INVESTIGATING THE IMPACT OF THE SPOUSE AND FAMILY IN THE FEMALE ENTREPRENEUR’S LIFE: A CONCEPTUAL FRAMEWORK

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ABSTRACT

Purpose: This study targets to groundwork the role played by spouses and household members in female businesses. This study focuses on married female entrepreneurs. The Conservation of Resource theory conveys that females as an entrepreneur can obtain, retain and then extend resources from their spouses and family members (Hobfoll, 1989). Hence it is theoretically needed to enquire about women’s entrepreneurship from the family and spouse point of view therefore it helps in understanding the depth of their influence on women’s business performance.

Methodology: The Conservation of Resource Theory was used to analyze the influence of spouse and family in the female entrepreneur’s life. To insight more knowledge about the study the articles published on the topic “Women Entrepreneurs”, “Spousal Influence” and “Family Influence” was selected from the Scopus Indexed journals, Web of Science, and Google Scholar from 1990-2022. The reason behind selecting the previous research on the topic is highly cited research papers on female entrepreneurship, spouse, and family support for their business.

Findings: This study examines the role played by both household members and spouses with the support of the conservation of resource theory. Household members are the good reserves and they provide support to business-women, although a woman needs support from their spouse. The family-work dispute arises due to business with household members being overcome easily by women because of having an understanding spouse.

Research, Practical & Social Implications: This study attempts to investigate the resources provided by spouses and household members in women’s businesses through the use of Conservation of Resource Theory. Married women can perform their business more effectively by obtaining the resources provided by their spouse and family members because females as an entrepreneur can utilize and grasp maximum resources from their surroundings.

Originality/value: The results indicate that the observation of married businesswomen is unfinished without the examination of her spouse and family. The relationship between women’s business performance are positively correlates with spouses and family members.

Keywords: women entrepreneurship, married business-women, conservation of resource theory, spousal influence, family influence.

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INVESTIGAR O IMPACTO DO CôNJUGE E DA FAMÍLIA NA VIDA DA EMPRESÁRIA: UM QUADRO CONCEITUAL

RESUMO

Objetivo: Este estudo visa fundamentar o papel desempenhado pelos cônjuges e membros do agregado familiar nas empresas femininas. Este estudo se concentra em mulheres empresárias casadas. A Teoria da Conservação de Recursos afirma que as mulheres como empresárias podem obter, reter e depois estender recursos de seus cônjuges e familiares (Hobfoll, 1989). Por isso, é teoricamente necessário inquirir sobre o empreendedorismo feminino do ponto de vista da família e do cônjuge, portanto, ajuda a compreender a profundidade de sua influência no desempenho empresarial das mulheres.


Conclusões: Este estudo examina o papel desempenhado tanto pelos membros da família quanto pelos cônjuges com o apoio da conservação da teoria dos recursos. Os membros da família são as boas reservas e dão apoio às mulheres empresárias, embora uma mulher precise de apoio de seu cônjuge. A disputa sobre o trabalho familiar surge devido ao fato de os negócios com os membros da família serem superados facilmente pelas mulheres por terem um cônjuge compreensivo.

Pesquisa, Implicações Práticas & Sociais: Este estudo tenta investigar os recursos fornecidos por cônjuges e membros da família em empresas femininas através do uso da Conservação da Teoria dos Recursos. As mulheres casadas podem realizar seus negócios de forma mais eficaz obtendo os recursos fornecidos por seus cônjuges e familiares, porque as mulheres, como empresárias, podem utilizar e aproveitar ao máximo os recursos de seu entorno.

Originalidade/valor: Os resultados indicam que a observação de empresárias casadas está inacabada sem o exame do cônjuge e da família. A relação entre o desempenho empresarial das mulheres está positivamente correlacionada com os cônjuges e familiares.

Palavras-chave: empreendedorismo feminino, mulheres de negócios casadas, conservação da teoria dos recursos, influência conjugal, influência familiar.

1 INTRODUCTION

Entrepreneurship is a substantial research manifestation for social scientist. Many economists spend a huge amount of time for examined the role of women entrepreneurs in monetary advancement and productivity (Baumol, 1968; Blanchflower, 2000). Entrepreneurship plays a vital basis in stratification, the possibility of earnings equivalence, and public mobility (Sorensen, 1977). Business women are cared for “lonely only” selves and seek compassion from researchers in recent times (Schoonoven & Romanelli, 2001). Those studies made intense inferences about the external factors which
impact the determination of women to become an entrepreneur (Carroll & Mosakowski, 1987; Thorntorn, 1999).

