

Educational Entrepreneurship As A Leading Factor To Women Empowerment In Punjab, Pakistan

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ABSTRACT

Entrepreneurship is a gateway to abundant of opportunities. In this era, where everything has become digital and mechanic, the growth rate of population has also increased which gave birth to the issues of space and employment. Educational entrepreneurship plays a vital role in the social and economic development of the individual. The major objectives of the study were; to explore the contributing factors which leads to women empowerment and educational entrepreneurship, and to determine the extent of relationship between educational entrepreneurship and women empowerment. The qualitative research design was used in this study. The population of the study was consisted of all women who were running their own educational institutions. The self-developed open ended interview guide was used as a research instrument for this study. The 12 in depth interviews were conducted from districts Chiniot, Hafizabad and Sargodha (respectively 4, 4, and 4) after getting prior permission from the respondents. The qualitative data was analysed through thematic analysis. The results of the study revealed that the women educational entrepreneurship has improved the social and living status of women as well as their families and also society. Moreover, the educated women are playing a dynamic role in their family social and economic matters. It is suggested that in a developing country like Pakistan where the acceptance of women empowerment is limited, the educated and entrepreneurial women could improve their lives through educational entrepreneurship.

Keywords: Educational entrepreneurship, women empowerment, financial autonomy, decision making

Introduction

Entrepreneurship is an antidote to unemployment as it provides ample opportunities for economic stability. It has a strong impact on the living standard and economic growth of individuals (Altheeb, 2019). Although today we have more educated personnel but the competition has also increased (Moats, 2006). As a consequence, highly qualified and educated

individuals do not get the jobs according to their status. In these circumstances, entrepreneurship can serve as a weapon against unemployment. Meanwhile, the number of women is also increasing world widely especially in Pakistan. Today, the women are around 50 % of the total population of Pakistan. Now woman has to be very active and dynamic in running the prosperous economic system of the family (Audretsch & Keilbach, 2005; Fritsch & Mueller, 2008).

Educational entrepreneurship is a best way to empower those individuals specially women who could not find the jobs due to various reasons. Entrepreneurship is basically concerned with starting a new business and it implies to the capacity of an individual to transform the innovative ideas into practical activities. Entrepreneurship is a multidimensional term including the skills such as innovation, taking initiative, creativity, risk-taking and potential to propose and execute projects for the achievement of objectives. Entrepreneurs are the persons who are initiators, and have started their entrepreneurial activity. Entrepreneurship can be of various forms such as educational, technical, digital and vocational. Women are engaged in various entrepreneurship activities such as own business, educational field, finance, vocational training and marketing etc. In this particular study, we majorly focused on women educational entrepreneurship (Malhotra & Mather, 1997; Leon, 2001; Basu & Koolwal, 2005; Sardenberg, 2008; Kabee, 2011).

Women entrepreneurship leads to the women empowerment in the society. Women empowered through entrepreneurship are more confident and independent in their decisions. The women educational entrepreneurship may serve as a backbone role in the progress of a country. Entrepreneurship improves the economic and social status of women as well as grooms their personality. Entrepreneurship develops a sense of empowerment in women which is the need of the day. The entrepreneurial women are leading a successful life and a reason of proud for their families. Women entrepreneurship may also serve as a footing stone in the progress of a country (Malhotra & Mather, 1997).

In Pakistan, women entrepreneurship is an emerging trend. Pakistan is a developing country and it has some social and economic problems regarding women's entrepreneurship. Women have to cope many challenges for becoming entrepreneurs. In Pakistani society, women entrepreneurs have a dual responsibility on their shoulders. On one side, they have to manage their domestic tasks, and on the other hand, they have to look after their business in a successful and careful manner. In addition to these internal and external duties, women also have to face many other difficulties. The hurdles in women's empowerment regarding educational entrepreneurship which are identified in the review of related literature are: economic issues, social issues, male domination, cultural issues, poverty, insecurity and religious misconception. Although entrepreneurial women are overcoming these barriers in an effective manner, but sometimes these hurdles become a discontinuing hindrance (Minniti & Naud, 2010; Spring 2009; Eversole, 2004).

