

Factors Persuading Female Participation towards Entrepreneurial Activities and Its Impact on Employment Creation

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Abstract

Compared to the size of the country where a significant increase with population is visible and moderately small size of the economy employment creation is a challenging task for Bangladesh. Economic activities are persuaded potential working female to participate in entrepreneurial activities. As a matter of fact, Female entrepreneurship is a very recent phenomenon in Bangladesh. Although female is taking to entrepreneurship in many challenging fields, their activities in Bangladesh are not that wide. In spite of fewer opportunities, many females have succeeded in business, but they are still very small in number.

The main purpose of this investigation is to identify the key factors persuading female participation towards entrepreneurial activities and its impact on employment creation in Chittagong division, Bangladesh. This research adopts quantitative analysis of likely key factors that may persuade female participation towards entrepreneurial activities and its impact on employment creation. The data was collected from 300 respondents by survey method through structured questionnaire with five-point Likert scales and multiple items. Convenience sampling method is used. Data were analyzed using frequency, mean, standard deviation and regression analysis. From the results of regression analysis, this study has found that adequate capital, hard work and persistence, interest and hobby, education, practical knowledge, professional skills and competence, father's occupation, bank and financial institutions support, and geographical location as the vital factors, which significantly persuade female participation towards entrepreneurial activities. This study has also found that female entrepreneur as the important factor, which significantly persuades employment creation. The researchers strongly expect that this paper will create awareness among the entrepreneurs, government and private sectors, academicians, politicians and the stakeholders.

Keywords: female participation, entrepreneurial activities, employment creation, economic development, Bangladesh.

JEL Classification: L26, L31.

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1. Introduction

Entrepreneurship is strongly recognized as a fundamental component of economic upliftment and a key factor in the effort to lift countries out of poverty (Wolfenson, 2001). Entrepreneurship is the dynamic method of creating, structuring and planning something new with value by dedicating the indispensable in time and effort, assuming the accompanying psychical, productivity, modernization and employment, social risks, financial and receiving the resulting rewards of pecuniary and personal satisfaction and freedom (Hisrich, 2005). Female entrepreneurs are the most important actors in that division and contributors to economic upliftment and are becoming increasingly visible in the local economies of the developing counties (Siwadi & Mhangami, 2011). Entrepreneurship all over the globe is beginning today as a path for profitable employment, a means of supporting female to assert themselves in the globe of job, and an avenue of improving both their social status and economic (Hassan & Mugambi, 2013). Bangladesh has undertaken well-regulated reforms across all sectors in the last decade with an emphasis on the initiatives to increase female participation in entrepreneurial activities through confirmatory actions, laws and international conferences to meet quotas to ensure female participation (Groundwork, 2002).

Therefore, Bangladesh needs to be created female employment. With an increasing population and moderately small size of the economy employment creation is a challenging task for Bangladesh. Economic activities are persuaded potential working female to participate in entrepreneurial activities. As a matter of fact, Female entrepreneurship is a very recent phenomenon in Bangladesh. Although female is taking to entrepreneurship in many challenging fields, their activities in Bangladesh are not that wide. In spite of fewer opportunities, many females have succeeded in business, but they are still very small in number. Larger participation of female in entrepreneurial activities is uplifting their living circumstances and bargaining positions in the households and wider society. Bangladesh has a huge young female and productive workforce that will participate in Entrepreneurial activities and can help to create employment. Therefore, this study is found that adequate capital, hard work & persistence, interest & hobby, education, practical knowledge, professional skills & competence, father's occupation, bank & financial institutions support, and geographical location as the vital factors, which significantly persuade female participation towards entrepreneurial activities. The paper is also found that female entrepreneur as the important factor, which significantly persuades employment creation.

