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EXPLORING HOW ENTREPRENEURIAL COMPETENCE MEDIATES THE IMPACT OF EXTERNAL ENVIRONMENT ON WOMEN'S ENTREPRENEURIAL PERFORMANCE IN ADAMAWA STATE, NIGERIA

ABSTRACT

This study explores the impact of contextual factors on firm survival while examining the crucial role that entrepreneurial endeavors play in promoting economic growth and development. In order to comprehend how outside factors influence entrepreneurial tactics and decision-making, it examines various theoretical frameworks, such as contingency theory and cultural theory. The empirical review covers a number of research that look at how macro environmental elements, like socioeconomic conditions, laws, and technology breakthroughs, affect women entrepreneurs and small and medium-sized businesses (SMEs). Results show that while obstacles like political unpredictability and restricted access to technology can impede growth, venture success depends on supportive social environments and efficient regulatory frameworks. The study underlines the significance of building entrepreneurial competencies and performance indicators customized to the unique demands of varied operating contexts, particularly for women entrepreneurs. All things considered, this study urges more empirical research to fill in the knowledge gaps about the factors influencing entrepreneurship in various sociocultural and economic circumstances.

Keywords: Contingency Theory, Contextual Factors, Cultural Theory, Entrepreneurship, Economic Growth, Small and Medium Enterprises, Women Entrepreneurs,

1. Introduction

The economic growth of nations depends on the entrepreneurial activities of small and medium-sized enterprises (SMEs), which contribute significantly to GDP, employment creation, and poverty alleviation (Tønnessen, 2019; Dsouza & Panakaje, 2023). Women entrepreneurs contribute significantly to this landscape, with their ventures accounting for a significant portion of global economic output. Despite this recognition, women face unique challenges in business ownership, particularly in navigating the internal and external environments that influence their enterprises (Radhika, 2021). The performance of these businesses is influenced by a number of factors, including social and economic determinants, but there is a dearth of empirical research on women's entrepreneurship, especially in areas like Adamawa State, Nigeria, which shows that entrepreneurial competence is a significant determinant of business success and growth.

According to research, entrepreneurial competence is a key factor in determining business success and growth, particularly for women-led SMEs that frequently depend on the skills of their owners (Oba & Onuoha, 2019; Litavniece & Znotiņa, 2020). Like their counterparts around the world, Nigerian women entrepreneurs face a number of obstacles, such as competition from larger businesses and foreign products, and in order to succeed, they must understand the competencies necessary to market their products and achieve profitability. Additionally, the contingency approach and cultural theories suggest that the alignment of internal and external factors is crucial for improving entrepreneurship performance (Dsouza & Panakaje, 2023). For many parties participating in Adamawa State's entrepreneurship activity, this report is extremely important. It acts as a vital guide for the Adamawa government as it develops policies and initiatives meant to foster and encourage entrepreneurship, which will ultimately boost economic growth. This research will also be helpful to funding groups and international agencies that promote women entrepreneurs in the area. The study intends to equip women in venture development with the knowledge required to overcome these obstacles by offering insights into the environmental elements that may impede entrepreneurial success. Furthermore, it serves as a reference for future studies on these dimensions in various contexts and advances our understanding of the connection between women's entrepreneurship performance and external business circumstances. With an emphasis on the mediating role of entrepreneurial skill, the empirical study particularly looks at how the external business environment affects women's entrepreneurship performance in Adamawa State.

Women entrepreneurs, who are acknowledged as essential contributors to economic growth, frequently run businesses that perform noticeably worse than their counterparts, even in the face of regulations designed to improve the performance of SMEs (Oba & Onuoha, 2019). The expansion of women-owned businesses in South Sudan is hampered by a number of issues, which has resulted in a performance crisis in the SME sector. Critical hurdles include things like inadequate family support and a lack of financial means. However, there is a gap in the literature that needs to be filled because the effect of macroenvironmental factors on the performance of women-led firms has not been fully examined (Dsouza & Panakaje, 2023). The factors that determine whether a firm succeeds or fails have been the subject of some studies, but little is known about the particular environmental circumstances that impact female entrepreneurs. Although results are mixed, the literature indicates that environmental influences can influence entrepreneurial efforts in both positive and negative ways. According to some research, societal norms can have a detrimental effect on women entrepreneurs, whereas socio-cultural factors such as family support have been demonstrated to have a major impact on entrepreneurship performance (Welsh & Kaciak, 2018; Litavniece & Znotiņa, 2020). Furthermore, it has been discovered that entrepreneurial performance is greatly impacted by the political-legal and economic settings (Alhunity et al., 2016; Naradda Gamage et al., 2021). Nonetheless, some empirical research indicates that environmental context has little bearing on the results of entrepreneurship, indicating that many less developed economies continue to see thriving entrepreneurial activity in spite of weak formal institutions (Hassan et al., 2016; Jayeola et al., 2020). This discrepancy emphasizes the need for more empirical study to examine how environmental conditions and women-owned business performance are related, especially in the context of South Sudan. Furthermore, improving the success of female entrepreneurs in Adamawa State requires an understanding of how these contextual circumstances affect strategic behavior at the individual