Aspiration to entrepreneurship is treated as a purpose of people’s appetite to encounter the difficulties that present in the new business (McClelland, 1978; Zhao & Seibert, 2006). The contributions of every business-woman across the world are significant for developing new employment and donating to social and monetary development (Brush et al. 2018; Hechavarria et al. 2019). Empowerment of women through business is treated as a crucial for attaining sustainable development across the globe (Dong, H., & Khan, M. S. 2023).

Ideas of the person are the multi-layer process that reflects the society’s indigenous layers that result in common values of peoples within the group (Leung et.al 2005; Steel & Taras 2010). Female entrepreneur encounters gender-based restraints due to the traditional values and ideas followed by people across the world (Anambane & Adom 2018; Baughn et.al 2006; Khandelwal & Sehgal 2018). Traditionally the gender function assigned to female has to take over the family commitments and take care of the children meanwhile male has to contribute to the family economically (Milkie & Petola 1999; Vinnicombe & Singh 2002). The years may past, many things changed across the world still the gender inequality exists in the family system (Srivastava, N., & Nalawade, R. (2023). Those gender role anticipations have restricted females to utilize revenue opportunities (Eagly & Kaaru 2002; Eagly & Mitchell 2004).

Spouse and family are the major force that insists on the female decision as an entrepreneur (Sanders & Nee, 1996). Gender role ideology exists in the family and influences the role played by the parents and it’s affected the decision taken by the women as an entrepreneur (Aldrich et al. 1998). Only a fewer studies investigated the influence of the spouse on wife’s trade by collecting samples, especially from married couples (Caputo & Dolinsky, 1998; Bruce, 1999; Parker, 2008; Budig, 2006). The role played by the spouse in marriage life changes when the wife begins an enterprise and the changes influence the wife’s and her relationship with the enterprise.

The previous three decagons have completely forewarned the wedding and course motion of selves such as the deterioration of residing together in the same place in the inter-generalization domestic establishment, (White, L. 1994), quick growth in living together relationship (Smock, 2000), huge matrimonial imbalance and late marriage (Stevenson, B. and Wolfers, J 2007) and growth in married female’s labor force assistance
results in reformulate the portrayal of the family for entrepreneurship desire (Blau and Khan, 2006). This study found that most of the research work on female business is done based on household member’s impact and spousal impact on their business performance separately and only a few studies focused on both, so there is an existing gap between business-women and household members point of view that can influence the business performance, also arise family-work disputes and how spouse supports helps them to overcome the disputes positively without affecting their business performance. Rigorously for the specific reason this study concentrates on the role played by the family and spouse in the female’s entrepreneurial life, in addition to investigates also describe various facade to facilitate connection among business-women, spouse, as well as family unit can present. Therefore we analyze the part of the family and spouse in female business knowledge, to recognize whether they positively or negatively influence the female’s business. This paper aims to analyze the impact of the partner and family unit through building the Conservation of Resource Theory and framed the hypothesis according to the work of other researchers. Conservation of Resource Theory (COR) theory conveys that females as an entrepreneur can obtain, retain and then extend resources from their spouses and family members. Hence it is theoretically needed to enquire about women’s entrepreneurship from the family and spouse point of view therefore it helps in understanding the depth of their influence on women’s business performance. In the last part of the paper, we derived some conclusions about the part play by the spouse and family members in the women entrepreneurs’ life.

The objective of the study is mentioned as follows:

- To assess and scrutinize the gender definition and notions of female business in family and spouse context.
- To analyze how business women use family and spouse resources effectively to attain business success.
- To examine women’s desire for entrepreneurship and how spouses and family influence business activities.
- To focus on how wedding and relationship status paved the way for entrepreneurship decisions.
2 LITERATURE REVIEW

The literature review part narrates the work done on women entrepreneurship, influence of the family members and spouse in women’s business performance and proceeds with the hypothesis in its entirety, also developed the framework as a base for this research.

2.1 WOMEN AND ENTREPRENEURSHIP

Females have the power of creating an enormous household, swiveling the enormous household into a promising community, and thereon donate to a tremendous country (Kanapathipillai & Azam, 2019). The implementation of rampant policies around the globe towards harnessing females in business actions is proof of their powerful existence needed in the financial improvement plan. Engaging women in business actions will pave the way for accomplishing the 2030 Agenda for Sustainable Development Goals and reducing gender gaps.