The awareness about the importance of educational entrepreneurship should be increased among women, and more and more women should be motivated towards entrepreneurship. Likewise, opportunities and financial support should also be provided to

enthusiastic women educational entrepreneurs. Women entrepreneurship has become the inevitable need of the day (Minniti & Naude, 2010; Naude, 2011). Hence this research study aimed to investigate the link between entrepreneurship and empowerment. In addition, whether there is any influence of entrepreneurship on women empowerment or it leads to empowering the women.

Theoretical Framework

In the research process, the theoretical framework is of prime importance and it serves as an integral element of the study. Theoretical framework has multiple purposes such as it is helpful in describing a particular phenomenon by providing a strong base. Similarly, it is also useful for the researchers to verify their research work. The theoretical framework of the current study is based on the liberal feminism theory, empowerment theory and entrepreneurship theory.

Objectives of the study

Pakistan is a developing country, and is also facing lot of problems such as unemployment, poverty, male domination and the increasing high rate of population especially women. Approximately women are around 50% of total population (population survey, 2017). The women educational entrepreneurship is emerging trend in the society. The educational entrepreneurship is reducing the unemployment and made the women empowered and autonomous in their life matters. Thus, it brings positive change in the life of educated women. In fact, women can play vital role in the progress of society through educational entrepreneurship. Hence this study was designed to explore the contributing factors to women empowerment and educational entrepreneurship, and to determine the extent of relationship between educational entrepreneurship and women empowerment.

Research Methodology

The qualitative research design was used in this study. The data was analysed through thematic analysis. The population of the study was all the women in the Punjab who were running their own educational institutions. The sample of the study was 12 women who are running their own educational institutions in the selected three districts randomly from central Punjab. The sample was selected through purposive sampling technique and later on, 12 interviews were conducted from respectively 4 each district Chiniot, Hafizabad & Sargodha by taking prior permission and appointment from the concerned respondents.

Research instrument

For the current study, an open-ended interview guide was used for data collection. The tool was developed through extensively related literature review by the researcher. The variables consisted of educational entrepreneurship, women empowerment, hurdles and background variables. The prior consent from the concerned respondents was gained before data collection. The data was collected from twelve women from district Chiniot. The content and face validity of research tool was ensured through literature review.

Data Analysis and Findings

For the thorough understanding of the phenomenon, the data was collected through open-ended interview guide. Each session of interview was tape-recorded, and then the data was transcribed by the researcher. After data transcription process, labels and themes were assigned to each response. The detail of the interview questions as well as the responses and emerging themes is described as below.

- What is educational entrepreneurship in your opinion?

The respondents were having varied views about educational entrepreneurship. As respondent no1 said “educational entrepreneurship is to initiate a new educational institution for providing the better educational services to surrounding people at their door step. Thus, they didn’t have to go far-away places to get education.” The respondents were having the clear perception about educational entrepreneurship and majority of them exploited the term in similar way. After analysing their responses, the common themes which emerged are starting a new educational institution, self-employment, provision of educational services at door step. As education is considered a noble profession so women feel proud in becoming an educational entrepreneur. They are more comfortable in initiating and running an educational institution and majority of them doing it successfully. The rest of all respondents were having almost same answers regarding educational entrepreneurship. The educated women are more interested in educational entrepreneurship due to non-availability of good jobs according to their education. It brings the prosperity in their lives and makes them autonomous in decision making.

- What are the main causes to start educational entrepreneurship? Explain it.