and organizational levels. The main objective of the study is to investigate the effect of the external business environment on women's entrepreneurship performance in Adamawa State. The specific objectives are:

1. To determine the impact of the socio-cultural environment on women's entrepreneurship performance in Adamawa State.
2. To assess the effect of the political environment on women's entrepreneurship performance in Adamawa State.
3. To examine the mediating role of entrepreneurial competence in the relationship between the external business environment and women's entrepreneurship performance in Adamawa State.

2. Literature Review

This section presents essential concepts, the theoretical framework, an empirical evaluation, the conceptual framework, and literature mapping pertinent to the study topic, highlighting the vital significance of entrepreneurial ventures in supporting economic growth and development. Contextual factors are vital for business survival, since organizations operate within contexts influenced by different external elements that affect their strategies and decision-making (Ibrahim et al., 2023; Barkauskas et al., 2015). Venture success depends on macroenvironmental components, including social, cultural, political, legal, technological, and economic aspects (Francisco et al., 2016). Ogechukwu (2021) distinguishes between task and general environments, the latter of which is examined using PESTEL. The objective and subjective nature of the business environment is demonstrated by elements such as socioeconomic circumstances, geographic location, legal requirements, and demographics (Litavniece & Znotiņa, 2015). Ogechukwu (2021) makes a distinction between controllable internal and uncontrollable external elements, while Ibrahim et al. (2023) stress that enterprises are influenced by their operational surroundings. Business environments are defined differently; Oba and Onuoha (2019) classified them as macro-business, industry, competitor, and market contexts. According to Francisco et al. (2016), sociocultural factors influence the interests and actions of entrepreneurs, highlighting the impact of social context on cognition and behavior. While unfavorable circumstances might impede entrepreneurial endeavors, especially for women in SMEs, supportive social contexts can foster them (Welsh & Kaciak, 2018; Dsouza & Panakaje, 2023; Radhika, 2021). Particularly for SMEs, the political-legal business climate creates regulatory frameworks that are essential to venture growth and business operations (Dissanayake, 2018; Muyanyi et al., 2018). factors on performance goals (Radhika, 2020; Selvan & Vivek, 2019). whereas the survival of businesses can be threatened by political instability (Radhika, 2021). Rapid technological breakthroughs have the potential to disrupt markets, and in Ghana, restricted access to technology reduces the competitiveness of SMEs (Dissanayake, 2018; Muyanyi et al., 2018). There is a need for more research because the macroeconomic elements that make up the economic business environment have a substantial impact on SMEs and have conflicting effects on entrepreneurship, especially for women-owned firms (Ogechukwu, 2021; Lubem, 2020; Ibrahim et al., 2023; Welsh & Kaciak, 2018). According to both objective and subjective indicators, the performance of female entrepreneurs differs across fields and includes a range of success metrics associated with objective attainment (Muyanyi et al., 2018; Lubem, 2020). Various performance evaluation criteria, including revenue, profitability, and company growth, demonstrate the impact of individual motivations and contextual factors on performance goals (Radhika, 2020; Selvan & Vivek, 2019).

Entrepreneurs driven by non-financial motivations report higher levels of personal happiness, including job and customer satisfaction, which has a substantial impact on venture continuity (Lubem, 2020). The success and expansion of SMEs depend heavily on entrepreneurial competencies, which are defined by skills and backgrounds that allow for efficient use of resources (Al Mamun & Fazal, 2018; Chomba & Nyang'au, 2019). These abilities are associated with sustainability and business performance, emphasizing the need for entrepreneurs to acquire skills that complement their goals and operational requirements (Ogechukwu, 2021). All things considered, successful entrepreneurship depends on performance evaluation and the growth of entrepreneurial skills, particularly in new research contexts. The empirical review contains studies evaluating factors impacting SMEs and women entrepreneurship across diverse contexts. In Kaduna State, Nigeria, Ibrahim et al. (2023) discovered that government taxation policies have an impact on sales income, while infrastructure facilities had a beneficial impact on service quality. According to Lubem (2020), internal elements like technological prowess and people resources have a big impact on how well SMEs perform in Benue State, Nigeria. Modarresi et al. (2016) examined the sociocultural drivers of Iranian women's home-based enterprises while drawing attention to the drawbacks of qualitative study sample sizes. According to Adom et al. (2018), entrepreneurial jobs in Ghana have a detrimental influence on performance and revenue, indicating the need for quantitative validation. Spousal affects on women's entrepreneurship were identified by Wolf and Frese (2018), who argued for qualitative methods to comprehend socio-cultural effects. Government policies are predictors of entrepreneurial performance in Sudan, according to Khattab et al. (2017), although they encountered methodological difficulties that required strong statistical analysis in future studies.

