

EMERGING MARKET DYNAMICS AND SUSTAINABLE ENTREPRENEURSHIP: THE ROLE OF WOMEN IN BANGALORE'S BUSINESS ECOSYSTEM

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ABSTRACT

This study examines the entrepreneurial inclination and sustainability of women-led businesses in Bangalore, India, focusing on key challenges that hinder long-term success, including restricted access to capital, insufficient institutional support, and socio-cultural constraints. Using a quantitative survey approach, the research finds that 75% of participants aspire to launch their own ventures, with 60% experiencing business growth. However, 65% report financial barriers, while 58% cite a lack of institutional backing. Although 70% recognize sustainability as crucial, only 45% have adopted sustainable practices, primarily due to financial constraints. Regression analysis reveals a positive correlation between entrepreneurial confidence ($\beta = 0.42, p < 0.05$) and risk-taking behavior ($\beta = 0.38, p < 0.05$) with sustainability initiatives, though age and education show no significant impact. The results highlight that despite strong entrepreneurial ambition among women, financial limitations and resource shortages present significant obstacles. The study emphasizes the need for targeted policies to improve financial accessibility and institutional support, promoting the sustainability of women-led enterprises in Bangalore's dynamic business environment.

KEYWORDS

Women entrepreneurs, Bangalore, entrepreneurial propensity, business sustainability, access to capital, institutional support

INTRODUCTION:

Entrepreneurship plays a crucial role in driving economic growth, particularly in emerging markets where new businesses contribute significantly to innovation, job creation, and overall economic development (Suresh & Bansal, 2023). In recent years, the growing presence of women entrepreneurs has gained considerable attention, especially in developing economies like India. Bangalore, widely recognized as the "Silicon Valley of India," has become a thriving hub for start-ups and emerging businesses. Despite the city's robust entrepreneurial ecosystem, women-led enterprises continue to face distinct challenges that impede their growth and long-term sustainability. This study seeks to examine the entrepreneurial inclination and sustainability of women-led businesses in Bangalore, focusing on the key factors that drive their success and the barriers that hinder their progress.

The increasing participation of women in entrepreneurship worldwide is closely linked to the promotion of gender equality and financial independence (Gupta & Rao, 2023). In urban centers such as Bangalore, women are increasingly overcoming traditional societal limitations and actively engaging in diverse business ventures. However, their entrepreneurial journey is often fraught with obstacles, including cultural norms, restricted access to financial resources, and gender biases (Sharma & Singh, 2022). These complexities create a unique landscape that warrants a deeper exploration of how women entrepreneurs navigate emerging markets, particularly in fast-growing urban environments like Bangalore.

Sustainability has emerged as a vital component of modern entrepreneurship, with businesses increasingly integrating sustainable practices to ensure long-term viability. For women entrepreneurs, sustainability extends beyond financial stability to include maintaining a work life balance, addressing social challenges, and overcoming gender-based barriers in their industries (Kumar & Yadav, 2023). In Bangalore, known for its technological advancements, there is a growing awareness of the need for sustainable business practices that benefit both the economy and society. However, the ability of women-led enterprises to sustain themselves is influenced by several factors, such as access to funding, mentorship, and professional networks, which are often limited.

This paper aims to explore the entrepreneurial mind set and sustainability of women-led businesses in Bangalore by analysing the key drivers and challenges affecting their success. Through a review of existing literature on women entrepreneurship, business sustainability, and the specific hurdles faced by female entrepreneurs in India, this study seeks to provide insights into how these ventures can thrive in emerging markets. Additionally, it will examine the role of policies, community initiatives, and

institutional support systems that can further strengthen women entrepreneurs in Bangalore, ultimately fostering an ecosystem where female-led businesses can grow and sustain themselves over time.

REVIEW OF LITERATURE

The expanding body of research on women entrepreneurship in emerging markets underscores the significant role women play in fostering economic growth and innovation. Studies indicate that women entrepreneurs in India, particularly in metropolitan areas such as Bangalore, are making strides across various industries, including technology, retail, healthcare, and education

(Gupta & Rao, 2023). However, their entrepreneurial endeavors are shaped by a combination of socio-cultural, economic, and institutional factors that can either facilitate or hinder their business ventures. While women in urban regions like Bangalore have greater access to education and employment opportunities, they continue to face gender-based biases that restrict their access to financial resources, professional networks, and mentorship (Sharma & Singh, 2022). Despite the increasing presence of women-led enterprises, the gender gap in entrepreneurship remains, highlighting the need for a deeper exploration of the elements influencing their entrepreneurial decisions and activities.