2. Literature Review

The paper exposed that financial & psychological factors inspiring female to participate entrepreneurial activities and in addition demonstrated that encouragement & financial support of industry dealing associates, experiences & sound uplifted specialized network are persuaded female towards entrepreneurial activities. Female are participated in entrepreneurial and manufacturing activities. Female entrepreneurial activities are not simply a means for financially viable but in addition have positive social outcomes for the female themselves and their communal atmosphere United Nations Industrial Development Organization (UNIDO, 2001). The study has revealed that economical, psychological, knowledge and skills, family, and legal & administrative as the important factors, which notably persuaded female engagement as entrepreneur in Small and Medium Enterprises sector (Afzal, H. et al., 2018). Accessing finance is key factors for female. Female entrepreneurs face the right of entry to credit limitations for incoming an industry. Female have less facility than men to get access to credit for several causes, including lack of collateral, lack of enthusiasm to take into account household assets as security and negative perceptions of female entrepreneur by loan givers (Mahbub, 2000). Technological change is persuaded female participation success in entrepreneurial decision. Technology and inter-related facilities are significantly persuaded female participation success in developing countries (Zewde & Associates, 2002). Hard work and persistence are appreciably persuaded in female participation in entrepreneurial activities (Afroze, T. et al., 2014). Education and female participation are interrelated (Mark, et al., 2006). Knowledge, skills and previous experience is persuaded in female participation as entrepreneur. Female entrepreneurs have not sufficient education level (Naser, K. et al., 2009). The outcomes of the paper depicted that persuade of family background on female inspiration and female entrepreneurs progress (Bequo & Gehrels, 2014). The family support, husband's support in meticulous, persuades female's entrepreneurs. Early socialization, children experiences, role models and disclosure in addition have persuaded female to launch their own businesses (Marcellina et al., 2002). Stefanovic, I. et al. (2010) illustrated that security factor are persuaded female entrepreneurs. Gartner (1990) supported that the valence of outcomes associated with participating female towards entrepreneurial activities is related to individuals' motivational levels. Socio-cultural is remarkably persuaded female participation towards entrepreneurial activities (Nilufer, 2001). Administration, sales and personal services are persuaded female participation towards entrepreneurial activities (Dechant & Al-Lamky, 2005). Religious factor doesn't persuade female entrepreneurship development in Bangladesh (Hossain, A. et al., 2017). Female entrepreneurs face distinctive challenges because of the geographical location and social set up of their enterprise (Farah, 2014). Female entrepreneurs are pivotal to the economy of nation with respect to economic development and employment creation (Coleman & Kofi, 2008). Galbraith (2008) revealed that the economy of developing nations may be civilizing through entrepreneurship development. Athanne (2011), the paper focused that female entrepreneurs are creating employment and economic development, but female self-enterprises could contribute more. Al-Habees & Rumman (2012) think that economic development and employment creation move in the favorable indication. All things being equal, the higher economic development is, the lower unemployment rate is. Employment decrease leads to increase in output and economic development, all things being equal.

3. Objective of the Research

The Broad objective of this paper is to identify the key factors persuading female participation towards entrepreneurial activities and its impact on employment creation in Chittagong division, Bangladesh. There are some Specific objectives of this research, which are given below:

- a) To determine the level of intend to contribute as entrepreneurs based on socioeconomic characteristics.
- b) Explore the key factors persuading for female participating towards entrepreneurial activities.