Female entrepreneurs are treated as emerging entrepreneurs around the globe (Brush & Cooper, 2012; Patil & Deshpande, 2018). In developed countries, the pull factors like self-achievement, aspiration for assets and power, self-independence, financial freedom, and communal status make females turn out to be an entrepreneur (Shah & Saurabh, 2015). Businesswomen skirmish a lot for balancing both traditional and business roles in the same line. Most of the women wished to do small-scale or home-based business because of factors like flexibility and time management. Besides 190,000 business-women in both small and medium-sized businesses perceived themselves as financial and community risk (Alzahrin, 2020) due to the adverse effects of the COVID-19 epidemic circumstances affected the trade carried by women, relationships with family and psychological well-being (Organization for Economic Co-operation and Development (OECD), 2020).

Females do huge offerings to business action and monetary improvement by the way of providing employment and raising the Gross National Product (Noguera et al., 2013). Women in business are more needed for creativity, employment creation, and monetary across the world but they are understudied at the same time they are rapidly increasing community of entrepreneurs (Ahl, Helene 2006). The women-owned business generated an income of around 2.5 trillion dollars and provide jobs for 19.1 million people and analysis the catalyst to start a business by female entrepreneurs the main catalyst is
to improve their status in society (Tatiana S. Manolova, Candida G. Brush & Linda F. Edelman 2008). There is no link between the different stages of business carried by female entrepreneurs and the Gender Development Index (GDI), especially in the country having high earnings (Leyla Sarfaraz, Nezameddin Faghih & Armaghan Asadi Majd 2014). In business both facilitating and motivating factors are positively linked with the difficulties helmed by Business-women (Chinonye Okafor, Roy Amalu 2010). In the scientific literature on the association between women and entrepreneurship at the international level for that, the authors reviewed more than 2848 peer-reviewed journals published between 1950 and 2019. From 1950 to 2019 there is a greater upgrade in the articles about female enterprises. Women entrepreneurship and social entrepreneurship are treated as an interesting topic and mainly the chasm between male and female entrepreneurs are reduced (Giuseppina Maria Cardella et.al, 2020). Entrepreneurial development is treated as a prominent element in transition countries for economic development. The result of the research is that there is a negative association between the gross domestic product and the number of entrepreneurs between GDP per capita and the number of entrepreneurs in Serbia. Female entrepreneurship plays a crucial role in increasing GDP per capita in Serbia (Jelena Petrović et.al, 2019). Scholars examined the articulation of female enterprises and gender disparities in entrepreneurial action in female’s magazine. The research surmises that the representation of businesswomen in women’s magazines plays a substantial part and it has the potential to oscillate the intuition of others on women’s business (Summers.J et.al, 2013).

3. CONCEPTUAL FRAMEWORK

The Conservation of Resource Theory’s essential tenet is that human struggle to attain, maintain, guard, and promote that which they value. Those things human values are considered resources (Hobfoll 1988). According to the Conservation of Resource Theory (COR) females as an entrepreneur can utilize and grasp maximum resources from their surroundings (Hobfoll, 1989; 1998; 2002; 2012). The COR theory conveys that females as an entrepreneur can obtain, retain and then extend resources from their spouses and family members. Hence it is theoretically needed to enquire about women’s entrepreneurship from the family and spouse point of view therefore it helps in understanding the depth of their influence on women’s business performance. The positive influence from family and spouse served as resources for women to perform and
manage business activities effectively. The COR theory evaluates the connections between assistance from immediate household partners and spouses which boost women to perform their business, which donates to the advancement of business theory in the household-liaison framework (Hobfoll, 1989).

The research denotes the COR theory in that researcher found that backing from households and spouses is treated as a major resource for females to enter into business life and helps them to sustain their business in the long run. We hypothesize that a positive impact on spouses and family members will result in lessened disputes, which will boost businesswomen to perform business activities.

The COR theory (Figure 1) argues that spouse and family support are the key components to determining women’s business performance and resources define how married women entrepreneurs are able to cope in the competitive business world. The COR theory can augment the researcher’s perception of spouse and family support for business women because that is the essential factor for women to operate their businesses successfully. Resources provided by the spouse include financial support (providing money to commence/operate the business), psychological support (being there in the toughest business situations), organizational support (providing business ideas, and
helping in decision-making), and resource provided by family members includes opportunity (push the women to commence their own-business to attain their needs), work-life balance (taking care of household chores and taking care of her children’s during business hours) and reduce disputes (understanding her business situation and allowing her to spend more time on business activities) are treated as the important resources for married businesswomen’s.

