome hurdles, establish partnerships, and gain access to resources, empowering them and fostering sustainable growth. Women gain empowerment through the guidance and assistance provided by mentors and the encouragement and assistance provided by social networks. Robust social connections and mentorship can assist female entrepreneurs in surmounting obstacles, bolstering self-assurance, and expanding their businesses. Social capital has the potential to bolster the endeavours of female business owners in advancing policies and practices that are inclusive of gender (Brush, et. al 2018). Women’s networks and social capital can enhance their impact on decision making, mobilise resources, and amplify their voices to promote entrepreneurship and empowerment. The concept also proposes that communities could be enhanced through the establishment of women’s entrepreneurial activities. Female entrepreneurs establish long-lasting enterprises that promote local job opportunities, economic advancement, and societal transformation through the utilisation of their social influence. The application of social capital theory has substantially enhanced our comprehension of entrepreneurship, sustainable development, and women’s empowerment.

## **Conceptual Framework of the Study**

This research relies on the data collected and compiled to develop a conceptual framework illustrating the relationships between women’s entrepreneurship reduces Social norms which leads to sustainability. The conceptual framework of this study explores the interplay between women’s entrepreneurship and sustainable development through the lenses of perception, economic participation, self-efficacy, sustainability practices, and socio-cultural beliefs. It posits that women entrepreneurs not only drive economic growth but also challenge and transform societal norms, enhance their own self-efficacy, and adopt sustainable business practices, thereby contributing to a holistic model of sustainable development (Ahmad et al. 2017). By examining how women entrepreneurs navigate and negotiate these various factors, this study aims to provide insights into the complexities and opportunities for promoting women’s entrepreneurship for sustainable development (Kearins & Schaefer, 2017). By understanding the unique challenges and opportunities faced by women entrepreneurs in different socio-cultural contexts, this research can inform policy and practice to better support and empower women in their entrepreneurial endeavours. Ultimately, this study seeks to highlight the crucial role that women entrepreneurs play in advancing sustainable development goals and promoting gender equality. (Ademola and Isaac, 2023) These elements are interlinked; for instance, changes in societal perception and socio-cultural beliefs can enhance women’s economic participation and self-efficacy, which in turn fosters the adoption of sustainability practices. Recent studies underscore the multifaceted impact of women’s entrepreneurship, highlighting its role in reshaping social norms and promoting sustainability (Brush & Greene, 2016; Minniti, 2021).

## **Objective of the Study**

The objective of this research is to measure role of women entrepreneurship in reduction of social norms for sustainable development

## **Research Methodology**

This study employs quantitative techniques to reducing social norms with the help of women entrepreneurship enhancing towards sustainability. A structured survey instrument is designed to collect data from a diverse sample of women entrepreneurs. The survey includes five point Likert-scale questions towards perception, economic participation, self-efficacy, sustainability practices, and socio-cultural beliefs.

The descriptive statistics, and correlation analysis are conducted to explore relationships between Variables. Statistical software packages such as SPSS is utilized for data management and analysis, ensuring accuracy and reliability of results.

Furthermore, inferential statistical techniques such as descriptive statistics, correlation, chi-square and ANOVA analysis is employed to identify significant predictors of women empowerment within the framework of social norms. This allows for the examination of the direct and indirect effects of various social norm factors on women's entrepreneurial outcomes. By employing rigorous quantitative methods, this research aims to provide empirical evidence and actionable insights into the complex dynamics.

H1: Women entrepreneurship positively changes societal perceptions of women's roles and capabilities.

H2: Increased participation of women in entrepreneurship leads to greater economic growth and development in their communities.

H3: Women entrepreneurs exhibit higher levels of self-efficacy, which contributes to their business success and personal empowerment.

H4: Women entrepreneurs are more likely to implement sustainable business practices compared to their male counterparts.

H5: Women entrepreneurship challenges and gradually transforms socio-cultural beliefs and norms.