4. Conceptual Framework and Research Hypotheses

4.1. Proposed research model

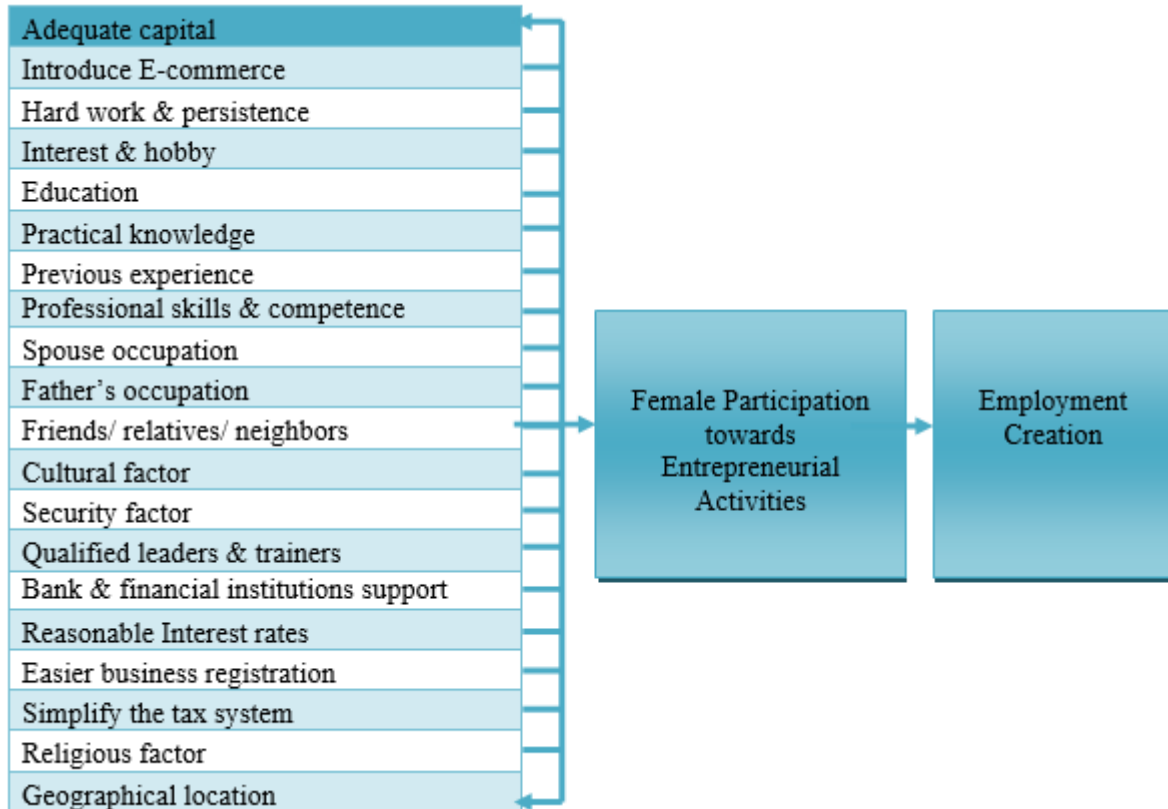


Figure 1. Proposed research model

4.2. Research Hypotheses

- H1: There is a significant relationship between adequate capital and female participation.
- H2: There is a significant relationship between introduce e-commerce and female participation.
- H3: There is a significant relationship between hard work & persistence and female participation.
- H4: There is a significant relationship between interest & hobby and female participation.
- H5: There is a significant relationship between education and female participation.
- H6: There is a significant relationship between practical knowledge and female participation.
- H7: There is a significant relationship between previous experience and female participation.
- H8: There is a significant relationship between professional skills & competence and female participation.
- H9: There is a significant relationship between spouse occupation and female participation.
- H10: There is a significant relationship between father's occupation and female participation.
- H11: There is a significant relationship between friends/ relatives/ neighbors and female participation.

H12: There is a significant relationship between cultural factor and female participation.

H13: There is a significant relationship between security factor and female participation.

H14: There is a significant relationship between qualified leaders & trainers and female participation.

H15: There is a significant relationship between bank & financial institutions support and female participation.

H16: There is a significant relationship between reasonable interest rate and female participation.

H17: There is a significant relationship between business registration and female participation.

H18: There is a significant relationship between simplify the tax system and female participation.

H19: There is a significant relationship between religious factor and female participation.

H20: There is a significant relationship between geographical location and female participation.

H21: There is a significant relationship between female participation and employment creation.