The theoretical framework of this study, illustrated in Figure 1, is based on two key theories: contingency theory and cultural theory of entrepreneurship. Panda (2018) reviewed constraints faced by entrepreneurs, emphasizing the lack of empirical justification in the sub-Saharan context; Tønnessen (2019) examined legal constraints on women's economic choices in Sudan; Igwe et al. (2018) discussed productivity challenges in sub-Saharan Africa, focusing on access to finance and infrastructure issues without empirical support; and Nsengimana et al. (2019) identified economic factors limiting women entrepreneurs in Rwanda, cautioning against generalizations across different African contexts. Based on Fiedler's work, contingency theory asserts that there is no one-size-fits-all management approach and that effective leadership and organizational performance rely on the alignment of internal and external factors. This theory has been used in entrepreneurship research to investigate the relationship between environmental factors and firm performance, while cultural theory, which has its roots in Weber's seminal work, highlights the significance of social systems in influencing entrepreneurial outcomes and that cultural values and norms have a significant impact on entrepreneurial behavior and performance. Taken together, these theories offer a thorough lens through which to investigate the ways in which contextual factors impact entrepreneurial competence and performance.

Independent Variables

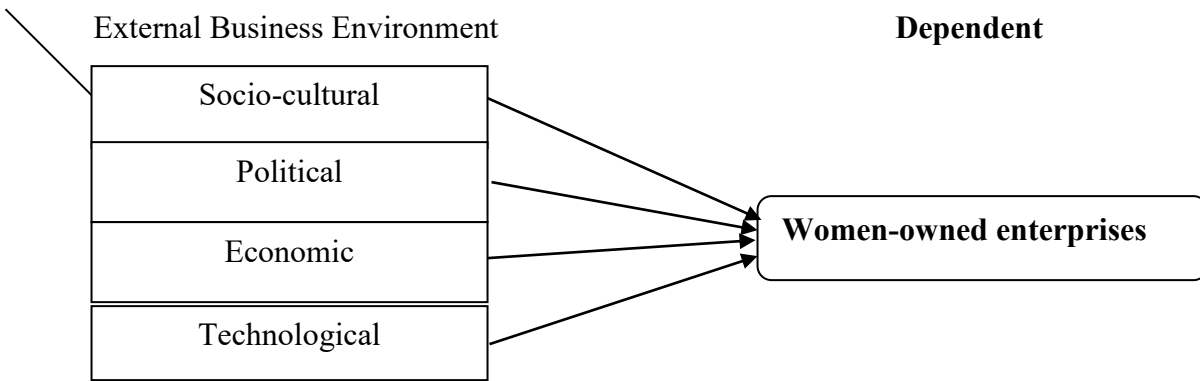


Figure 1. Theoretical Framework
Source: Chok (2022)

A conceptual framework was proposed in this study to elucidate the linkage between external business environmental and women entrepreneurship performance in Adamawa State; mediating effect of entrepreneurship competence the proposed conceptual framework is depicted in Figure 2

