

ACKNOWLEDGING THE WOMEN ENTREPRENEURSHIP'S SCOPE IN J&K THROUGH RECOGNIZING EFFECT OF DIGITALIZATION

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ABSTRACT

The study focuses on the aspects of women entrepreneurship and the development taken place in their ventures due to the utilization of digitalization and its techniques. The study is based in the UT of Jammu & Kashmir where the women entrepreneurs are analysed based on the application of digital methods. It follows a quantitative approach where 324 responses are collected using purposive sampling. It is found that the full utilisation of digitalization in the field of entrepreneurship ventures of women has not been done. The tests elucidate that the level of these five components are significantly related to the overall performance. However, on understanding the descriptives, it is found that the levels of competitive aggressiveness and autonomy after digitalization are quite low among the women entrepreneurs. It can be suggested that the digitalization methods required to be used in order to increase the competitive aggressiveness among the entrepreneurs. The use of digitalization has the capability to expand the same and effective usage can ensure the same.

Keywords: Women, Entrepreneurs, Digitalisation, Ventures.

INTRODUCTION

The present world is highly dominated by various scopes of digitalization which has facilitated the functioning of businesses to a large extent. The process of digitalization has taken the use of technologies such as including artificial intelligence, big data analytics, internet of things etc. to advance the current methods of doing businesses (Chauhan et al., 2022). While these methods have been largely used in the developed regions across the world, it is also essential to address the fact that digitalization in its smaller measures have helped many small scale businesses as well which are located in certain geographically backward settings. Talking about a country like India, which is known for its medium and small scale enterprises (MSMEs) which are run by people residing in the rural parts of the country, digitalization has helped them in many ways too (Statista Research Department, 2021). In the light of digitalization in a country like India, it is important to address another crucial aspect i.e., enhancing the levels of women entrepreneurship. In India there are many women led ventures being operated from a rural area such as those in the area of textiles, food items, craftsmanship etc. (Kanwal, 2022). While there have been a number of studies in the past which have talked about women entrepreneurship in India highlighting the challenges, the schemes provided by the Government and the impact of digitalization (Agarwal & Lenka, 2018; Chhabra et al., 2020; Srivastava & Misra, 2017). However, in this particular study, the point of reference has been strictly the UT of Jammu & Kashmir which has many of its own difficulties and uniqueness. It is found that 10% out of the total population have women led entrepreneurship ventures in the UT (Shabir, 2022). This shows that how the enthusiasm for women entrepreneurship in the region exists, it is now important that further research is conducted in the field so that it can amplify the pace of these ventures by incorporating methods of digitalization. With the above scope and gap in mind, the study here would analyse the following research questions during the course of this study (Afenyo, 2020).

RQ1: How is the present usage pattern of digitalization among the existing women entrepreneurs in the UT of Jammu & Kashmir?

RQ2: In which ways can digitalization help to make the optimum utilisation of the present situation to generate better benefits in the future?

In order to understand the above research questions, the course of conducting this study has been designed. The next sections would provide an understanding into the same while using statistical methods to arrive at the final results from the study (Datta, 2021).

REVIEW OF LITERATURE

The study here has reviewed the current literature with respect to digitalization and women entrepreneurship in order to understand the need for this research and is provided in this section below.

Rastogi et al. (2022) explored the context of women entrepreneurship in India and highlighted the differences owing to the presence of societal and cultural beliefs especially among women. They have to fight from basic challenges such as breaking the barrier and stepping out of their houses to gender stereotyping in the entrepreneurship world. They focus on maintaining a work-life balance and derives high level of satisfaction from it (Tchamyu, 2021). India having a lot of cultural beliefs often restricts women to step out of their houses and this can be mentioned as one of the biggest barriers occurring in generating women entrepreneurship opportunities further in the country. In their study found evidences on the fact that women entrepreneurship can bring about drastic changes into the lives of women in developing nations especially for those who are living in poverty. The role of social entrepreneurs in this is found to be crucial as they can lend their support to make more women successful in the field. Ghosh & Pandita (2022) while researching about the status of women led e-businesses have rightfully pointed out the reluctance of women entrepreneurs to move forward in the process, although the women entrepreneurs in India are found to be quite enthusiastic, they do not exhibit much interest in managing their businesses in an e-mode. The scopes are still highlighted to be men-driven and requires attention to be equally made interesting among the women (Agarwal et al., 2022)