5. Research Methodology

This examination is quantitative. The type of information that is necessary for this study is mainly primary in nature and all data have been collected from primary sources by the personal interview method. On the other hand, from the secondary sources literature review has been developed. A structural question has prepared consists of 27 questions for data collections. The English version of the questionnaire was then translated from English to Bangla. Five questions are related to demographic variables such as age, education qualification, monthly income, marital status, and types of business. Twenty-two questions are about Key factors persuading female participation towards entrepreneurial activities. Therefore, the section 2 is composed of female entrepreneurs measures by using five point Likert scales (from 1= 'Strongly disagree' to 5= 'Strongly agree'), those are statements adequate capital, introduce e-commerce, hard work & persistence, interest & hobby, education, practical knowledge, previous experience, professional skills & competence, spouse occupation, father's occupation, friends/ relatives/ neighbors, cultural factor, security factor, qualified leaders & trainers, bank & financial institutions support, reasonable interest rate, easier business registration, simplify the tax system, religious factor, and geographical location. Next, Female entrepreneur and employment creation consists of two statements (female participation towards entrepreneurial activities, employment creation). Convenience sampling technique has been used because it is readily available, convenient and generates relatively low cost. Primary data is collected through personal interview from 300 respondents. All constructs have no problems in reliabilities if the Cronbach's Alpha values exceeded the criterion of 0.700. Cronbach's Alpha is 0.751 for 22 items of variable which suggest that the survey instrument is reliable to quantify all constructs consistently and free from random error. Data collected from questionnaires are analyzed by using various statistical tools like mean, standard deviation and regression analysis by using SPSS 16.0.

6. Results and Discussions

Table 1. Descriptive Statistics Analysis

Factors	N	Minimum	Maximum	Mean	S.D.
Adequate capital	300	3.00	5.00	4.1100	.39421
Introduce E-commerce	300	2.00	5.00	3.4200	.53333
Hard work & persistence	300	1.00	5.00	2.5800	1.04322
Interest & hobby	300	2.00	5.00	3.7800	.71132
Education	300	2.00	5.00	4.2100	.53130
Practical knowledge	300	4.00	5.00	4.7900	.51841
Previous experience	300	2.00	5.00	4.9700	.30011
Professional skills & competence	300	1.00	5.00	3.1300	1.06339
Spouse occupation	300	1.00	5.00	3.9400	1.36212
Father's occupation	300	1.00	5.00	2.0600	1.23461
Friends/ relatives/ neighbors	300	2.00	5.00	3.5200	.75352
Cultural factor	300	1.00	5.00	3.6300	.81330
Security factor	300	2.00	5.00	4.3200	.56627

Table 1 (cont.). Descriptive Statistics Analysis

Factors	N	Minimum	Maximum	Mean	S.D.
Qualified leaders & trainers	300	2.00	5.00	4.1700	.59216
Bank & financial institutions support	300	2.00	5.00	2.1900	1.31152
Reasonable interest rate	300	1.00	5.00	4.1900	.61152
Easier business registration	300	1.00	5.00	3.3200	.82376
Simplify the tax system	300	1.00	4.00	2.2200	.61142
Religious factor	300	2.00	5.00	3.8700	.67198
Geographical location	300	1.00	5.00	3.2100	.89774

6.1. Summary of the key factors that persuade female participation

Table 1 reveals that explore the key factors that persuade female participation towards entrepreneurial activities in Chittagong division, Bangladesh. Majority of the respondents are agreed with adequate capital (mean score is 4.1100). Therefore, adequate capital is significantly persuaded female participation towards entrepreneurial activities. Most of the respondents are agreed with education (mean score is 4.2100). As a result, education is appreciably persuaded female participation towards entrepreneurial activities. Majority of the respondents are agreed with practical knowledge (mean score is 4.7900). Thus, practical knowledge is considerably persuaded female participation towards entrepreneurial activities. Most of the respondents are agreed with previous experience (mean score is 4.9700). So, previous experience is noticeably persuaded female participation towards entrepreneurial activities. Most of the respondents are agreed with security factor (mean score is 4.3200). Hence, security factor is noticeably persuaded female participation towards entrepreneurial activities. Most of the respondents are agreed with qualified leaders & trainers (mean score is 4.1700). For this reason, qualified leaders & trainers are distinctly persuaded female participation towards entrepreneurial activities. Most of the respondents are agreed with reasonable interest rate (mean score is 4.1900). Hence, reasonable interest rate is noticeably persuaded female participation towards entrepreneurial activities. Therefore, from the results of descriptive statistics analysis that adequate capital, education, practical knowledge, previous experience, security factor, qualified leaders & trainers, and reasonable interest rate are significantly persuaded female participation towards entrepreneurial activities in Chittagong division, Bangladesh.