Independent Variables

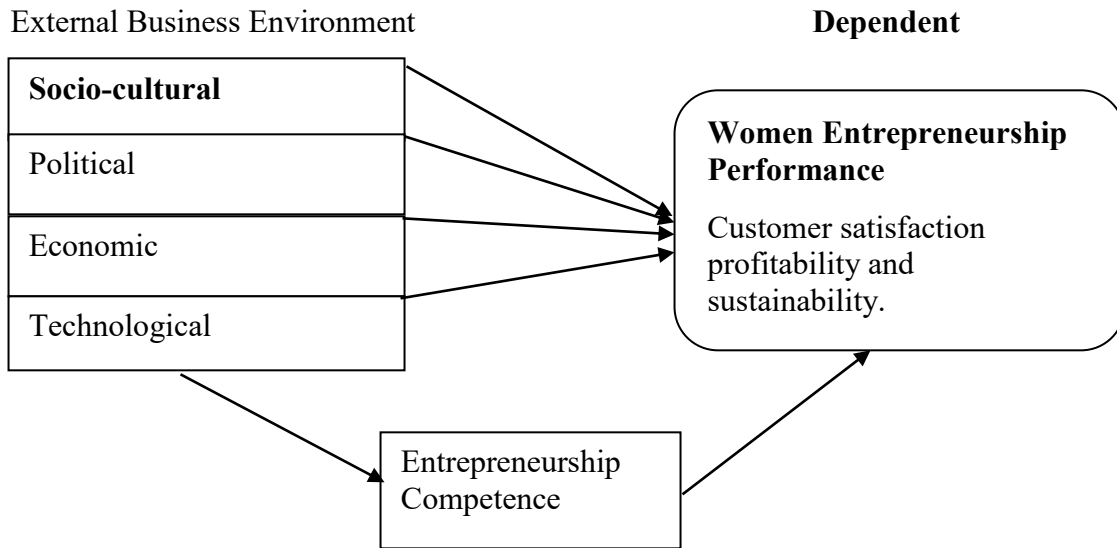


Figure 2: Proposed Research Framework of the Study

As indicated in Figure 1 external business environmental was operationalised as the independent variable comprising socio-cultural, political-legal, economic and technological factors as latent variables. Performance was the dependent variable measured with perceived indicators such as customer satisfaction, profitability, work satisfaction, and sustainability. The mediating variable of this study was operationalised as entrepreneurial competence.

3. Methodology

3.1 Study Design

The methodology for this study adopts a Systematic Literature Review (SLR) approach to analyze existing research on the impact of external environmental factors on women's entrepreneurship performance, particularly in Adamawa State, Nigeria. This approach allows for a comprehensive understanding of the field by synthesizing findings from various studies that address socio-cultural, political-legal, and economic factors influencing women's entrepreneurship.

3.2 Inclusion and Exclusion Criteria

To ensure the relevance and quality of the literature reviewed, the following inclusion and exclusion criteria were established.

Table 1. Distribution of inclusion and exclusion criteria

Inclusion Criteria	<ol style="list-style-type: none"> 1. Published Articles: Only peer-reviewed journal articles, conference papers, and theses published between 2015 and 2023 were included to ensure the findings reflect recent trends and insights. 2. Focus on Women Entrepreneurs: Studies must specifically address women entrepreneurs or female-owned small and medium enterprises (SMEs) in any geographical context, with a preference for studies in Sub-Saharan Africa. 3. Environmental Factors: Articles must examine at least one of the external environmental factors (socio-cultural, political-legal, or economic) influencing women's entrepreneurship performance. 4. Empirical Evidence: Preference was given to studies providing empirical data or theoretical frameworks that could be applied to the current research context.
Exclusion Criteria	<ol style="list-style-type: none"> 1. Non-Peer-Reviewed Sources: Articles not published in peer-reviewed journals or as part of academic conferences were excluded to maintain high-quality standards. 2. Irrelevant Topics: Studies focusing on unrelated fields of entrepreneurship, such as technology startups without a focus on women, were excluded. 3. Outdated Literature: Articles published before 2015 were excluded to ensure the relevance of the findings to current societal and economic conditions affecting women entrepreneurs.

3.3 Data Collection and Analysis

1. Database Searches: Online academic databases, including Scopus, Web of Science, Google Scholar, Science Direct, and JSTOR searched based on specific journals related to entrepreneurship and women's studies, were utilized to gather literature in line with the defined inclusion criteria.
2. Review Process: Each identified article was reviewed for relevance based on the inclusion criteria. Key themes related to socio-cultural, political-legal, and economic factors were extracted and categorized.
3. Synthesis of Findings: The findings from the selected studies were synthesized to identify patterns, gaps, and emerging trends in the literature regarding the performance of women entrepreneurs influenced by external environmental factors.

3.4 PRISMA Flow Diagram

The PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) flow diagram is a crucial tool for visually summarizing the study selection process in a systematic review. Below is a proposed PRISMA flow diagram based on the methodology for analyzing the provided references, including the inclusion and exclusion criteria, as well as the study time frame.