## **ANALYSIS & INTERPRETATION**

### **Demographic, Business Related and Other Profile**

From table 1, it is said that out of total women around 39% is in age group 25-35 and only 4% have age more than 55. We can see Unmarried women are more unlikely to be entrepreneurs. Table also shows that qualified women are more involved as entrepreneurs.

**Table 1: Frequency distribution of socio-economic status**

<b>Age (years)</b>	15-25	11%
	25-35	39%
	35-45	29%
	45-55	17%
	55 or more	4%
<b>Marital status</b>	Married	15%
	Unmarried	85%
<b>Level of education</b>	Graduation	20%
	Higher Secondary	27%
	Post Graduation	20%
	Primary	17%
	Secondary	16%

For the purpose of role of women entrepreneurship in reduction of social norms for sustainable development, a research technique is required that is capable of capturing the multifaceted and subtle nature of social norms and their influence on women's entrepreneurs for their empowerment.

*Table 1 Descriptive Statistics of the Respondents*

	Perception of Women Entrepreneurs	Economic Participation	Self-Efficacy	Sustainability Practices	Socio-Cultural beliefs
N	418	418	418	418	418
Range	5	5	5	5	5
Mean	1.70	1.79	2.17	1.99	1.91
Std. Error	0.05	0.06	0.07	0.06	0.06
Std. Deviation	0.88	0.96	1.14	1.05	1.01
Variance	0.78	0.92	1.29	1.11	1.01
Skewness	1.00	1.00	0.72	0.96	1.01
Kurtosis	0.21	0.32	-0.38	0.39	0.53

Table 1 shows the descriptive statistics for the responses of women on role of women entrepreneurship in reduction of social norms for sustainable development. With all components of descriptive statistics the table shows some major statistical values of Range, mean, standard error, standard deviation, variance, skewness, kurtosis, Chi-Square Value and Significance Value.

The relationships between five variables are presented in Table 2. Correlation coefficients, which range from -1 to 1, represent the correlations. A value of 1 signifies a flawless positive correlation, indicating that as one variable increases, the other variable consistently increases in proportion. When the value is -1, it signifies a flawless negative correlation. This implies that as one variable increases, the other variable consistently decreases in proportion. When the value is 0, it suggests that there is no correlation between the two variables being studied.

Based on the data presented in the table, it is evident that there is a positive correlation among all the variables. This indicates that as one variable increases, the others also tend to increase. Significant correlations have been observed between Perception of Women Entrepreneurs and Economic Participation, Economic Participation and Self-Efficacy, and Self-Efficacy and Sustainability Practices, Sustainability Practices and Socio-Cultural beliefs, Socio-Cultural beliefs and Perception of Women Entrepreneurs. The observed correlations fall within the range of 0.5 to 0.6, indicating a significant positive association between the variables.

*Table 2 Correlation Results*

		Perception of Women Entrepreneurs	Economic Participation	Self-Efficacy	Sustainability Practices	Socio-Cultural beliefs
Perception of Women Entrepreneurs	Pearson Correlation	1	.577**	.479**	.463**	.454**
	Sig. (2-tailed)		.000	.000	.000	.000
Economic Participation	Pearson Correlation	.577**	1	.488**	.421**	.439**
	Sig. (2-tailed)	.000		.000	.000	.000
Self-Efficacy	Pearson Correlation	.479**	.488**	1	.629**	.507**
	Sig. (2-tailed)	.000	.000		.000	.000

<b>Sustainability Practices</b>	Pearson Correlation	.463**	.421**	.629**	1	.478**
	Sig. (2-tailed)	.000	.000	.000		.000
<b>Socio-Cultural beliefs</b>	Pearson Correlation	.454**	.439**	.507**	.478**	1
	Sig. (2-tailed)	.000	.000	.000	.000	

Note: - \*\*. Correlation is significant at the 0.01 level (2-tailed).

The correlations observed fall within the range of 0.3 to 0.4, indicating a modest to moderate positive association between the variables. This suggests a strong positive association between these variables. Overall, the findings suggest that Perception of Women Entrepreneurs, Economic Participation, Self-Efficacy, Sustainability Practices, and Socio-Cultural beliefs are closely related and have a positive influence on each other.