6.2. Result of regression analysis

Table 2. Predict the relationship between key factors and female participation

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.869^a	.754	.737	.21459

6.2.1. Predict the relationship between key factors and female participation

Table 2 presents that the value of correlation coefficient, $R=0.869$ suggests that there is moderate positive correlation between female participation towards entrepreneurial activities and adequate capital, introduce e-commerce, hard work & persistence, interest & hobby, education, practical knowledge, previous experience, professional skills & competence, spouse occupation, father's occupation, friends/ relatives/ neighbors, cultural factor, security factor, qualified leaders & trainers, bank & financial institutions support, reasonable interest rate, easier business registration, simplify the tax system, religious factor, and geographical location. However only 75.4% (R-square values of 0.754) variation in female participation is accounted due to adequate capital, introduce e-commerce, hard work & persistence, interest & hobby, education, practical knowledge, previous experience, professional skills & competence, spouse occupation, father's occupation, friends/ relatives/ neighbors, cultural factor, security factor, qualified leaders & trainers, bank & financial institutions support, reasonable interest rate, easier business registration, simplify the tax system, religious factor, and geographical location.

6.2.2. Confirm the relationship model fitness

Table 3 reveals that multiple regression analysis is performed to explore the relationship between adequate capital, introduce e-commerce, hard work & persistence, interest & hobby, education, practical knowledge, previous experience, professional skills & competence, spouse occupation, father's occupation, friends/

relatives/ neighbors, cultural factor, security factor, qualified leaders & trainers, bank & financial institutions support, reasonable interest rate, easier business registration, simplify the tax system, religious factor, and geographical location with female participation towards entrepreneurial activities. Twenty hypotheses are proposed, and results are enumerated in Table 3. The F-statistics produced ($F = 42.853$) is significant at 1 percent level ($\text{Sig. } F < 0.01$) with 20 and 279 degree of freedom, Thus confirming the fitness for the model. The adjusted R^2 is 0.737(From table 2), connoting that the twenty factors can significantly account for 73.7% variance in female participation towards entrepreneurial activities.

Table 3. Confirming the relationship model fitness

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.465	20	1.973	42.853	.000^a
	Residual	12.847	279	.046		
	Total	52.313	299			

6.2.3. Key factors persuading female participation towards entrepreneurial activities

The results of multiple regression analysis for H1 as presents in Table 4 that adequate capital as the key factor, which positively and significantly persuades female participation in entrepreneurial activities ($\beta_1 = 0.114$; t-value = 3.297; $p < 0.05$). H1 is accepted. Therefore, adequate capital is persuaded female participation towards entrepreneurial activities. The results for H3 as shows that hard work & persistence as the vital factor, which positively and notably persuade female participation in entrepreneurial activities ($\beta_3 = 0.423$; t-value = 12.520; $p < 0.05$). H3 is accepted. Hence, hard work & persistence are persuaded female participation towards entrepreneurial activities. Next, H4 substantiates that interest & hobby as the key factor, which positively and significantly persuade female participation in entrepreneurial activities ($\beta_4 = .595$; t-value = 17.538, $p < 0.05$). H4 is accepted. For this reason, interest & hobby are persuaded female participation towards entrepreneurial activities. Next, H5 presents that education as the major factor, which negatively and considerably persuades female participation in entrepreneurial activities ($\beta_5 = -.123$; t-value = -3.413; $p < 0.05$). H5 is accepted. Thus, education is persuaded female participation towards entrepreneurial activities. Next, H6 substantiates that practical knowledge as the chief factor, which positively and significantly persuades female participation in entrepreneurial activities ($\beta_6 = .094$; t-value = 2.686, $p < 0.05$). H6 is accepted. Consequently, practical knowledge is persuaded female participation towards entrepreneurial activities. Next, H8 substantiates that professional skills & competence as the chief factor, which positively and remarkably persuade female participation in entrepreneurial activities ($\beta_8 = .092$; t-value = 2.480, $p < 0.05$). H8 is accepted. So, professional skills & competence are persuaded female participation towards entrepreneurial activities. Next, H10 presents that father’s occupation as the main factor, which negatively and significantly persuades female participation in entrepreneurial activities ($\beta_{10} = -.068$; t-value = -2.023; $p < 0.05$). H10 is accepted. Thus, father’s occupation is persuaded female participation towards entrepreneurial activities. Next, H15 presents that bank & financial institutions as the core factor, which negatively and appreciably persuade female participation in entrepreneurial activities ($\beta_{15} = -.074$; t-value = -2.102; $p < 0.05$). H15 is accepted. Therefore, bank & financial institutions are persuaded female participation towards entrepreneurial activities. Next, H20 substantiates geographical location as the important factor, which positively and significantly persuades female participation in entrepreneurial activities ($\beta_{20} = .093$; t-value = 2.634, $p < 0.05$). H20 is accepted. As a result, geographical location is persuaded female participation towards entrepreneurial activities.