Schillo & Ebrahimi (2022) in their study, comprehending about the digitally focused entrepreneurship ventures have mentioned that there is found to be a gender gap due to the presence of a male- dominated situation and making the space less prominent among women entrepreneurs. As per Popović-Pantić et al. (2022), the need for digitalization has reached its peak during the time of pandemic. The authors mentioned that the time had been especially difficult for women. Around 77% of the surveyed women entrepreneurs suggested the digital approaches being undertaken during the time of Covid-19 had negative consequences on their businesses. The Government support too did not have an unchallenging effect on their functioning. Faugoo & Onaga (2022) in their study had looked into the prospects of digitalization based on gender based barriers. The study conferring about entrepreneurship in the same context have mentioned that in order to make digitalisation effective and inclusive, it is important that the gender gap in the use of digital modes be reduced by applying global level policies (Raj, 2019). This would make the world available to a more gender neutral and better chance driven for the entrepreneurs across both genders. Agreed on the fact that the social innovation aspect of women entrepreneurship through digitalization has been increased to a large extent which will help these women entrepreneurs to have a social influence, to make an individual identity of their own and build structural influences as well (Ardito, 2019; Sahoo & Swain, 2020).

From the above set of studies in the recent times specifically, it can be stated that digitalization have not been able to provide a gender neutral advantage when it comes to women entrepreneurship. This is due to the lack of global level policies for optimum utilisation across gender. There is immense scope for making proper use of digitalization among women entrepreneurs and especially in a region such as Jammu & Kashmir which does not have enough evidence recorded in the matter. The research

here would be able to provide the present level of utilisation and would be able to highlight the important aspects in which there can be work done to achieve a gender neutral level of digitalization in the field of women entrepreneurship (Maheshwari, 2019).

In the next section, the detailed method followed for conducting the study is being provided.

RESEARCH METHODOLOGY

The study here focuses on two main aspects- first is women entrepreneurship and digitalization and second is the geographical location of the entrepreneurs to be investigated. In order to achieve the data for successfully conducting the research, a quantitative measure has been designed. The study would have a primary method of data collection which would be facilitated by a structured closed ended questionnaire for the respondents. The questionnaire would be designed from the previous literature in a 5 Point Likert type scale. The best method of collecting the primary set of data is using non-probabilistic method of sampling. Purposive sampling is used in order to be able to include only the women entrepreneurs in the region. Based on the statistical requirements of the study, a total sample of 324 has been used. This reflects the number of samples required to represent the original population while being adequate for conducting the statistical analyses. The results would be analysed using the Statistical Packages for Social Science (SPSS) and is shown in the following section (Gupta, 2019).

DATA ANALYSIS & INTERPRETATION

This particular study has already focused into two main demographics of the respondents i.e., gender and location. Now before moving on to the next set of analysis, a look into the other demographic composition of the women entrepreneurs is being shown below.

Demographic Variables	Frequency	Percentage
Age Group(in years)		
Below 20 years	12	3.7 %
21-35 years	200	61.7 %
36-50 years	104	32.1 %
51-60 years	8	2.5 %
Education Level		
10th	12	3.7 %
12th	32	9.9 %
Graduate	164	50.6 %
PG	116	35.8 %
Nature of Business		
Beauty based	116	35.8 %
E- business/ online	8	2.5 %
Health care	16	4.9 %
Home based/ Service based	76	23.5 %
Retail Business	108	33.3 %
Marital Status		
Married	212	65.4 %
Single	12	3.7 %
Unmarried	100	30.9 %
Income per Month(INR)		
10000-25000	140	43.2 %
25001- 40000	92	28.4 %
28	28	8.6 %