For the exploration of the reasons behind becoming an entrepreneur, the respondents were asked to elaborate the causes which lead them to start their own educational institutions. The respondent no 8 said, “I started this business to serve my community and provide the educational services at their doors as everyone can’t afford to go outside for getting education.” On the contrary, the respondent no 3 added, “My major purpose was to get financial autonomy. Moreover, to become the helping hand of my family, I initiated this business.” The rest of respondents were having the similar reasons behind starting educational entrepreneurship and the common themes emerged from their responses include getting financial autonomy, implementation of positive changes in education sector and becoming the helping hand of their family. It was found that women entrepreneurs are very enthusiastic for getting economic independence and providing financial assistance to their family. Some of them started their own educational institutions because they were not satisfied from the set ups of their earlier jobs and were also not well paid, as the respondent no 5 shared her experience “I was working as a principal in other institution but was not satisfied with that step-up so to implement the positive changes, I started my own business.” It is observed that whatever the reasons women adopted this field but they are running their educational institutions in a very successful manner.

- Which things are necessary for starting educational entrepreneurship?

In response to this question, varied opinions were obtained. The respondent no 1 said, “For starting any business, the most important thing is passion and motivation. Both these things help us for continuing the work.” Majority of respondents emphasized that budget is the primary requirement for starting an educational institution, as The respondent no 9 opined that “in addition to other things, most importantly, the budget is needed for starting educational entrepreneurship.” On the basis of analysis of all the responses, it was clear that some other things which are necessary for starting educational entrepreneurship are building, good location, qualified, experienced staff, strength of students etc. and the theme emerged for this question. And the common theme identified for the things are necessary for starting educational entrepreneurship are passion, motivation and budget. Women entrepreneurs have logically mentioned the things which are necessary for the initiation and development of infrastructure of any business.

- How many jobs have been created through your institution for people?

However, when the question was asked about the jobs which they have created as result of their educational institutions; women entrepreneurs communicated almost the same figures i.e averagely they have provided jobs to approximately five to seven people, as The respondent no 5 said “Initially I provided job to seven people and now nine people are working under me.” Although it is not a very big number of job creation, but they are playing their role in the eradication of unemployment, and fixing a brick in the wall. The apparent reason behind such a limited number of job creations is that these women are running small institutions and managing everything on their own with small budget.

- What did you see the impact of this job in your life and as well as your staff?

As far as the impact of this job is investigated on the life of women entrepreneurs and their staff, the interviewees responded positively. As The respondent no 6’ said “There is a lot of change in my life and the lives of my staff. The people connected to this field are getting a lot. Their social and financial status has improved a lot. They have moved forward.” Some were of the view that job is very necessary for women as it creates positive impact on their lives, such as “If we want to progress, we have to move and work outside. The positive changes occurred in my life as well as my staff after this job, said the respondent no 7”. The common emerged from the analysis of all other responses are improvement of social and financial status, dynamic role, well informed. It is observed that women entrepreneurs are having meaningful impact on their employees.

- Is there any difference in your living standard and the living standard of domestic woman?

When the respondents were asked to share their opinion about the difference which they feel between their living standard and the living standard of a domestic women, the majority of them emphasized that a great difference exist. The respondent no 8 said “Obviously there is a

lot of difference. I own improved living standard as compared to domestic women. While sitting in the homes, women remain unaware about the societal changes.”

The respondent no 6 added to it by saying, “Domestic women remain busy in kids and the household chores while the working women think about the better future of their generations and also positively contribute in family matters. The educated women also play positive and supportive role with husband in financial matters and kids’ education etc.”. On the other hand, the respondent no 3 gave a different perspective and said “life after school establishment became busier and more mechanistic.” After analysing the responses of all interviewees, the common themes emerged are a great difference exists between the lifestyle of a working woman and a domestic woman; I own improved living standard, dynamic life. No doubt if anyone is struggling and doing extra effort, that person would be able to bring positive change in his life, and women entrepreneurs are doing so.

- What is your innovative step regarding your institution for uniqueness as compared to other institutions which are existed in your area?