Table 4. Key factors persuading female participation towards entrepreneurial activities

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.483	.328		1.473	.142
	Adequate capital (H1)	.105	.032	.114	3.297	.001
	Introduce E-commerce (H2)	.039	.027	.060	1.469	.143
	Hard work & persistence (H3)	.282	.023	.423	12.520	.000
	Interest & hobby (H4)	.368	.021	.595	17.538	.000
	Education (H5)	-.056	.016	-.123	-3.413	.001

Table 4 (cont.). Key factors persuading female participation towards entrepreneurial activities

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Practical knowledge (H6)	.086	.032	.094	2.686	.008
Previous experience (H7)	.011	.022	.015	.477	.634
Professional skills & competence (H8)	.036	.014	.092	2.480	.014
Spouse occupation (H9)	.013	.011	.040	1.157	.248
Father's occupation (H10)	-.025	.012	-.068	-2.023	.044
Friends/ relatives/ neighbors (H11)	.022	.017	.044	1.236	.217
Cultural factor (H12)	.004	.016	.008	.237	.813
Security factor (H13)	-.004	.019	-.007	-.186	.852
Qualified leaders & trainers (H14)	.027	.021	.043	1.290	.198
Bank & financial institutions (H15)	-.053	.025	-.074	-2.102	.036
Reasonable interest rate (H16)	-.024	.013	-.059	-1.826	.069
Business registration (H17)	-.025	.029	-.029	-.868	.386
Simplify the tax system (H18)	-.016	.015	-.036	-1.063	.289
Religious factor (H19)	-.031	.040	-.030	-.777	.438
Geographical location (H20)	.101	.038	.093	2.634	.009