This figure shows that the resource provided by the spouse and families for women’s businesses are interconnected with the trade performance of the women also it encourages the business productivity. The positive backup by spouses and family members automatically improves the performance of the women’s business. To become a successful entrepreneur women need to utilize those resources effectively that were provided by their spouse and family members.

3.1 FAMILY LIAISON AND BUSINESS PERFORMANCE

Household liaison is treated as a fundamental foundation of resources like human and social equity in women’s business (Granovetter 1985; Matzek et al., 2010; Michel et al., 2011). Understanding household partners will establish a way for women to get succeed in their businesses (Abdullahi & Zainol 2016). The dispute arises in the family due to the business activities negatively influencing her business and weakening the business productivity (Michel et al., 2011). Those types of household liaison have the influence to render both strong merits and demerits to the female business (Chrisman et al., 2005).

The degree of confidence and responsibility embedded in the household liaison may facilitate gaining more knowledge towards her business (Maskell & Malmberg, 1999). Rimsha et al (2020), increased humiliation, time, expansion, and family-work stability are the difficulties faced by Mompreneurs in Pakistan. Females encounter work-family disputes and those disputes disturb their business achievements. The impact of the disputes will reflect in the business performance of the women that has been under-examined (Zhu et al., 2020). So researcher trusted that it is important to incorporate the existing studies into these two apparently different domains for gaining more knowledge about the family surrounding variable.

The function of household members in female’s business is evident from the research paper that concentrates on the reasons which make females an entrepreneur
(Scott, 1986; Moore & Buttner, 1997; Caputo & Dolinsky, 1998; Hughes, 2003). Two are observed:

1. Essential-driven [push] factors that motivate females toward entrepreneurship; commencing a business is essential, because of family commitments or because they do not have alternate employment possibilities.

2. Option-driven [pull] factors force females into entrepreneurship; commencing an enterprise is a choice assists women to achieve her target and accomplish the dreams.

The family role has a huge impact on women’s entrepreneurship (Aldrich & Cliff, 2003; Sieger et al., 2009; Sciascia et al., 2012). Business-women spend huge time in taking care of the children therefore they can’t able to pay the full attention in their business (Fenty Fauziah, Mursidah Nurfaadillah, and Bun Yamin, 2023). Household members influence the business of the female not only in a negative way like the source of constraints, commitments, and duties but also provides positive support in the sense they are treated as a major source of resource for their business (Ram and Holliday, 1993; Dyer and Handler, 1994; Dumas, 1998; McElwee & Al-Riyami, 2003; Zamberi Ahmad, 2011). Family is considered as an intermediate factor among gender and women business (Bruni et al. 2000: 159). That is why in female business, work and family are interrelated with each other (Caputo and Dolinsky, 1998). From “integrated perception” business-women are capable to assimilate work, community, and family (Brush, 1992). Women active participation in business is highly related with the work–life support provided by the household members (Kumar G M, S., & Sujatha, S., 2023). Females as an entrepreneur are required to presume numerous functions, her time, reserves, and stability will be disseminated and enlarged into several domains. So, reserves shortage will ultimately impact business-women well-being and enterprise prosperity. In this notion, the household liaison provides a major backing to female enterprise (Zachary, 2011). Hence it is theoretically needed to analyze female’s household surroundings as a diviner of their business capacities to carry on with work-life balance. Therefore the study draws the following statements:

**Hypothesis H1:** There is a positive connection among household liaison and female business performance.
3.2 SPOUSAL RELATIONSHIPS AND WOMEN’S BUSINESS PERFORMANCE

The spousal relationship has an extensive impact on female business performance because spouses can directly or indirectly involve in their business (Kurniawan & Sanjaya, 2016). Most scholars agreed that a spouse plays a dominant role in a female’s business and it influences her to carry on business in a positive way (Matzek et al., 2010; Van Auken & Werbel, 2006). Therefore, a female who is doing business after marriage faces cultural impediments which influence their enterprise development (Khan et al., 2021), are overcoming their hindrances with the emotional backing provided by their spouse (Chay, 1993). Married women’s are depends upon their spouse to invest a huge amount for their business, so in that case for the growth and expansion of business, the financial backing provided by spouse are highly needed for female entrepreneurs (Sivasankaran, R., & Selvakrishnan, A. 2023). The emotional backing provided by spouses for female businesses helped for improving their self-confidence and positive well-being (Van Auken & Werbel, 2006). Business-women work harder to reduce their husband’s responsibilities and to increase their household revenue, in that way its exhibits how women understand their spouses from their marriage relationship (Roy & Manna, 2014). Spouse not only providing emotional backing but also provides financial backing and giving ideas for business are also considered dominant factors for women to sustain in small enterprises (Maden, 2015; Wolf & Frese, 2018). Spouses can support their wife’s businesses because they are also contributing nearly 70% of their earnings to household well-being (Alzahrin, 2020). A good bond with the spouse is treated as a prominent reserve for businesswomen to sustain their business and reduces work-life conflicts. From this above point, we draw the following statement.