In response to the question regarding the innovative steps taken by them for the uniqueness of their institution, some interesting responses were recorded. As The respondent no 2 said “Obviously innovative ideas are very important for running a successful business. I try to provide the best facilities to the students of my institution such as offering affordable quality education, clean water, proper sitting arrangement, qualified teachers.” Further they added adoption of new ideas is compulsory for improvement as The respondent no 5 said “I am in the favour of adaption of new ideas for the improvement of my institution. When we observe the other institutions and examine the facilities there, we should try to implement the better ideas”. On the basis of analysis of the responses of all interviewees, the common themes are offering affordable quality education, executed new ideas, provision of comfortable environment. In this modern era, competition is increasing day by day. It is a universal rule that uniqueness is an important factor for getting space in market. Likewise, women entrepreneurs are also focusing on innovativeness for the successful continuation of their business.

- What is your strategy to handle difficult issues which are occurred during running institution (for example in school, students, teachers, other staff and society)?

For running any business, a lot of issues may arise. If these issues are handled in a sensible way, the smooth process of development continues. Similarly, women entrepreneurs also have to deal varied issues on daily basis which could be related to school, students, teachers, other staff and society. When they were asked to throw light on how they handle such type of issues, they responded in a similar manner, and the themes emerged are their responses are faced every challenge with determination, patience and confidence. As The respondent no 3 said, “There are a lot of problems while running a business. As this is a rural area, people don’t cooperate.

Majority of people are uneducated and don't want to understand and cooperate. They create hurdles. Likewise, the educational in this area institutions already working took it as a threat and tried for its failure. But I stood firm and faced every challenge with determination and confidence." It is found after interaction with women entrepreneurs that they are strong enough and are handling every tough situation with confidence and determination.

- What is woman empowerment according to your point of view?

Women entrepreneurs were having varied opinions regarding women empowerment, such as Miss Ahsan said, "Women empowerment means independence of women. In my opinion, women should be empowered but they should not misuse it. They should remain within limits of their religion and society." In the viewpoint of Respondent no 4, "Financial independence is very important; thus, every woman should be financially empowered." On the contrary, Respondent no 8 accepted male domination and argued that women should accept it. The themes emerged from the responses of the other respondents regarding the opinion about women empowerment are independence of women and self-reliance.

- Why you want the women to be empowered

It is found that women have denied the stereotyped dominance of male and are striving for their empowerment. After analysing the responses of all interviewees, the common themes emerged are empowered women can handle the matters wisely, become more confident, develops the sense of completeness. As The respondent no 9 said "If a woman is empowered, she can help in running a family successfully. She can handle the matters wisely." Furthermore, an empowered woman can bring positive familial and social changes in the society. If women are empowered in the true sense, they can become the game changers for the society. Women are having the equal competence to men and have proved themselves in every field of life.

- What is the main difference between the educated woman and uneducated woman empowerment?

When women entrepreneurs were asked to reflect their opinion about the difference between empowering the educated women and uneducated women, a variety of opinions were recorded. As The respondent no 6 said "If an educated woman is empowered, she can handle all the matters wisely. She can distinguish between good and bad, right and wrong." While Respondent no 5 opined about it by saying, "An uneducated woman is unable to move in the society and unable to deal the matters in a good way." On the basis of analysis of the responses of all interviewees, the common themes emerged are educated women can distinguish between good and bad, and can take logical decisions. Obviously educated women are more aware about the challenges and societal changes as compared to the uneducated women. Thus, if uneducated women are empowered, she would take better decisions about her family but if an educated

woman is empowered, she could bring evolutionary changes not only in her family but also in her community.

- How much do you have independence in decision making (family matters, family size, education, health matters, shopping, etc)?

Women entrepreneurs were also asked to exchange their views about whether they can take independent decisions or not regarding family matters, family size, education, health matters, shopping, etc. In response to this question, varied responses were noted. As Respondent no 5 said “I have partial independence. I can decisions but before taking any decision, I have to inform and get permission from my husband.” On the contrary, Respondent no 4 opined that “I have full independence of decision making, and I can take decisions without any pressure.” After examining the responses of other participants, the common themes emerged are given as have independence in decision making to some extent, own partial independence of decision making, an can't take independent decisions. Women must be involved and should be independent in their decisions, it would make them more confident.