The findings in Table 4 corroborates that e-commerce insignificantly persuades female participation in entrepreneurial activities ($\beta_2 = .060$; $t\text{-value} = 1.469$; $p > 0.05$). H2 is not accepted. Therefore, e-commerce has no effects female participation towards entrepreneurial activities. Next, H7 substantiates that previous experience insignificantly persuades female participation in entrepreneurial activities ($\beta_7 = .015$; $t\text{-value} = .477$; $p > 0.05$). H7 is also not accepted. As a result, previous experience has no effects female participation towards entrepreneurial activities. Next, H9 demonstrates that spouse occupation insignificantly persuades female participation in entrepreneurial activities ($\beta_9 = .040$; $t\text{-value} = 1.157$; $p > 0.05$). H9 is also not accepted. Consequently, spouse occupation has no effects female participation towards entrepreneurial activities. Next, H11 presents that friends/ relatives/ neighbors insignificantly persuade female participation entrepreneurial activities ($\beta_{11} = .044$; $t\text{-value} = 1.236$; $p > 0.05$). H11 is not accepted. Thus, friends/ relatives/ neighbors have no effect female participation towards entrepreneurial activities. Next, H12 substantiates that cultural factor insignificantly persuades female participation in entrepreneurial activities ($\beta_{12} = .008$; $t\text{-value} = .237$; $p > 0.05$). H12 is also not accepted. So, cultural factor has no effects female participation towards entrepreneurial activities. Next, H13 corroborates that security factor negatively and insignificantly persuades female participation in entrepreneurial activities ($\beta_{13} = -.007$; $t\text{-value} = -.186$; $p > 0.05$). H13 is not accepted. As a result, security factor has no effects female participation towards entrepreneurial activities. Next, H14 substantiates that qualified leaders & trainers insignificantly persuade female participation in entrepreneurial activities ($\beta_{14} = .043$; $t\text{-value} = 1.290$; $p > 0.05$). H14 is not accepted. So, qualified leaders & trainers have no effect female participation towards entrepreneurial activities. Next, H16 depicts that reasonable interest rate negatively and insignificantly persuades female participation in entrepreneurial activities ($\beta_{16} = -.059$; $t\text{-value} = -1.826$; $p > 0.05$). H16 is not accepted. So, reasonable interest rate has no effects female participation towards entrepreneurial activities. Next, H17 substantiates that business registration negatively and insignificantly persuades female participation in entrepreneurial activities ($\beta_{17} = -.029$; $t\text{-value} = -.868$; $p > 0.05$). H17 is not accepted. For that reason, business registration has no effects female participation towards entrepreneurial activities. Next, H18 substantiates that simplify the tax system negatively and insignificantly persuades female participation in entrepreneurial activities ($\beta_{18} = -.036$; $t\text{-value} = -1.063$; $p > 0.05$). H18 is not accepted. Hence, simplify the tax system has no effects female participation towards entrepreneurial activities. Next, H19 confirms that religious factor negatively and insignificantly persuades female participation in entrepreneurial activities ($\beta_{19} = -.029$; $t\text{-value} = -.868$; $p > 0.05$). H19 is not accepted. That's why; religious factor has no effects female participation towards entrepreneurial activities.

6.2.4. Confirm the relationship between female participation and employment creation

Table 5 exposes that the value of correlation coefficient, $R = 0.261$ suggests that there is moderate positive correlation between female participation and employment creation. However only 6.8% (R-square values of 0.068) variation in recommend is accounted due to employment creation.

Table 5. Confirm the relationship between female participation and employment creation

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.261 ^a	.068	.065	.49626

6.2.5 Confirm the relationship model fitness

Multiple regression analysis is performed to examine the relationship between female participation and employment creation. The outcomes are enumerated in Table 6. The F-statistics produced ($F = 21.751$) is significant at 1 percent level ($\text{Sig. } F < 0.01$) with 1 and 298 degree of freedom, thus confirming the fitness for the model. The adjusted R2 is 0.065 (From table 5), connoting that female participation may notably account for 11.3% variance in employment creation.

Table 6. Confirm the relationship model fitness

ANOVA ^b				
Sum of Squares	df	Mean Square	F	Sig.
5.357	1	5.357	21.751	.000^a
73.390	298	.246		
78.747	299			

Table 7. Female participation persuades employment creation

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.426	.251		13.674	.000
	Female participation towards entrepreneurial activities	.274	.059	.261	4.664	.000

6.2.6 Female participation persuades employment creation

The results of multiple regression analysis as presents in Table 7 female participation as the vital factor, which significantly persuades employment creation ($\beta_{21} = 0.261$; $t\text{-value} = 4.664$; $p < 0.05$). H21 is accepted. Therefore, there is significant relation between female participation and employment creation.