Less than 10000	64	19.8 %
More than 40000		
Area of Residence		
Rural	12	3.7 %
Semi-Urban	68	21.0 %
Urban	244	75.3 %
Source of start-up capital		
Borrowed from	32	9.9 %
father/ Spouse/ friends	8	2.5 %
	276	85.2 %
	8	2.5 %
Loan from Banks		
Personal Savings		
Sold own Jewellery		
Location of Market		
Local Market	92	28.4 %
Outside the state	36	11.1 %
Within the state	196	60.5 %

The above table 1 shows the various important information about the women entrepreneurs being considered for the study here. It depicts how the age group of these entrepreneurs’ range majorly from 21 to 50 years with education level of graduation and post-graduation. The nature of business includes mostly retail, beauty based and other home-based services. Majority of them have their ventures started from personal savings with only 2.5% approaching for loans from banks.

This information already illustrates details about these entrepreneurs and would be explored further in this section.

For understanding the situation prevailing in terms of women entrepreneurship, the questionnaire consists of investigation about the improvement after digitalization and have been enquired over a number of different aspects. The table 2 below shows a descriptive analysis of each of the aspects being considered with respect to digitalization in entrepreneurship eventually determining the overall scenario of the venture.

	N	Mean	Median	SD	Minimum	Maximum
Increase in personal satisfaction.	324	4.11	4	0.862	2	5
Market Share has improved.	324	3.89	4	0.787	2	5
Rising profit to sales ratio market growth.	324	3.81	4	0.819	2	5
Enhancing the value of brand.	324	3.83	4	0.915	2	5
Growing the trust of customer.	324	4.04	4	0.937	2	5
Sales have been increasing day by day.	324	4	4	0.957	1	5
Commencing strategies for new product development.	324	3.75	4	0.938	2	5
Diversification.	324	3.88	4	1.139	1	5

As evident from the table above it is seen that the performance measure improvement has been considered from that of personal satisfaction to an escalation in the market share, profit to sales ratio crude, building value for the brand, gaining trust of the consumers, an heightening trend for the sales, getting started with new product development strategies and also in terms of diversification. Analyzing the main schools from the above table it is found that the highest mean score is 4.11 which refers to the increase in personal satisfaction after using digitalization. On the other hand, the least mean score from the mentioned characteristics is 3.75 which is not quite low but is with respect to the starting of new product development strategies. All of the mean scores being above 3.5 it can be expected that there is a level of agreement to the increase in performance of the business after digitalization.

Tables 3-5 shows the questionnaire had also asked the respondents to nominally answer at which level they agree their entrepreneurial venture to be at the current situation after the implementation of digitalization strategies.

**Table 3
FREQUENCIES OF OVERALL PERFORMANCE AFTER
DIGITALIZATION**

Levels	Counts	% of Total	Cumulative %
High	168	51.9 %	51.9 %
Low	4	1.2 %	53.1 %
Moderate	44	13.6 %	66.7 %
Very High	108	33.3 %	100.0 %

The overall performance after digitalization have shown that 51.9% think that they have achieved high level of performance after digitalization followed by 33.3% who think there are very high level of performance enhancement after digitalization and only 1.2% of them believe that there have been low performance after digitalizing. This clearly shows that almost majority of the respondents feel that digitalization has increased their overall performance in the business.

The performance levels being marked after digitalization is now enquired with respect to the important demographics shown earlier in the section. This section includes a series of chi-square tests to show the existence of any significant relationships among them.

The first two factors considered here are the age group and marital status of the women entrepreneurs. In India, the cultural and social taboos are often found to be connected with these two aspects to a large extent. While married women have to fight a number of beliefs to make themselves financially independent. The results below can show a picture of the women entrepreneurs to a large extent.