Table 3 Chi-Square Test Results

	<b>Perception of Women Entrepreneurs</b>	<b>Economic Participation</b>	<b>Self-Efficacy</b>	<b>Sustainability Practices</b>	<b>Socio-Cultural beliefs</b>
Chi-Square Value	290.39	246.84	105.69	159.69	185.65
Df	5	5	5	5	5
P-Value	0.000*	0.000*	0.000*	0.000*	0.000*

The table you provided shows the results of Chi-Square tests for independence between five categorical variables. Each row represents the results of a single test. In all five tests, the p-value is less than 0.05. This means that there is statistically significant evidence to reject the null hypothesis of independence for all five variables. In other words, there is a statistically significant relationship between each pair of variables.

Table 4 ANOVA Results

	<b>Sum of Squares</b>	<b>df</b>	<b>MS</b>	<b>F</b>	<b>Sig.</b>
<b>Between Groups</b>	61.593	4	15.398	26.346	.000
<b>Within Groups</b>	173.586	298	.584		
<b>Total</b>	235.179	302			

Entrepreneurship has been a powerful tool for empowering women and elevating their status in society. We can see that women have been involved in decision-making in the modern era. Not just in India, but all throughout the world, Indian women are demonstrating their potential. Women are employed across the board in the economy. Since women in metropolitan regions had a wide range of possibilities for empowering themselves, but we can see that in rural areas of India, Entrepreneurship was the main driver of empowering women. The computed F-value for the *social* empowerment economically through Entrepreneurship was **26.346**. The obtained p-value was **0.000**. Thus, the self-employed women beneficiaries are significantly empowered socially by the Entrepreneurship in Chhattisgarh.

## Discussion

The present study explores the role of women entrepreneurship in reduction of social norms for sustainable development. This is done in the context of comprehending the perception of women entrepreneurs, their economic participation, and socio-cultural influences that impact women's empowerment, decision-making power, and agency. We contend that these indicators are helpful because they allow a researcher to determine the degree to which socio-cultural beliefs has been



reduced and women's empowerment has been realised; on the other hand, they also show that obstacles must be overcome in order for women to have equal participation and rights. Additionally, we have also demonstrated the conceptual and empirical multidimensionality of female empowerment in the context of economic participation. However, we have also taken care to point out that while self-efficacy by themselves are a reliable indicator of social inequality, statistical averages and aggregate statistics can provide insight into within-group disparities. To identify variations within groups, we may separate one or two important indicators from each of the sets of quantitative indicators in our framework. The measuring agenda cannot proceed without consistent examination and improvement, just like it has with these other concepts.

The main implication for research of the results presented in this paper is the importance of conceptualizing development as social transformations of woman empowerment. Although it is evident that women's empowerment is a difficult subject to measure and conceptualize. This discussion has concentrated on women's power to influence specific results in their daily lives, as well as social norms, attitudes, and expectations about women's roles, behaviours, rights and sustainable development of the particular society. Development consequently arises from social and normative reforms, to the degree that women's empowerment is crucial for the social transformations that development involves. The key policy takeout from the findings in this research is that assessing Perception of Women Entrepreneurs, Economic Participation, Self-Efficacy, Sustainability Practices, and Socio-Cultural beliefs linked to women's empowerment and sustainability are ultimately necessary for the empowerment of women. In conclusion, social norms play a significant role in shaping the behaviour, attitudes, and opportunities of individuals within a society, particularly in relation to women's empowerment.

Several research across other disciplines have also sought to evaluate different dimensions of women's entrepreneurs empirically, either as the outcome of interest or as the mediating factor influencing other development outcomes. Although data collecting and analysis efforts remain limited, they have become more widespread and sophisticated in recent years, especially at the household and individual levels. These efforts also offer valuable insights for future research endeavours aimed at quantifying women's empowerment. Data constraints have been shown to be a significant barrier to measuring women's empowerment. We suggest taking the following actions to advance the agenda item on women's empowerment measurement: It is necessary to pay more attention to monitoring women's empowerment at "meso" levels and to record the results of programme and policy initiatives (Environment & Science Policy, 2022).