- How much you have freedom of mobility (for job, bazaar, hospital, parties etc)?

Being a Muslim country, the issue of freedom of mobility for women always remain debatable. It is the stereotypic expectation of our society that a female can't go outside alone and there must be any family member with her for protection. Although this concept has changed a bit, but it would take centuries to demolish it. In response to the question regarding freedom of mobility, mix responses were noted. As Respondent no 3 said “Yes I have full freedom of mobility.” While Respondent no 5 was having a different response and she said, “I can go outside independently but I have to inform my family.” The common themes emerged from the responses of other respondents regarding the freedom of mobility include have full freedom of mobility while some have limited freedom regarding mobility.

- Do you have any kind of property and how much do you have control over resources?

When women entrepreneurs were asked to tell about their ownership regarding any kind of property and likewise they were also supposed to reflect how much control they have over the resources. First of all, females were reluctant to answer this question. They assumed; this information may be used by FBR. For taxation. When they were ensured that their answers will not be misused in any way, they showed willingness to respond it. As Respondent no 3 said “I have control over resources. I can use the resources with my own will independently.” On the contrary, The respondent no 1 said “No I don't own any kind of property. Even this school is also on rent.” After analysing the responses of the interviewees, common themes emerged from the responses of other interviewees is have control over resources.

- How much do you have awareness regarding your legal rights?

‘Respondent no 8’ said “I have fully awareness about the legal rights e.g property rights, personal rights, political rights, workplace rights.” The themes emerged from the analysis of responses of all interviewees regarding the awareness about legal rights. The rest of respondents’ have given also same responses. The emerging theme is everyone has information regarding legal rights of women. But some want to exercise these rights and some in spite of having sufficient information about their rights which were providing constitution of Pakistan but do not wish to exercise them like property rights etc.

- Which main barriers or hurdles have you faced in starting your own educational institution?

Women entrepreneurs were also asked to share their experiences regarding the hurdles which they faced for initiating their own educational institutions. A variety of responses were received from the participants and women openly shared their views about it. As ‘The respondent no 4’ said “The major hurdle in starting my own educational institution was the budget, people criticism, building, qualified staff etc.” After analysing the responses of all respondents in perspective of the hurdles faced in starting own educational institution, the themes emerged were shortage of budget and building issue. It is fact that whenever we start any business especially in backward area, many barriers occur, and if not properly managed, they may to adverse outcomes.

- How do you handle these challenges like poverty, education, male domination, time management, lack of skilful manpower and others issue?

The researcher also asked the women entrepreneurs to share how they handle the challenges like poverty, education, male domination, time management, lack of skilful manpower and others issues. As Respondent no 8 said “In my opinion, above said issues are genuine but all these challenges can be handled if we manage the things with confidence and will power.” They were using the varied techniques for handling tough situations and the themes emerged from the analysis of their responses are confidence, will power and family support. It was observed that majority of the interviewees seems confident enough to handle any type of challenge and they are having the full support of their family in ever matter.

- What is your financial status and much is your buying power?

During interviewing the answers of two questions were interlinked and merged with each other. Thus, the researcher has interpreted the responses of these questions together. here in Women entrepreneurs were asked to tell something about their financial status. The themes emerged from the responses of interviewees regarding financial status indicated that majority

of them belong to average class family. As Respondent no 4 said “I belong to average family.” Similarly, Respondent no 5 responded in this way, “I am from a middle-class family”. This pattern reflects that women from middle class family are very responsible and are practically playing role for the improvement of their family financial status. In response to the question about the buying power of respondents, the researcher received a variety of responses as Respondent no 8 said “My buying power is above 10, 000 rupees”. Moreover, the common theme extracted indicated that the average buying power range of interviewees is 10000 to 50000 per month.

- How much is your monthly expenditure i.e health, education, food stuff, shopping etc., and monthly saving?