**Table 4
CONTINGENCY TABLES**

		Age				Total
		21-35 years	36-50 years	51-60 years	Below 20 years	
Overall Performance after digitalization	High	96	60	4	8	168
	% within row	57.1 %	35.7 %	2.4 %	4.8 %	100.0 %
Low	Observed	4	0	0	0	4
	% within row	100.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Moderate	Observed	24	20	0	0	44
	% within row	54.5 %	45.5 %	0.0 %	0.0 %	100.0 %
Very High	Observed	76	24	4	4	108
	% within row	70.4 %	22.2 %	3.7 %	3.7 %	100.0 %
Total	Observed	200	104	8	12	324

	% within row	61.7 %	32.1 %	2.5 %	3.7 %	100.0 %
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Table 5
 χ^2 TESTS

	Value	df	p
χ^2	15	9	0.09
N	324		

Table 6
CONTINGENCY TABLES

		Marital Status			
		Married	Single	Unmarried	Total
Overall Performance after digitalization	Observed	112	4	52	168
	% within row	66.7 %	2.4 %	31.0 %	100.0 %
High	Observed	4	0	0	4
	% within row	100.0 %	0.0 %	0.0 %	100.0 %
Low	Observed	32	0	12	44
	% within row	72.7 %	0.0 %	27.3 %	100.0 %
Moderate	Observed	64	8	36	108
	% within row	59.3 %	7.4 %	33.3 %	100.0 %
Very High	Observed	212	12	100	324
	% within row	65.4 %	3.7 %	30.9 %	100.0 %
Total	Observed				
	% within row				

Table 7
 χ^2 TESTS

	Value	df	p
χ^2	9.96	6	0.126
N	324		

Interpretation

Tables 6-9 shows the overall performance after digitalization of the ventures have been analyzed across the different age groups and marital status of the women entrepreneurs. It is up so that there is no statistically significant relationship between the two and the p- value is greater than 0.05. This reflects on the fact that the digitalization use for enhancement of the overall performance is not actually related to the age group that the entrepreneur is in or their marital status. Tables 10-13 shows This reflects the fact that women entrepreneurs from different age groups and marital status can now make utilization of digitalization.

Table 8					
CONTINGENCY TABLES					
		Religion			
Overall Performance after digitalization		Hindu	Muslim	Sikh	Total
High	Observed	156	8	4	168
	% within row	92.9 %	4.8 %	2.4 %	100.0 %
Low	Observed	4	0	0	4
	% within row	100.0 %	0.0 %	0.0 %	100.0 %
Moderate	Observed	44	0	0	44
	% within row	100.0 %	0.0 %	0.0 %	100.0 %
Very High	Observed	92	16	0	108
	% within row	85.2 %	14.8 %	0.0 %	100.0 %
Total	Observed	296	24	4	324
	% within row	91.4 %	7.4 %	1.2 %	100.0 %

Table 9			
X² TESTS			
	Value	df	p
χ^2	24.1	9	0.004
N	324		

Table 10						
CONTINGENCY TABLES						
		Income				
Overall Performance after digitalization		10000-25000	25001-40000	Less than 10000	More than 40000	Total
High	Observed	64	52	20	32	168
	% within row	38.1 %	31.0 %	11.9 %	19.0 %	100.0 %
Low	Observed	4	0	0	0	4
	% within row	100.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Moderate	Observed	20	16	4	4	44
	% within row	45.5 %	36.4 %	9.1 %	9.1 %	100.0 %

Very High	Observed	52	24	4	28	108
	% within row	48.1 %	22.2 %	3.7 %	25.9 %	100.0 %
Total	Observed	140	92	28	64	324
	% within row	43.2 %	28.4 %	8.6 %	19.8 %	100.0 %

Table 11 X ² TESTS			
	Value	df	p
χ^2	19.5	9	0.021
N	324		

Table 12 CONTINGENCY TABLES					
Overall Performance after digitalization		Area of Residence			
		Rural	Semi-Urban	Urban	Total
High	Observed	0	36	132	168
	% within row	0.0 %	21.4 %	78.6 %	100.0 %
Low	Observed	0	0	4	4
	% within row	0.0 %	0.0 %	100.0 %	100.0 %
Moderate	Observed	0	0	44	44
	% within row	0.0 %	0.0 %	100.0 %	100.0 %
Very High	Observed	12	32	64	108
	% within row	11.1 %	29.6 %	59.3 %	100.0 %
Total	Observed	12	68	244	324
	% within row	3.7 %	21.0 %	75.3 %	100.0 %