This research model aims to systematically explore the multifaceted impacts of women entrepreneurship on social norms and sustainable development. By testing the proposed hypotheses, the study will provide a comprehensive understanding of how women entrepreneurs are driving economic, social, and environmental change, challenging traditional norms, and fostering a more sustainable future.

### **Ethical Considerations**

While conducting research on role of women entrepreneurship in reduction of social norms for sustainable development using quantitative techniques, it is crucial to address ethical considerations. These considerations revolve around a set of fundamental principles. It is crucial for researchers to prioritise informed consent, ensuring that participants have a comprehensive understanding of the purpose, risks, and benefits of their involvement. Additionally, it is essential to respect their right to withdraw from the study. Ensuring the privacy of participants is of utmost importance, with a strong emphasis on maintaining confidentiality and anonymity. All data will be securely stored and reported in aggregate form to further protect the privacy of individuals involved. Emphasising the importance of reducing harm and discomfort, encouraging voluntary participation, and ensuring diversity and representation in the sample are of utmost significance. Ensuring transparency and accountability at every stage of the research process, from the methodology employed to the reporting of findings, is crucial for maintaining integrity and social responsibility. This commitment helps to build trust and respect for the rights and well-being of participants.

### **References**

1. Ademola, Samuel, and Olugbenga Fadeyibi (2017). "Women entrepreneurship and sustainable economic development: Evidence from Nigeria Isaac. Women Entrepreneurship and Sustainable Economic Development: Evidence From Nigeria. [www.scientificia.com/index.php/JEBE/article/view/63](http://www.scientificia.com/index.php/JEBE/article/view/63).
2. Ahmad, R. (2023). Women Empowerment and Entrepreneurial Intention: A Pathway to Achieve Sustainable Development Goal (SDG-5). [Onlinelibrary.wiley.com/doi/abs/10.1002/csr.2426](https://onlinelibrary.wiley.com/doi/abs/10.1002/csr.2426).
3. Afshar Jahanshahi, Asghar & Pitamber, B.K. & Nawaser, Khaled. (2010). Issues and challenges for women entrepreneurs in global scene, with special reference to India. 4. 4347-4356.