**Hypothesis H2:** There is a positive connection between spousal relationships and business-women performance.

3.3 SPOUSAL LIAISON ARBITRATES THE CONNECTION BETWEEN HOUSEHOLD RELATIONSHIPS AND BUSINESS PERFORMANCE

In marriage life, it was established that household liaison can be a powerful diviner for women to better business performance, it is eventually to how spouse backing for work-life balance (Wolf & Frese, 2018). Even though getting help from other household members, taking care of children, and doing household work by a spouse are much expected by the female to perform multiple roles effortlessly (Carels & Baucom, 1999).
Business-women can manage both enterprise activities and household motives together with the availability of household reserves and husbands’ responsibilities towards their enterprise (Van Auken & Werbel, 2006). By providing household support and contributing a huge time to the enterprise’s advancement spouses become unnoticed supervisors and direct their business in the right way (Eddleston & Powell, 2012). Therefore, a good connection between spouse and wife may reduce the business disputes that arise with other household members who are associated with her enterprise (Owen et al., 2013).

The above discussions evidenced that husband participation positively impacts women’s business so that spouses are categorized as hugest between community ties, which involves the other household members (Jianakoplos & Bernasek, 2008; Garcia et al., 2007). Hence for achieving great heights in business females require backing from their spouses and therefore this research draws the following statement:

**Hypothesis H3:** Spousal liaison arbitrates the connection between household relationships and business performance.

Therefore this research recognizes the elements of work-life stability in business-household association between female entrepreneurs. The conceptual framework formulated by this research work is described below in Figure 2.

![Conceptual framework](source: Prepared by the authors (2023))

Figure 2 explains, the arrangements of the framework indicates that the part of the spousal and household liaison towards female’s business performance. Those elements are groundwork with the help of the Conservation of resources theory. This model narrates spousal liaison as an arbitrator between household relationships and business performance.
4 MATERIALS AND METHODOLOGY

This paper is exploratory and endeavors to untangle the manifestation of female entrepreneurship and the role played by spouses and family in the entrepreneur’s life. The Conservation of Resource Theory was used to analyze the impact of husband and family unit in the female entrepreneur’s life. This theory is specifically suited to observe the impact of the spouse and family members in females businesses. Based on the theory the conceptual framework was framed to analyze the relationship between the women’s business performance that correlates with spouse and family members. The deductive Approach (Quantitative design) involves starting with a theory or hypothesis and testing it with data. The researcher uses existing theories on spouse and family influence on women’s entrepreneurship and tests the hypothesis by the existing work of the researchers on the same topic. To insight more knowledge about the study the articles published on the topic “Women Entrepreneurship”, “Women Entrepreneurs”, “Spousal Influence”, “Conservation of Resource Theory” and “Family Influence” was selected from the Scopus Indexed journals, Web of Science, and Google Scholar from 1990-2022. Snowball sampling design was used repetitively on the keyword indications of the studies that covering spouse and family influence together in women entrepreneurship.

4.1 SELECTION SPECIFICATION

- The research paper should (from 1990-2023).
- The paper examined about the spousal and family influence on women entrepreneurship.
- The research paper that used Conservation of Resource Theory as a tool to analyze the connections between assistance from immediate household partners and spouses which boost women to perform their business.

The reason behind selecting the previous research work on the topic is published in the reputed journals and highly cited research papers on female entrepreneurship, spouse, and family support for their business.

5 RESULTS AND DISCUSSION

The conceptual framework has been structured to evaluate the resource provided by spouses and families to women’s businesses through framework implementation. This research work has some important contributions. Firstly, the existing literatures on how
family defines women business and how the sources provided by household members to women influence her entrepreneurship are still unexplored. Secondly, paid attention to the studies that discussed about the resources provided by the spouse for women’s business and how it impacts the success of women in entrepreneurship ((Jianakoplos & Bernasek, 2008; Garcia et al., 2007). Thirdly, this study highlighted the major resources used by businesswomen from spouses and household members like taking care of children, sharing household chores, financial support, good business communication, helping to take better business decisions, and business networks.

