

## **Assessing the role played by Women Entrepreneurial Self efficacy through business experience**

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### **Abstract**

In the last several years, the concept of Entrepreneurial Self-Efficacy (ESE) has been increasingly noteworthy in the world of entrepreneurship. Self-efficacy is the conviction that one can successfully handle challenging and unexpected tasks as well as issues with unique needs. This influences the researcher's analysis of women entrepreneurs' self-efficacy and business experience significantly. In order to gather primary data for this examination, the researcher used simple random sampling methods with 150 respondents in Sivakasi. In the study, the Kruskal Wallis test analysis was implemented. The study's findings indicate that among female entrepreneurs, self-efficacy in entrepreneurship is not influenced by past business experience.

**Keywords:** *Self-Efficacy, creativity, Resilience, passion and Time management*

### **Introduction**

A cognitive construct termed self-efficacy reflects a person's confidence in their ability to finish tasks. Self-efficacy can be linked to multiple related tasks within a domain, or it might be task-specific or generalized. Self-efficacy is equally important for an entrepreneur because it shows that she believes she can handle different business duties. The business experience on entrepreneurial self-efficacy in the research area has been examined in the present study.

### **Review of Literature**

**Victor Barinua & Okoro, Stephen C., (2022)<sup>1</sup>** in their paper titled “Entrepreneurial self-efficacy and firm success” highlighted the positive impact that self-efficacy on company success. According to the study's recommendations, startups should concentrate on skill development initiatives, encourage teamwork, create a collaborative work atmosphere, supply resources for innovative ideation, and promote a supportive culture that boosts self-efficacy in Nigeria's Rivers State.

**Neneh Brownhilder Ngek (2015)<sup>2</sup>** in their titled “Entrepreneurial self-efficacy and small business performance: the mediating effect of entrepreneurial mindset and openness to

experience” investigated the association between small business performance and entrepreneurial self-efficacy (ESE), showing that openness to experience and an entrepreneurial mentality fully mitigate the relationship between ESE and performance. The research result deepens the knowledge of how personal characteristics, attitudes, and beliefs affect small company success by exploring these mediating components.

**Sriparna Guha & Malabika Chakraborty (2021)<sup>3</sup>** in their research entitled “Relationship between Self-efficacy and Work Performance: An Analytical Study” The study was based on the Schumpeter Theory of Innovation Theory and covered the three concepts of self-efficacy, company success, creativity, innovativeness, profitability, and productivity. According to the research's findings, self-efficacy significantly boosts a company's chances of success.

### **Objectives**

- To assess the efficacy of female entrepreneurs in the area of study.
- To analyze the influence of the business experience on entrepreneurial efficacy among women Entrepreneurs.
- To present the research's conclusions and findings.

### **Research Methodology**

The investigator examines the characteristics that contribute to entrepreneurial efficacy in this study, with a focus on women entrepreneurs. Respondents are chosen by the analyst from Sivakasi. A total of 150 sample responses were gathered for the research. The researcher used the simple random sampling technique. The primary data was gathered through an interview schedule, while the secondary data was gathered from a variety of sources, including publications, journals, and websites.

### **Hypothesis**

H0: There is no significant link between business experience and the variables of entrepreneurial efficacy among women entrepreneurs.

### **Analysis and Interpretation**

The variables of Women Entrepreneurial efficacy have been classified into seven heads. They are

1. Risk Tolerance
2. Education
3. Innovativeness

4. Leadership skills
5. Time management
6. Resilience
7. Work life balance

These variables, which are dependent on the respondents' experiences, have been identified and analyzed by the researcher.

The ANOVA tool has been utilized by the researcher. It is necessary to check the assumptions before analysis. The results of the Skewness and Kurtosis Tests indicated that the data were not normally distributed in this test. The analysis is shown in Table 1 below; the data has not been fitted between +1 and -1.

**Table 1**  
**Normality Test – Results**

<b>Women Entrepreneurial Self Efficacy</b>	<b>Skewness</b>	<b>Kurtosis</b>
Risk Tolerance	-.364	-.718
Education	-.500	-.342
Innovativeness	-.512	-.476
Leadership skills	-.517	-1.107
Time management	-.533	-.830
Resilience	-.631	.822
Work life balance	-.329	-.371

**Source: Computed data**

The data's lack to be normal can be seen in the above table. The researcher has therefore chosen to do a non-parametric test. The analyst chose the Kruskal Wallis test among several non-parametric tests to analyze the data.

### **Kruskal Wallis Test**

In 1951, Wilson Allen Wallis and William Henry Kruskal introduced the Kruskal Wallis Test. It has been applied to quantitative data and demographic equality between groupings. A non-parametric test that can be used instead of a one-way ANOVA. This is the rationale for the non-parametric test used in the research.

**Table 2**  
**Results of Kruskal Wallis Test**

<b>Women Entrepreneurial Self Efficacy</b>	<b>Business Experience</b>	<b>N</b>	<b>Mean Value</b>	<b>SD</b>	<b>Chi - Square</b>	<b>Df</b>	<b>P Value</b>
Risk Tolerance	1 to 2 years	53	4.16	0.733	0.957	3	0.812
	2 to 3 years	55					
	3 to 4 years	22					
	Above 4 years	20					

Education	1 to 2 years	53	3.95	0.854	0.502	3	0.919
	2 to 3 years	55					
	3 to 4 years	22					
	Above 4 years	20					
Innovativeness	1 to 2 years	53	4.05	0.842	1.367	3	0.713
	2 to 3 years	55					
	3 to 4 years	22					
	Above 4 years	20					
Leadership skills	1 to 2 years	53	4.23	0.820	2.808	3	0.422
	2 to 3 years	55					
	3 to 4 years	22					
	Above 4 years	20					
Time management	1 to 2 years	53	4.32	0.698	2.014	3	0.569
	2 to 3 years	55					
	3 to 4 years	22					
	Above 4 years	20					
Resilience	1 to 2 years	53	4.18	0.676	9.196	3	0.207
	2 to 3 years	55					
	3 to 4 years	22					
	Above 4 years	20					
Work life balance	1 to 2 years	53	3.95	0.784	5.030	3	0.170
	2 to 3 years	55					
	3 to 4 years	22					
	Above 4 years	20					

**Source: Computed Primary Data**

### **Findings**

1. The data collected were not normally distributed, according to the study.
2. The primary analysis reveals that not all of the factors that determine a woman entrepreneur's entrepreneurial efficacy—risk tolerance (0.812), education (0.919), innovativeness (0.713), leadership skills (0.422), time management (0.569), resilience (0.207), and work-life balance (0.170)—are affected by her business experience. They have a p-value greater than 0.05. Therefore, among women entrepreneurs, there is no significant link between the entrepreneurial self-efficacy variables and business experience.

## **Conclusion**

Presently, it's understood that self-efficacy is essential for enhancing productivity at work. The study's findings suggest that there is no significant connection between self-efficacy and business experience. Therefore, it can be more beneficial to concentrate on assisting an entrepreneur in increasing their sense of self-efficacy in practice. Furthermore, there is a strong connection between innovativeness, creativity, and passion and company performance. These factors may also provide an individual with the confidence and trust necessary for business success.

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