4. Anggadwita, G., & Dhewanto, W. (2016). The influence of personal attitude and social perception on women entrepreneurial intentions in micro and small enterprises in Indonesia. *International Journal of Entrepreneurship and Small Business*, 27(2/3), 131-148
5. Anggadwita, G., Lutuilean, B. S., Ramadani, V., & Ratten, V. (2017). Sociocultural environments and emerging economy entrepreneurship: Women entrepreneurs in Indonesia. *Journal of Entrepreneurship in Emerging Economies*, 9(1), 85-96.
6. Anggadwita, G., Mulyaningsih, H. D., Ramadani, V., & Arwiyah, M. Y. (2015). Women entrepreneurship in Islamic perspective: A driver for social change. *International Journal of Business and Globalization*, 15(3), 389-404
7. Argyrou A, Diepeveen R, Lambooy T. (2018) Social Entrepreneurship: (The Challenge for) Women as Economic Actors?: The Role and Position of Women in Dutch Social Enterprises. In: Sjöfjell B, Lynch Fannon I, eds. *Creating Corporate Sustainability: Gender as an Agent for Change*. Cambridge University Press;164-187.
8. Aygun, A. (2017, January 1). Social Norms and Women in the Labor Force. *Bogazici Journal*, 31(1). <https://doi.org/10.21773/boun.31.1.3>
9. Baughn, C. C., Chua, B.-L., & Neupert, K. (2006). The Normative Context for Women's Participation in Entrepreneurship: A Multicountry Study. *Entrepreneurship Theory and Practice*, 30(5), 687-708. [doi.org/10.1111/j.1540-6520.2006.00142.x](https://doi.org/10.1111/j.1540-6520.2006.00142.x)
10. Boytsun, A., Deloof, M., & Matthyssens, P. (2010, November 2). Social Norms, Social Cohesion, and Corporate Governance. *Corporate Governance: An International Review*, 19(1), 41-60. <https://doi.org/10.1111/j.1467-8683.2010.00829.x>
11. Braunerhjelm, P. (2007, November 1). Academic entrepreneurship: social norms, university culture and policies. *Science and Public Policy*, 34(9), 619-631. <https://doi.org/10.3152/030234207x276554>
12. Brush, C. G., & Greene, P. G. (2016). Women Entrepreneurs: Moving Front and Center: An Overview of Research and Theory. *Technovation*, 33(8-9), 301-305.
13. Brush, C.; Edelman, L.; Manolova, T.; Welter, F. (2018); Women entrepreneurs and the context of entrepreneurship in the twenty-first century. In *The Routledge Companion to Entrepreneurship*.
14. Dar, D. I. M., & Sheikh, D. B. A. (2023, May 26). Role of Women Empowerment for Women Entrepreneurship of Madhya Pradesh. *Journal of Women Empowerment and Studies*, 33, 35-42. <https://doi.org/10.55529/jwes.33.35.42>
15. DEVI, R. H. (2012, June 15). Women Empowerment through Entrepreneurship. *Global Journal for Research Analysis*, 3(8), 1-3. <https://doi.org/10.15373/22778160/august2014/113>
16. Devlina, Sahu SK. (2023) Bureaucratic and Societal Determinants of Female-Led Microenterprises in India. *Administrative Sciences*; 13(3):68. <https://doi.org/10.3390/admsci13030068>
17. DI MARTINO, P. (2011, May 26). Legal institutions, social norms, and entrepreneurship in Britain (c.1890-c.1939). *The Economic History Review*, 65(1), 120-143. <https://doi.org/10.1111/j.1468-0289.2010.00601.x>
18. Dixit, A.R., Malik, N., Seth, M. and Sethi, D. (2023), "The role of social entrepreneurial leadership and benchmarking in women empowerment", *Benchmarking: An International Journal*, Vol. 30 No. 1, pp. 180-195. <https://doi.org/10.1108/BIJ-08-2021-0493>
19. Funmi (Olufunmilola) Ojadiran & Alistair Anderson, 2020. "Women's Entrepreneurship in the Global South: Empowering and Emancipating?," *Administrative Sciences*, MDPI, vol. 10(4), pages 1-22, November.
20. Goorha, P. (2016). On Social Norms: Adherents and Mavericks. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.2773391>
21. Gopalan, S. (2008). Changing Social Norms and CEO Pay: The Role of Norms Entrepreneurs. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.1118079>
22. Greene, P. G., Hart, M. M., Gatewood, E. J., Brush, C. G., & Carter, N. M. (2003). Women entrepreneurs: moving front and center: An overview of research and theory. *Coleman White Paper Series*, 3(January), 1-47. [www.usasbe.org](http://www.usasbe.org)
23. Gross, J., & Vostroknutov, A. (2022). Why do people follow social norms? *Current Opinion in Psychology*, 44, 1-6. <https://doi.org/10.1016/j.copsyc.2021.08.016>
24. Haugh, H. M., & Talwar, A. (2016). Linking Social Entrepreneurship and Social Change: The Mediating Role of Empowerment. *Journal of Business Ethics*, 133, 643-658. doi:10.1007/s10551-014-2449-4
25. Haugh, H.M., Talwar, A. (2016) Linking Social Entrepreneurship and Social Change: The Mediating Role of Empowerment. *J Bus Ethics* 133, 643-658. <https://doi.org/10.1007/s10551-014-2449-4>
26. Hazarika, G. (2011, October 1). Problem and Prospect of Women: Women Empowerment as a Global Need. *Indian Journal of Applied Research*, 4(8), 685-686. <https://doi.org/10.15373/2249555x/august2014/200>
27. Hossain, M.S., Ramirez, J., Szabo, S. et al. Participatory modelling for conceptualizing social-ecological system dynamics in the Bangladesh delta. *Reg Environ Change* 20, 28 (2020). <https://doi.org/10.1007/s10113-020-01599-5>