6.3. The demographic profile of respondents

Table A (see in Appendix) presents the descriptive exploration on demographic profile of respondents. It appears that respondents are mostly in the age categories 31–40 years old (33.0%). The second highest of respondents are in the age categories 21–30 years (28.0%). The third highest of respondents are in the age categories 41–50 years (20.3%), and Minority of respondents are in the age categories 50 years above (18.7%). With regards to educational qualification, 56.6% of respondents are secondary level, 25.0% of respondents are BA, BBA and BCom. 9.3% of the respondents are below secondary. 6.7% of respondents are diploma and only 2.4% respondents are MA, MBA and MSc. These most of the respondents are secondary and minority of the respondent is postgraduate. It presents that respondents are majority in the income level 51,000–50,000 (50%), the second highest of respondents are income level 31,000–50,000 (33.3%), the third highest of respondents are income level below 30,000 (11%) and minority of respondents are income level 70,000 above (5.7%). 63.3% of those who have participated in the survey are married. 18.7% are single, and 11.3% are Divorced. Minority of respondents are widow (6.7%). Also with regard to participate female what types of business, majority of female are participated in Textiles (32%), the second highest of female are participated in Chemicals and pharmaceuticals (20.3%), the third highest of the female are participated in Handicrafts (13%), the fourth highest of female are participated both in Food & Allied, and Others (10%), the fifth highest

of female are participated in Paper and Printing (6%), the sixth highest of female are participated in agro based business (5%), and minority of female are participated in Engineering (3.7%).

7. Conclusion and Implications

The study has been undertaken with an objective is to identify the key factors that persuade female participation towards entrepreneurial activities and its impact on employment creation in Chittagong division, Bangladesh. Particular key factors are major tools to motivate female participation towards entrepreneurial activities. This paper investigates adequate capital, introduce e-commerce, hard work & persistence, interest & hobby, education, practical knowledge, previous experience, professional skills & competence, spouse occupation, father's occupation, friends/ relatives/ neighbors, cultural factors, security, qualified leaders & trainers, bank & financial institutions support, reasonable interest rate, easier business registration, simplify the tax system, religious, and geographical location are likely key factors that persuade female participation towards entrepreneurial activities in Chittagong division, Bangladesh. From the results of regression analysis, this study is found that adequate capital, hard work & persistence, interest & hobby, education, practical knowledge, professional skills & competence, father's occupation, bank & financial institutions support, and geographical location as the vital factors, which significantly persuade female participation towards entrepreneurial activities. The paper is also found that female entrepreneur as the important factor, which significantly persuades employment creation. This research is also presented those female face problems in participating entrepreneurial activities in Chittagong division, Bangladesh. From regression analysis, introduce e-commerce, previous experience, spouse occupation, friends/ relatives/ neighbors, cultural factors, security, qualified leaders and trainers, reasonable interest rate, easier business registration, simplify the tax system and religious are not persuaded female participation towards entrepreneurial activities in Chittagong division. This paper will be contributed to these female entrepreneur issues. The outcomes of this research can be applied by government and non-government organization, local business community, rural development academy to encourage female participation towards entrepreneurial activities in Chittagong division, Bangladesh.

8. Limitation and Further Research

This data may not be the real representative of overall Bangladeshi female entrepreneurs due to sample area and size. The study found some persuades of independent variable. As a result, there may be some other variable which may persuade female participation towards entrepreneurial activities. Those factors are left for future exploration. The paper is confined just female respondents who have already worked in entrepreneurial activities in Chittagong division. That's why; the researcher suggests that the further research will be conducted in a larger area.

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Appendix

Table A. The Demographic profile of respondents

Variable	Frequency	Percentage
Age		
21-30 Years	84	28.0
31-40 Years	99	33.0
41-50 Years	61	20.3
50 Years +	56	18.7
Education Qualification		
Below secondary	28	9.3
Secondary	170	56.6
Diploma	20	6.7
BA, BBA, and BCom	75	25.0
MA, MBA, and MSc	7	2.4
Monthly Income		
Below 30,000	33	11.0
31,000-50,000	100	33.3
51,000-70,000	150	50.0
70,0000 above	17	5.7
Marital Status		
Single	56	18.7
Married	190	63.3
Divorced	34	11.3
Widow	20	6.7
Type of Business		
Food and Allied	30	10.0
Chemicals and pharmaceuticals	61	20.3
Handicrafts	39	13.0
Paper and Printing	18	6.0
Textiles	96	32.0
Engineering	11	3.7
Agro-based	15	5.0
Others	30	10.0