Table 13 X ² TESTS			
	Value	df	p
χ^2	45.8	6	< .001
N	324		

Table 14 CONTINGENCY TABLES		
		Caste

Overall Performance after digitalization		General	OBC	SC	ST	Total
High	Observed	160	8	0	0	168
	% within row	95.2 %	4.8 %	0.0 %	0.0 %	100.0 %
Low	Observed	4	0	0	0	4
	% within row	100.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Moderate	Observed	40	4	0	0	44
	% within row	90.9 %	9.1 %	0.0 %	0.0 %	100.0 %
Very High	Observed	100	0	4	4	108
	% within row	92.6 %	0.0 %	3.7 %	3.7 %	100.0 %
Total	Observed	304	12	4	4	324
	% within row	93.8 %	3.7 %	1.2 %	1.2 %	100.0 %

Table 15 X ² TESTS			
	Value	df	p
χ^2	24.2	9	0.004
N	324		

Interpretation

Tables 14-17 shows The remaining demographic variables with respect to the entrepreneur i.e., the religion, education level, income, caste and area of residence all have a statistically significant relationship with that of the overall performance measure after digitalization. This shows that there lies a number of conditions that are required to be paid attention to when increasing the performance after digitalization based on the individual characteristics of the women entrepreneurs. The study here will also investigate the presence of such association among the overall performance measure and the attributes of the firm being included in the demographic analysis of the study.

Table 16 CONTINGENCY TABLES						
Overall Performance after digitalization		Source of start-up capital				Total
		Borrowed from father/ Spouse/ friends	Loan from Banks	Personal Savings	Sold own Jewellery	
High	Observed	12	8	148	0	168
	% within row	7.1 %	4.8 %	88.1 %	0.0 %	100.0 %
Low	Observed	0	0	4	0	4
	% within row	0.0 %	0.0 %	100.0 %	0.0 %	100.0 %

Moderate	Observed	4	0	40	0	44
	% within row	9.1 %	0.0 %	90.9 %	0.0 %	100.0 %
Very High	Observed	16	0	84	8	108
	% within row	14.8 %	0.0 %	77.8 %	7.4 %	100.0 %
Total	Observed	32	8	276	8	324
	% within row	9.9 %	2.5 %	85.2 %	2.5 %	100.0 %

	Value	df	p
χ^2	28.9	9	< .001
N	324		

		Nature of business					Total
		Beauty based	E-business/online	Health care	Home based/Service based	Retail Business	
High	Observed	36	4	12	44	72	168
	% within row	21.4 %	2.4 %	7.1 %	26.2 %	42.9 %	100.0 %
Low	Observed	4	0	0	0	0	4
	% within row	100.0 %	0.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Moderate	Observed	24	0	4	8	8	44
	% within row	54.5 %	0.0 %	9.1 %	18.2 %	18.2 %	100.0 %
Very High	Observed	52	4	0	24	28	108
	% within row	48.1 %	3.7 %	0.0 %	22.2 %	25.9 %	100.0 %
Total	Observed	116	8	16	76	108	324
	% within row	35.8 %	2.5 %	4.9 %	23.5 %	33.3 %	100.0 %

	Value	df	p
χ^2	46.6	12	< .001
N	324		

Table 20					
CONTINGENCY TABLES					
		Location of Market			
Overall Performance after digitalization		Local Market	Outside the state	Within the state	Total
High	Observed	60	24	84	168
	% within row	35.7 %	14.3 %	50.0 %	100.0 %
Low	Observed	4	0	0	4
	% within row	100.0 %	0.0 %	0.0 %	100.0 %
Moderate	Observed	4	0	40	44
	% within row	9.1 %	0.0 %	90.9 %	100.0 %
Very High	Observed	24	12	72	108
	% within row	22.2 %	11.1 %	66.7 %	100.0 %
Total	Observed	92	36	196	324
	% within row	28.4 %	11.1 %	60.5 %	100.0 %