Furthermore, the respondents were also asked to share their estimated monthly expenditure on health, education, food stuff, shopping etc. The interviewees were having different responses as The respondent no 1 said “My buying power is above 10, 000 rupees.” While Respondent no 3 said, “My monthly expenditures are around 30, 000.” The common theme extracted reflects that the monthly expenditures of women entrepreneurs averagely range between 10000 to 30000 per month. While investigating about monthly saving, it was found that the average monthly saving of interviewees ranges between 10000 to 20000 monthly saving. As The respondent no 9 said, “My monthly saving is about 10, 000.” While few respondents also shared that currently they are not able to save, as respondent no 3 said “There is no monthly saving. All earned money is used”. The reason behind minimum saving could be that these women are running their institutions at lower level and thus enrolments are very low, and consequently earn low profit.

- Were you motivated yourself towards educational entrepreneurship or someone else inspired you?

Women entrepreneurs were also asked to share how they were motivated towards educational entrepreneurship, what was their inspiration i.e whether they were motivated internally or someone else motivated them for starting their own educational institution. Varied responses were received in this regard. As Respondent no 3 said “There were many factors which motivated me to start my own educational institution.” Contradictorily, Respondent no 5 said, “I was internally motivated to start my own educational institution”. On the basis of analysis of the responses of interviewees regarding their inspiration, the themes emerged are internally motivated and got external inspiration.

- How much do you have ability to lead your staff?

Furthermore, women entrepreneurs were also asked to tell about their leadership skills. They responded it confidently as Respondent no 8 said “I have the ability to lead my staff in a competent way that’s why I am running this institution successfully from the last seven years.

I have the clear policies and implement them. Moreover, I never compromise on staff discipline and performance.” The common themes which were identified by the researcher on the basis of the analysis of the responses are competent enough to lead my staff, have clearly defined policies and rules. It is noticed that majority of women entrepreneurs were having strong leadership skills which make them a successful

- How do you manage your different nature of official work and domestic tasks?

It was also investigated that how women entrepreneurs manage and keep balance between official work and domestic tasks. They responded in a very responsible manner. As Respondent no 5 said “I have the good managerial skills and can manage all the official work and domestic tasks in a good way.” After analysing the responses of all interviewees regarding the management of official work and domestic tasks, the common themes emerged are good managerial skills and time management skill. And it is fact that without maintaining a balance between domestic and professional life, it would not be possible to become successful entrepreneurs.

Discussion

The major aim of the study was to explore the influence of educational entrepreneurship on social and economic status as well as empowerment of women. In the current study, women entrepreneurs were interviewed in detail to examine how educational entrepreneurship has brought change in their lives in different dimensions. The findings of the study indicated that women entrepreneurs belong to middle class family and belong to respectable family. It was observed that all those interviewed women were quite confident enough to tackle every situation. It was concluded that the major causes behind becoming an entrepreneur among women are getting financial autonomy, implementation of positive changes in education sector and self-employment. The results are consistent with the findings of a previous study conducted by Machado and his fellows (2015), which concluded that the major reasons for establishing any business establishment are dissatisfaction with the previous job; desire to financially, support family, re-entry into the labour market and financial stability.

Although women educational entrepreneurs are not creating a very big number of jobs, but they are playing their role in the eradication of unemployment, and fixing a brick in the wall. The apparent reason behind such a limited number of job creations is that these women are running small institutions and managing everything on their own with small budget. The findings of the study also reflected that women entrepreneur are having meaningful impact on their employees. They are well informed and playing a dynamic role in the society. Such women have improved not only their social and financial status but also of their employees.

This study found that women entrepreneurs have to face abundant of challenges while running their own schools such as shortage of budget and non-availability of building. However, they are facing every challenge with determination, patience and confidence. For running any business, a lot of issues may arise. If these issues are handled in a sensible way, the smooth process of development continues. Similar research was conducted by Mandipaka (2014) who

worked on investigating the challenges faced by women entrepreneurs in developing countries, and the results of this study were contradictory to our research as it pointed out some more challenges such as family pressure, lack of education, being unexposed to markets and male domination.