28. Huarng, K. H., Mas-Tur, A., & Yu, T. H. K. (2012). Factors affecting the success of women entrepreneurs. In *International Entrepreneurship and Management Journal* (Vol. 8, Issue 4, pp. 487–497). Springer Science and Business Media, LLC. <https://doi.org/10.1007/s11365-012-0233-4>
29. Icek Ajzen (1991), The theory of planned behavior, *Organizational Behavior and Human Decision Processes*, Vol. 50(2), 179-211, ISSN 0749-5978, [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T).
30. *Journal of Business and Globalisation*, 15(3), 389-404. doi:<https://dx.doi.org/10.1504/IJBG.2015.071914>
31. Juneja, N., & Aggarwal, D. D. (2018, September 1). Women Empowerment In Indian Society. *Journal of Advances and Scholarly Researches in Allied Education*, 15(7), 35–37. <https://doi.org/10.29070/15/57773>
32. Kalam, A. (2014, March 3). Social Norms and Impediments of Women Development in Bangladesh. *International Journal of Social Science Studies*, 2(2). <https://doi.org/10.11114/ijss.v2i2.365>
33. Karim, S., Kwong, C., Shrivastava, M. *Tamvada, P. J.*; My mother-in-law does not like it: resources, social norms, and entrepreneurial intentions of women in an emerging economy. *Small Bus Econ* **60**, 409–431 (2023). <https://doi.org/10.1007/s11187-021-00594-2>
34. Katuwal, C. B. (2022, December 31). The Badi: Changing Social Norms and Empowerment. *Patan Pragya*, 11(02), 24–33. <https://doi.org/10.3126/pragya.v11i02.51998>
35. Khan, U., & Shah, N. A. (2023, January 30). Managing Women Empowerment – An Analytical Study on Socioeconomic Conditions of Women Living in Karachi. *Journal of Entrepreneurship, Management, and Innovation*, 5(1), 76–94. <https://doi.org/10.52633/jemi.v5i1.252>
36. Kumar, N., Raghunathan, K., Arrieta, A., Jilani, A., & Pandey, S. (2021). The power of the collective empowers women: Evidence from self-help groups in India. *World Development*, 146. <https://doi.org/10.1016/j.worlddev.2021.105579>
37. Kumar, T. B. (2012, June 15). Sustainable Development Through Women Entrepreneurship. *Global Journal for Research Analysis*, 3(8), 1–3. <https://doi.org/10.15373/22778160/august2014/201>
38. Lambert, E. ., & Deyganto, K. O. . (2023). The Impact of Green Legacy on Climate Change in Ethiopia. *Green and Low-Carbon Economy*, 2(2), 97–105. <https://doi.org/10.47852/bonviewGLCE32021372>
39. Lawless, J. (2023, November 3). Social norms and social practices. *Philosophy & Social Criticism*. <https://doi.org/10.1177/01914537231211033>
40. Luo, J.; Zhuo, W.; Xu, B. (2023) The bigger, the better? Optimal NGO size of human resources and governance quality of entrepreneurship in circular economy. *Manag. Deci*.
41. M Aktaruddin (1999) A Case Study of Some Successful and Unsuccessful Entrepreneurs in Bangladesh, *Journal of Business Administration* , volume 25 , p. 89 – 126
42. Mahmud A. Shareef, Yogesh K. Dwivedi, Angela Wright, Vinod Kumar, Sujeet K. Sharma, Nripendra P Rana, (2021) Lockdown and sustainability: An effective model of information and communication technology, *Technological Forecasting and Social Change*, Volume 165, 120531, ISSN 0040-1625, <https://doi.org/10.1016/j.techfore.2020.120531>.
43. Maiorano, D., Shrimankar, D., Thapar-Björkert, S., & Blomkvist, H. (2021, February). Measuring empowerment: Choices, values and norms. *World Development*, 138, 105220. doi:<https://doi.org/10.1016/j.worlddev.2020.105220>
44. Massa Saluzzo, F., & Toschi, L. (2019, August 1). The Impact of Local Social Norms on Access to Finance: The Case of Environmental Entrepreneurship. *Academy of Management Proceedings*, 2019(1), 14820. <https://doi.org/10.5465/ambpp.2019.38>
45. Minniti, M. (2021). Female Entrepreneurship and Economic Activity. *European Journal of Development Research*, 33(3), 294-312.
46. Morshed F., Haque E. (2015). Impact of women entrepreneurship on women empowerment in Bangladesh. *J. Econom. Sustainab. Dev.* 6 74–81.
47. MORSHED, F., & HAQUE, M. (2015). Impact of Women Entrepreneurship on Women Empowerment in Bangladesh. *Journal of Economics and Sustainable Development*, 6(1), 74-81.
48. Murthy, R. K., Sagayam, J., Rengalakshmi, & Nair, S. (2008). Gender, efficiency, poverty reduction, and empowerment: Reflections from an agriculture and credit programme in Tamil Nadu, India. 16(1), 101-116. doi:<http://dx.doi.org/10.1080/13552070701876318>
49. Naveen, S., Parida, J. K., & Panda, I. (2023, August 3). Tribal women empowerment through entrepreneurship: evidence from Mayurbhanj District, Odisha. *Frontiers in Sociology*, 8. <https://doi.org/10.3389/fsoc.2023.1158770>
50. Nawaz, Faraha (2009). Critical Factors of Women Entrepreneurship Development in Rural Bangladesh. Bangladesh Development Research Working Paper No. 5, <http://dx.doi.org/10.2139/ssrn.1403411>