Table 21			
χ^2 TESTS			
	Value	df	p
χ^2	37.4	6	< .001
N	324		

Interpretation

Tables 18-21 shows in case of the attributes of the firm such as the nature of the business, the location of the market and the source of funding for the venture is also statistically significantly related to the overall performance of the firm after digitalization.

Table 22			
FREQUENCIES OF LEVEL OF INNOVATIVENESS			
Level of Innovativeness	Counts	% of Total	Cumulative %
High	176	54.3 %	54.3 %
Low	4	1.2 %	55.6 %
Moderate	48	14.8 %	70.4 %
Very High	96	29.6 %	100.0 %

The level of innovativeness after the implementation of digital methods here is found to be on the higher side. Majority of the respondents agree that the level of innovativeness of the firms have taken place.

Table 23
FREQUENCIES OF LEVEL OF PROACTIVENESS

Level of Proactiveness	Counts	% of Total	Cumulative %
High	152	46.9 %	46.9 %
Low	4	1.2 %	48.1 %
Moderate	40	12.3 %	60.5 %
Very high	120	37.0 %	97.5 %
Very low	8	2.5 %	100.0 %

Tables 22-25 shows secondly, the level of proactiveness is also found to range majorly among the high to very high categories. The proactiveness in entrepreneurs is a sought after quality and it shows the achievement due to digitalisation.

Table 24
FREQUENCIES OF LEVEL OF RISK-TAKING

Level of Risk-taking	Counts	% of Total	Cumulative %
High	108	33.3 %	33.3 %
Moderate	140	43.2 %	76.5 %
Very High	68	21.0 %	97.5 %
Very Low	8	2.5 %	100.0 %

Tables 26 & 27 shows the level of risk-taking however is found to be at the moderate level majorly. Although there are responses towards high and very high, the 43.2% indicating towards moderating levels is worth noticing.

Table 25
FREQUENCIES OF LEVEL OF COMPETITIVE AGGRESSIVENESS

Level of Competitive Aggressiveness	Counts	% of Total	Cumulative %
High	52	16.0 %	17.3 %
Low	80	24.7 %	42.0 %
Moderate	52	16.0 %	58.0 %
Very High	28	8.60%	66.6 %
Very Low	112	34.6 %	100.0 %

Competitive aggressiveness is often found to be one of the essential requirements in the entrepreneurship ventures. It helps to drive out the forces in doing businesses. Here, it is seen that after the application of digitalisation methods, the level of competitive aggressiveness among the women entrepreneurs in the region is majorly very low. This shows that use of digital methods for increasing competitive aggressiveness is not yet being utilised.

level of Autonomy	Counts	% of Total	Cumulative %
High	16	4.9 %	6.2 %
Low	128	39.5 %	45.7 %
Moderate	52	16.0 %	61.7 %
Very Low	124	38.2 %	69.1 %
Very high	4	1.2 %	70.4 %

Autonomy levels, upon being enquired are found to have again very low levels of propagation among the women entrepreneurs in the region.

It is found from the above frequencies that there can be effective use of digitalisation in the future as well due to its maximum usage is not yet been explored.

The study has considered five factors which are important as per the existing literature on adoption of technology in women entrepreneurship. These five factors are – innovativeness, proactiveness, risk, competitive aggressiveness and autonomy. These five factors combined can help in understanding the situation of women entrepreneurship levels in the state. The levels of these factors as stated by the respondents themselves are hereby presented in the sections below.

In order to understand further about the role of these five factors in the overall performance of the women entrepreneurship ventures after digitalization, chi-square tests have been conducted to determine the associations.