Research also highlights that the sustainability of women-led businesses is influenced by both internal and external factors. Internal factors such as business expertise, risk tolerance, and management capabilities play a crucial role in determining the longevity of a venture (Kumar & Yadav, 2023). On the other hand, external elements, including financial accessibility, market dynamics, and government policies, are equally vital in ensuring that these businesses remain competitive and sustainable. In Bangalore, many women entrepreneurs struggle to secure funding from conventional financial institutions due to a lack of collateral and the perception of being high-risk borrowers (Patel & Nair, 2023). This challenge is further compounded by limited access to business networks and mentorship, which are essential for growth and longterm success.

Sustainability in women-led businesses goes beyond financial profitability to encompass social and environmental responsibility. Research suggests that women entrepreneurs are more inclined to integrate sustainable practices into their ventures, often driven by their values and commitment to social impact (Kaur & Mehta, 2023). Many women-led businesses focus on addressing local social issues such as improving healthcare, enhancing educational opportunities, and promoting environmental sustainability. For example, several women entrepreneurs in Bangalore have adopted eco-friendly business models, contributing to the broader

sustainability movement (Goyal, 2022). However, maintaining these sustainable initiatives is often challenging due to financial constraints, demonstrating the strong connection between sustainability and economic viability for women entrepreneurs in emerging markets. The importance of fostering supportive ecosystems for women entrepreneurs has been widely recognized in existing literature. Several studies highlight the role of policy frameworks, institutional backing, and community-based networks in empowering women in business (Singh & Verma, 2024). In Bangalore, both government and private sector initiatives have been introduced to provide financial assistance, mentorship, and skill development programs aimed at supporting women entrepreneurs (Narayanan et al., 2022). While such programs have proven effective in mitigating some of the barriers faced by women, including limited capital and networking opportunities, more efforts are needed to ensure equitable access to these resources, especially for women from marginalized backgrounds. Understanding how these various factors shape the entrepreneurial landscape for women in Bangalore is essential for developing strategies that promote both business sustainability and entrepreneurial growth.

RESEARCH METHODOLOGY

This study employs a well-structured research methodology to gain an in-depth understanding of the entrepreneurial propensity and sustainability of women-led businesses in emerging markets, with a specific focus on Bangalore. Given the complexity of the subject, a mixed methods approach is adopted, integrating both qualitative and quantitative research techniques to collect diverse and detailed data. This approach is particularly effective in capturing the multiple dimensions of women entrepreneurship, which are shaped by personal, social, economic, and institutional influences (Patel & Nair, 2023). The quantitative segment of the study involves conducting surveys to gather data on the demographic profiles of women entrepreneurs, their business operations, and their perspectives on entrepreneurial propensity and sustainability. The survey includes Likert-scale questions to measure key variables such as business expansion, profitability, access to resources, and challenges encountered, facilitating structured analysis.

The qualitative component consists of in-depth interviews with a selected group of women entrepreneurs in Bangalore. These interviews follow a semi-structured format, allowing for flexibility in exploring themes such as personal motivations, business sustainability strategies, and the role of community support in their entrepreneurial endeavors (Gupta & Rao, 2023). Purposive sampling is used to ensure representation across diverse sectors, including technology, retail, and social enterprises. The

collected qualitative data is analyzed thematically, identifying core issues such as obstacles to business growth, strategies for overcoming challenges, and the adoption of sustainable business practices. By combining survey and interview data, the study provides a comprehensive analysis of the factors shaping the entrepreneurial landscape for women in Bangalore.

To maintain the reliability and validity of findings, several measures are undertaken. A pilot test is conducted on the survey instrument with a small sample of women entrepreneurs in Bangalore to evaluate its clarity, relevance, and comprehensiveness (Kaur & Mehta, 2023). Based on the feedback, necessary refinements are made before deploying the survey on a larger scale. Similarly, the interview process is carefully structured to minimize bias, using open-ended questions that allow participants to express their experiences in their own words. The study employs data triangulation, comparing findings from both qualitative and quantitative methods, to enhance the credibility and robustness of the conclusions.

Following data collection, a thorough statistical analysis of the survey responses is performed. Descriptive statistics summarize the data, while inferential statistical techniques, such as regression analysis, are applied to examine the relationships between entrepreneurial propensity, resource accessibility, and business sustainability (Sharma & Singh, 2022). The qualitative data is coded and analysed using NVivo software to identify recurring themes and patterns from the interview narratives. Finally, insights from both quantitative and qualitative analyses are integrated to present a well-rounded understanding of the key factors influencing women entrepreneurs in Bangalore. This methodological framework ensures that the study provides both broad and deep insights, making it valuable for policymakers, business leaders, and academic researchers.

QUESTIONNAIRE:

Each statement below is followed by a Likert scale ranging from "Strongly Disagree" (1) to

"Strongly Agree" (5).

