



WOMEN ENTREPRENEURS: A SYSTEMATICE REVIEW ON PROBLEMS, CHALLENGES AND SUCCESS

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ABSTRACT

Women entrepreneurs in India contribute to new employment opportunities and socio-economic development of the nation. The main purpose of this paper is to analyze the different problems and challenges of women entrepreneurs and also to understand the factors that contribute to the success of women entrepreneurs. Conceptual based study uses secondary data for analysis and the result shows that lack of awareness, skill, and lack of family support are major factors that contribute to the failure in establishing a new firm. The study also analyses that there are many factors that contribute for women as successful entrepreneurs. Among them level of education, Occupational experience, Managerial skills, Support from family, Strong social ties and internal motivation are the most significant factors that contribute to the success of female entrepreneurs.

KEYWORDS: Success factors, India, women entrepreneur, Problems, Challenges.