Factor	χ^2	df	p
Innovativeness	45.1	12	< .001
Proactiveness	67.5	16	< .001
Risk-Taking	73.3	16	< .001
Competitive Aggressiveness	55.0	20	< .001
Autonomy	42.1	24	0.013

The table above represents the chi-square test results conducted with that of the overall performance after digitalisation and it is evident from the table above that there is a statistically significant association of the performance based on the levels of each of these five factors in the ventures.

From the data collected for the research and decoding them using various statistical references, it has hereby been established that the use of digitalization among the women entrepreneurs is still at a nascent stage and proper utilization has not been made yet. The study highlighted a number of scopes

for the future and these are being discussed in the conclusion section below.

CONCLUSION & FUTURE OUTLOOK

The topic of women entrepreneurship has gained much attention in the recent times due to the increased awareness on gender equality and financial independence. The women across the world today are more educated in the domain of being independent and there have been many resources that have successfully worked in its favor. One such mode is digitalization and the use of various technological forms to achieve financial independence among women. In the present times, India has seen high level of enthusiasm among the women residing in rural areas about starting small entrepreneurship ventures that help them financially. The resources made available through digitalization have been used by many for their upliftment. In the light of such practices, here the study has selected the women entrepreneurs of Jammu & Kashmir UT for evaluation. From the primary data collected, the two research questions laid down in the beginning of the study has been successfully achieved.

RQ1: How is the present usage pattern of digitalization among the existing women entrepreneurs in the UT of Jammu & Kashmir?

The study has established that in the present times, the full utilisation if digitalization in the field of entrepreneurship ventures of women has not been done. The women entrepreneurs are found to have built their ventures using their own financial resources rather than utilising the schemes and funds available from the banks and Government agencies. Although the women entrepreneurs have mentioned that using digitalisation in their ventures have provided them personal satisfaction but use of it developing new strategies, forming market plans and using it for diversification has not yet been considered well. There are impact of demographic factors found on the overall performance after using digitalization such as the nature of the business, the location of the market and the source of fund used. This reflects on the fact that all of these have overall caused an indirect or direct impact on the use of digitalisation for proper development of women entrepreneurs led businesses. The current situation in the field is at present not optimally utilised, not strategized well and is influenced by a number of personal attributes of the entrepreneurs. This stretches on the fact the notion of the women entrepreneurs with respect to digitalisation and its scope must be made clear. Once the entrepreneurs themselves are convinced about the benefits of the role of digitalisation, its usage can be further made better in the coming time.

RQ2: In Which Ways Can Digitalization Help To Make The Optimum Utilisation Of The Present Situation To Generate Better Benefits In The Future?

The performance of the women entrepreneurs led ventures upon the application of digitalisation is found to be related to five factors considered essential in entrepreneurship literature. These five factors comprise of innovativeness, proactiveness, risk-taking, competitive aggressiveness and autonomy. The tests show that the level of these five components are significantly related to the overall performance. However, on understanding the descriptives, it is found that the levels of competitive aggressiveness and autonomy after digitalization are quite low among the women entrepreneurs. It can be suggested that the digitalization methods need to be used in order to increase the competitive aggressiveness among the entrepreneurs. The use of digitalization has the capability to increase the same and effective usage can ensure the same. For that purpose, it is essential that active marketing plans are devised out through the methods of digitalization. The creation of an active online space for their businesses can start the process of competitive aggressiveness. As the UT of J&K is a tourist driven place, digitalisation can be actively used to promote these ventures through communication with tourists during their visits. The scope of digitalisation would enhance

innovativeness and proactiveness as seen here, hence it is important to get the process started to ensure better results in the future.

The study has highlighted a number of interesting researches to be taken place in the future. Firstly, the use of data from the women entrepreneurs have shown their side of the situation, however, a take from the customers side can also help in coming out with a number of innovative ideas for its usage. The five factors considered here can be further studied to understand the situation in detail in the future. In the succeeding studies, a specific digitalisation path can be focused into with respect to the women entrepreneurship study.

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