51. Paramasivan, C., & Subathra, S. (2023). Women Empowerment and Entrepreneurship through TAHDCO in Tiruchirappalli District. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.4414506>
52. Patel, M. D. (2011, October 1). Women Empowerment. *Indian Journal of Applied Research*, 1(12), 6–7. <https://doi.org/10.15373/2249555x/sep2012/3>
53. Pusalkar, S. (2018, July). Women Empowerment through Women Entrepreneurship. *Journal of Development Research*, 11(3), 16. <https://doi.org/10.54366/jdr.11.3.2018.16-21>
54. Putry, O. M., & Harsono, M. (2021). The effect of entrepreneurship attitudes and social norms on entrepreneurial intention: the mediation role of perceived desirability. *International Journal of Education and Social Science Research*, 04(04), 153–170. <https://doi.org/10.37500/ijessr.2021.4411>
55. Sadan, E. (1997). Empowerment and community planning: Theory and practice of people-focused social solutions. Tel Aviv: Hakibbutz Hameuchad
56. Safitri, A. N., & Nugraha, J. (2022, July 13). The effect of entrepreneurship motivation and subjective norms on entrepreneurship intention through entrepreneurship education. *Jurnal Ekonomi Dan Bisnis*, 25(2), 295–320. <https://doi.org/10.24914/jeb.v25i2.4440>
57. Saima Khan. (2018, December 1). Women Empowerment: Key to Socio-Economic Development. *International Journal on Women Empowerment*, 4, 5–7. <https://doi.org/10.29052/2413-4252.v4.i1.2018.5-7>
58. Sandhu, K. (2015). Women Empowerment through Self Help Groups. In *Indian Res. J. Ext. Edu* (Vol. 15, Issue 4).
59. Sarfaraz L, Faghih N, Majd AA (2014) The relationship between women entrepreneurship and gender equality. *J Glob Entrep Res* 4(1):6
60. Sarfaraz, L., Faghih, N., & Majd, A. A. (2014). The relationship between women and gender equality. *Journal of Global Entrepreneurship Research*, 1-11. doi:10.1186/2251-7316-2-6
61. Senapati, A. K., & Ojha, K. (2019). Socio-economic Empowerment of Women Through Micro-entrepreneurship: Evidence from Odisha, India. *International Journal of Rural Management*, 15(2), 159–184. <https://doi.org/10.1177/0973005219866588>
62. SHARMA, D. A., DUA, M., & Hatwal, M. (2012). MICRO ENTERPRISE DEVELOPMENT AND RURAL WOMEN ENTREPRENEURSHIP: WAY FOR ECONOMIC EMPOWERMENT. *Arth Prabhand: A Journal of Economics and Management*, 1(6), 114-127.
63. Sharma, M. (2021). WOMEN EMPOWERMENT THROUGH ENTREPRENEURSHIP IN INDIA : A CASE STUDY ANALYSIS. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3838232>
64. Sharma, S. (2018). Women Empowerment & Social Entrepreneurship: A LIFE Vision. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3283036>