Fourthly, Conservation of Resource Theory is used as a formulated model to analyze two things, one is to identify how women use family and spouse resources to get succeed in their business and the second is to analyze the impact of husband and family unit in women entrepreneur’s life. Exploring spouse and family impact in the lens of Conservation of Resource Theory is very significant to gain better understanding about the role played by spouse and family in women’s businesses. Spouse involvement in women’s business creates a positive impact and in the startup stage, women need emotional backing from their spouse in order to overcome the business hindrances (Matzek et al., 2010; Van Auken & Werbel, 2006). Household members influence the business of the female not only in a negative way like a source of constraints, commitments, and duties, but also provides positive support in the sense they are treated as a major source of resource for their business (Ram and Holliday, 1993; Dyer and Handler, 1994; Dumas, 1998; McElwee & Al-Riyami, 2003; Zamberi Ahmad, 2011). The results will assist business-women to recognize the various resources provided by both family and spouse and its relative influence on business performance. Therefore the researcher reveals that the proposed research model will donate to the existing literature and assist business-women to utilize the resources provided by family and spouse effectively to reach greater business heights.

6 CONCLUSION

Female entrepreneurs are treated as emerging entrepreneurs around the globe (Brush & Cooper, 2012; Patil & Deshpande, 2018). The theoretical underpinning of this research establishes the liaison among various backing provided by spouse and family like household chores, childcare, emotional support, financial support, business network and hands-on business supports for women entrepreneurship. This study has extended the
perception of the family-work disputes of business-women by confession of the part played by spouses in their business. The literature review concludes that the observation of married business-women is unfinished without the examination of her spouse. The inputs of this study are theoretical context. Spouse and family are the major force that insists on the female decision as an entrepreneur (Sanders & Nee, 1996). Gender role ideology exists in the family and influences the role played by the parents and it’s affected the decision taken by the women as an entrepreneur (Aldrich et al. 1998) and also the support provide by spouse for women’s businesses. This study examines the role played by both household members and spouses with the support of the Conservation of Resource Theory. The formulated model is a useful tool for exploring how business-women uses the resources provided by spouse and household members and its impact on her business performance. The family and spouse of the female treated as the intervening factor among gender and entrepreneurship (Bruni A, Gherardi S & Poggi B 2000). Female always plays multiple roles within the families- mother, spouse, and daughter-in-law; obviously that role impacts her and her relationship with the business.

This research concludes that husband by involving in their wife’s business and spending more time they are becoming unnoticed executives who teaches the right way for her business. Husband participation creates a positive impact on women’s business, so that spouse categorized hugest among communal ties, which involves the other household members (Jianakoplos& Bernasek, 2008; Garcia et al., 2007). Female doing business after marriage face cultural impediments which influence their enterprise development (Khan et al., 2021), are overcoming their hindrances with the emotional backing provided by their spouse (chay, 1993). Most of the family-work dispute arises due to business with household members are overcome easily by business-women because of having understanding spouse. Household members are the good reserves and they provide supports to business-women, although a woman needs supports from their spouse. Research concludes that business-women entrepreneurial experience cannot clearly understand if importance is not provided to their spouse and family circumstances. The study concluded that there is a positive correlation between household liaison and female business performance. Researcher concludes that the relationship between the women business performances are positively correlates with spouse and spousal liaison arbitrates the connection between household relationships and women’s business performance.
Even though this study provides a vital contribution, it has some limitations. The first limitation of this study is its theoretical one. The second limitation is the existing theoretical research has not examined and cannot describe the single mom and unmarried business-women situations and performance. Hence, this argument suggested the other scholars to include 360 degree dimension in the proposed theory to understand and empirically test the data in the context of married women entrepreneurship. Researchers suggested others to include research on the proposed framework to gain better understanding about how single mothers or unmarried female entrepreneurs use the family resources effectively to attain success in business. The third limitation is due to limited literature, researcher does not focused about the negative impact provided by spouse and families towards women’s business and how its influence the business performances has not been covered by the researchers extensively. Researcher’s in their future study can perform research on the proposed model to analyze the impact of the spouse and family members to show light on the business-women’s how it assists to attain sustainable development goals (SDGs) through women entrepreneurship.
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