The results of the study also found that there exists a lot difference between an educated women and uneducated women. The educated women can distinguish between good and bad, and can take logical decisions. Obviously educated women are more aware about the challenges and societal changes as compared to the uneducated women. Thus, if uneducated women are empowered, she would take better decisions only about her family but if an educated woman is empowered; she could bring evolutionary changes not only in her family but also in her community. It is also found that a great difference exists between the lifestyle of a working woman and a domestic woman. These results were also supported by another study conducted by Morshed & Haque (2015) to investigate the impact of women entrepreneurship on women empowerment in Bangladesh, and concluded that women entrepreneurs are having more freedom of social activities, social mobility, control over resources, participation in household decisions and more knowledge about their rights.

It was also found that educational entrepreneurship and women empowerment have a strong relationship. Working women are more confident, independent in decision making, self-reliant, and thus more empowered. The results of our study were also endorsed by another study conducted by Ojediran & Anderson (2020) to explore whether women entrepreneurs are empowered by entrepreneurship, and does entrepreneurship offer emancipation or not, and concluded that entrepreneurship can empower women but gradually and modestly, and independence is also achieved.

Conclusion

It was concluded that majority of interviewees belong to average class family. In addition to this, they were having the good social status and belong to respectable good fame families. Most of the women entrepreneurs were having full freedom of mobility while a few have to face little restrictions. They were confident and well committed the development of their educational institutions. The results also reflected that women entrepreneurs have good leadership skills and are more empowered.

Most of the respondents started educational entrepreneurship due to non-availability of jobs according to their academic qualification. Other reasons behind initiating their own educational institutions were self-employment and to serve their community by providing the quality education at their door step. Moreover, it is becoming an emerging trend among women to start their own educational institution due to which they can earn money respectfully as well as create jobs for other people. It is concluded that educational entrepreneurship explored the contributing factors which are helpful empowering women regarding getting financial autonomy, mobility, decision making and bringing positive changes in society and education sector.

The results revealed that women who are running their own schools are more active, vigilant, social and confident as compared to domestic women. They have good managerial skills and time management skills which play an important role for maintaining a balance between official work and domestic responsibilities. It is found that entrepreneurial women face all the hurdles with determination, patience and courage.

The findings of this qualitative research also reflected that educational entrepreneurship leads to women empowerment in the society. As a result of entrepreneurship, women become more self-reliant and take decisions more sensibly and effectively. They become autonomous in financial matters, decision making and have more control over resources. The empowered women play a vital role in the progress of family as well as society as compared to unpowered women. The educational entrepreneurship has positive relationship with women empowerment. It is also concluded that the educational entrepreneurship and women empowerment have good relationship.

Recommendations for future research

In the light of the major findings of the study, some recommendations were made. First of all, it is suggested that in contrary to this, a quantitative study should be conducted with larger sample size to explore the phenomenon of educational entrepreneurship and women empowerment. In this way, the new dimensions of these variables could be further explored.

For this research study, sample was taken from one district of Punjab i.e Chiniot. Thus, it is suggested that future researchers might conduct another study involving the women entrepreneurs from multiple districts of other provinces as well, so that the results of the study might be generalized to a broader level.

It is also suggested that in a developing country like Pakistan where the acceptance of women empowerment is limited, the educated and entrepreneurial women could improve their lives through educational entrepreneurship. Hence the more and more awareness and guidance among women should be spread among women through different seminars, conferences and talk shows regarding the procedure and benefits of becoming independent.

This study found that major hurdle in setting up an educational institution is budget. Thus, it is suggested that government should develop certain policies for the provision of easy loans and financial support to those women who are enthusiastic about initiating their own business.

Moreover, other researches might be conducted with different variables and in different regions and culture for the better understanding of the relationship between educational entrepreneurship and women empowerment.

It is also recommended that there is a need to promote entrepreneurship as an attractive career option for women as well as man. As the number of individuals would increase in this field, it would be very beneficial for the eradication of unemployment.

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