65. Shingla, P., & Singh, M. (2015). Women Empowerment through Entrepreneurship Development. *Studies on Home and Community Science*, 9(1), 27-32. doi:<https://doi.org/10.1080/09737189.2015.11885429>
66. Singwal, P. (2020). Role of Women Entrepreneurship in Women Empowerment in India: A Quantitative Investigation. *TEST Engineering & Management*, 82, 17992 –17998. doi:<https://doi.org/10.52783/testmagazine.v82.14577>
67. Sirisha, S. (2023, November 9). Women Empowerment through Employability & Entrepreneurship Skills. *Journal of Women Entrepreneurship & Business Management*, 4(2), 1–8. <https://doi.org/10.46610/jwebm.2023.v04i02.001>
68. Srivastava, F. S., & JHA, P. (2018, January 9). Women Empowerment through Rural Entrepreneurship- ‘An Exploration.’ *Management Insight – the Journal of Incisive Analysers*, 13(02). <https://doi.org/10.21844/mijia.v13i02.11273>
69. Tasnim, G. (2021, December 7). Entrepreneurship as Social Change: Examining the Perspective of Women Beauty Parlor Owners in Dhaka regarding Social Inclusion and Empowerment for their Ethnic Workers. *JWEE*, 3–4, 76–95. <https://doi.org/10.28934/jwee21.34.pp76-95>
70. Tiwari, P. (2020, January 31). Women Entrepreneurship Issues, Challenges and Empowerment through Self Help Groups: An Overview of Uttarakhand. *International Journal of Trade and Commerce-IIARTC*, 8(2). <https://doi.org/10.46333/iiartc.8.2.2020.4>
71. Tsounis, A. & Xanthopoulou, D. (2024) Social Capital Theory : A review. In S. Papagiannidis (Ed), TheoryHub Book. Available at <https://open.ncl.ac.uk> / ISBN: 9781739604400
72. Women Empowerment through Entrepreneurship (A Case Study of Moradabad Zone of UP. India). (2022). *Central European Management Journal*. <https://doi.org/10.57030/23364890.cemj.30.4.44>
73. You, L. (2023, April 26). The Impact of Social Norms of Responsibility on Corporate Social Responsibility Short Title: The Impact of Social Norms of Responsibility on Corporate Social Responsibility. *Journal of Business Ethics*. <https://doi.org/10.1007/s10551-023-05417-w>

74. Zafar, S. (2019). An Analysis of Sociocultural Barriers on Social Empowerment of Women in Sahiwal Division. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3549168>
75. Zainol, N. R., Naznen, F., Al Mamun, A., & Abd Aziz, N. (2023, May 18). Does Environmental Values, Beliefs and Norms Effect Social Entrepreneurial Intention? A Study Based on an Emerging Country Context. *Journal of Social Entrepreneurship*, 1–24. <https://doi.org/10.1080/19420676.2023.2212665>
76. Zhao, Z.; Yang, S.; Zhao, Y.; Chen, H.; Dou, N.; He, G.; Sun, Z.; Yang, Y.; Luo, J.; Gao, H.; et al. (2021) Status Quo and Equity Analysis of Human Resources for Health in China: Based on Five-year Data. *J. Chin. Hum. Resour. Manag.* 12, 77–85.