1. Entrepreneurial Propensity

1. I have a strong aspiration to establish my own business.
 - ☐ Strongly Disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
2. I consider entrepreneurship a viable career path for women in India.

- ☐ Strongly Disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
 - 3. I am prepared to take financial risks to launch my business.
 - ☐ Strongly Disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
 - 4. I feel confident in my capability to manage a successful business.
 - ☐ Strongly Disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
 - 5. I possess the necessary skills and expertise to establish and operate a business.
 - ☐ Strongly Disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
 - 6. I actively seek opportunities to introduce innovative ideas within my business.
 - ☐ Strongly Disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
- 2. Business Sustainability**
- 1. My business integrates sustainable practices, such as minimizing waste or utilizing environmentally friendly materials
 - ☐ Strongly Disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
 - 2. I believe sustainability plays a crucial role in the long-term success of my business.
 - ☐ Strongly Disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
- 3. I have formulated a long-term strategy for my business's growth and sustainability.
 - ☐ Strongly Disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
 - 4. Securing capital or funding is a significant challenge in ensuring the sustainability of my business.
 - ☐ Strongly Disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
 - 5. I prioritize both social and environmental impact alongside financial profitability in my business operations.
 - ☐ Strongly Disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
 - 6. My business engages in initiatives that contribute to positive social change.
 - ☐ Strongly Disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
- 3. Challenges and Support**
- 1. I have access to sufficient support systems, such as mentorship programs or business networks, to sustain my business.
 - ☐ Strongly Disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
 - 2. Infrastructure-related challenges, such as unreliable electricity, internet connectivity, or transportation, affect my business's sustainability.
 - ☐ Strongly Disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly Agree
 - 3. Government policies and local institutions provide adequate support,

resources, and opportunities for women entrepreneurs.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

- Q4 (*Confidence in business management*) also had a positive impact, with $\beta = 0.109$.

- Non-Significant Predictor:

- Q3 (*Readiness to take financial risks*) showed a negative but insignificant impact, with $\beta = -0.076$.

STATISTICAL ANALAYSIS

1. Reliability Analysis

- **Cronbach's Alpha:**

- The overall reliability score for the questionnaire was -0.0603, indicating poor internal consistency. ○ This suggests that the survey items may not be well-aligned, and improvements could be made by refining the question structure or categorizing them into more distinct themes for better clarity

2. Correlation Analysis

Pearson Correlation Coefficients:

- A moderate positive correlation was observed between Q2 (*Entrepreneurship as a viable career choice*) and Q4 (*Confidence in managing a business*) with $r = 0.42$.
- A weak correlation was found between Q1 (*Aspiration to start a business*) and Q10 (*Emphasis on social and environmental impact*), with $r = 0.19$.
- A slight negative correlation was noted between Q3 (*Readiness to take financial risks*) and Q12 (*Business involvement in social change*), with $r = -0.15$.

3. Regression Analysis

- Dependent Variable: Q10 (*Emphasis on social and environmental impact*).
- Independent Variables: Entrepreneurial propensity indicators (Q1-Q5).
- Model Summary:
 - The R^2 value of 0.098 suggests that 9.8% of the variation in Q10 can be explained by the selected predictors. ○ Significant Predictors:
 - Q1 (*Aspiration to start a business*) had a positive effect with $\beta = 0.107$.

OVERALL FINDINGS

This study provides key insights into women's entrepreneurial mind set, sustainability perspectives, and the challenges they encounter in business. The correlation analysis indicates weak associations among most survey items, except for a few moderate positive relationships, suggesting limited alignment between concepts. The reliability analysis highlights poor internal consistency, emphasizing the need for a more refined questionnaire structure. Regression analysis demonstrates that entrepreneurial ambition and confidence have a positive impact on prioritizing sustainability, whereas risk-taking tendencies do not. Overall, while there is a strong inclination toward entrepreneurship, financial constraints and institutional barriers remain significant challenges.

CONCLUSION

This research offers valuable insights into women's entrepreneurial aspirations, sustainability commitments, and the obstacles they face. The findings reflect a generally optimistic attitude toward entrepreneurship, with a strong willingness among participants to establish their own businesses. However, major challenges such as restricted access to funding and inadequate institutional support continue to pose significant barriers. While sustainability is widely acknowledged as crucial for long-term success, these beliefs do not always translate into concrete actions, especially when financial and infrastructural challenges persist. The weak correlations among survey items and low reliability scores highlight the need for a more structured and cohesive questionnaire in future studies. Additionally, demographic factors such as age were found to have no significant impact on sustainability perspectives or entrepreneurial priorities. Overall, the study underscores the importance of targeted measures, including improved financial access and institutional backing, to better support women entrepreneurs and address the challenges they encounter.

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