Table 2. PRISMA Distribution

Identification	- Records identified through database searching: 1502 - Additional records identified through other sources: 183 - Total records identified: 1685
Screening	- Records after duplicates removed: 455 - Records screened: 455 - Records excluded: 325 (Reasons: Not relevant to women entrepreneurs, not focused on SMEs, etc.)
Eligibility	- Full-text articles assessed for eligibility: 130 - Full-text articles excluded: 93 (Reasons: Did not meet inclusion criteria, insufficient data, etc.)
Inclusion	Studies included in qualitative synthesis: 37

This methodology outlines a systematic approach to reviewing the literature on women's entrepreneurship in the context of external environmental factors. By adhering to strict inclusion and exclusion criteria and focusing on recent empirical studies, the research aims to contribute valuable insights to the field and inform policy and practice supporting women entrepreneurs in Adamawa State and similar contexts.

4. Results and Discussion

Adom et al. (2018) investigated the interplay between work and family life for female entrepreneurs in Ghana and found negative impacts that warrant further empirical investigation. Chok (2022) highlights the importance of macro-environmental factors as critical predictors of performance for women-owned businesses in South Sudan, suggesting that understanding these factors can enhance entrepreneurial success. These findings from the reviewed studies, as highlighted in Table 1, delve into the significant impact of various external environmental factors on the performance of women-owned enterprises across different contexts. These findings support the importance of socio-cultural factors, which the current study also attempts to address by examining how these elements influence women's business performance. The focus on socio-cultural contexts is supported by existing research that highlights the necessity of understanding local cultural dynamics to foster entrepreneurship among women. Similarly, Nsengimana et al. (2019) identified economic barriers, such as complex tax systems and limited access to capital, as significant obstacles for women entrepreneurs in Rwanda. Their caution against generalizing findings across different African contexts reinforces the need for localized studies, which the current research seeks to fulfill by analyzing the unique external factors affecting women entrepreneurs in Nigeria. This approach is crucial, as economic conditions can vary widely between countries, impacting entrepreneurial opportunities and challenges. Tønnessen (2019) further contributes to this discourse by examining the legal environment's influence on women's economic choices in Sudan. The recognition of legal frameworks as a critical factor in entrepreneurial decision-making

highlights the necessity of considering political and legal contexts in understanding women's entrepreneurship. The current study aims to expand on this by reviewing multiple external factors, including political, economic, socio-cultural, and technological influences, to provide a comprehensive understanding of their collective impact on women's entrepreneurial performance.

Lastly, Ikemefuna and Abune (2015) focused on the technological environment's role in manufacturing industries, demonstrating that technological advancements significantly affect performance. While their study is limited to one external factor, the current research intends to integrate technological considerations alongside other environmental factors to offer a holistic view of the challenges and opportunities faced by women entrepreneurs in Nigeria. In summary, the findings from these studies collectively underscore the importance of a multifaceted approach to understanding the external factors influencing women's entrepreneurship. By synthesizing insights from various contexts, the current study aims to contribute valuable knowledge that can inform policy and practice to support women entrepreneurs effectively. The findings from the reviewed studies underscore the significant impact of various external environmental factors on the performance of women-owned enterprises across different contexts. For instance, Chok (2022) highlights how macro-environmental factors are crucial for the performance of women entrepreneurs in South Sudan, suggesting that a comprehensive understanding of these variables is essential for enhancing entrepreneurial outcomes. Similarly, Adom et al. (2018) point out the negative implications of work-family dynamics on female entrepreneurs in Ghana, emphasizing the need for empirical validation of these exploratory findings. Nsengimana et al. (2019) reveal that economic barriers, such as a complex tax system and limited access to capital, hinder the establishment of women entrepreneurs in Rwanda, which calls for context-specific studies to avoid erroneous generalizations across different African nations. The importance of legal and constitutional factors is also recognized by Tønnessen (2019), who argues that such elements shape women's economic decisions in Sudan, indicating a strong interplay between legal frameworks and entrepreneurial activities. Finally, Ikemefuna and Abune (2015) confirm that technological environments significantly influence the performance of manufacturing industries in Nigeria, yet their focus is limited to one aspect. This current study aims to expand upon these findings by examining the interplay of socio-cultural, political, economic, and technological factors in Nigeria, thereby providing a more holistic understanding of how these dimensions collectively affect women entrepreneurship performance. Such a comprehensive approach is supported by existing literature that stresses the need for integrative frameworks to analyze the multi-faceted nature of entrepreneurial environments (Adom et al., 2018; Chok, 2022).

Table 1: Distribution of related work

Country	Study area	Keywords	Method	Findings	Suggestion for Further study	Focus of the current study	
Chok (2022)	South Sudan	Macro-environmental factors and performance of Women-owned enterprises	Macro-environmental factors, performance of Women-owned enterprises	Survey	The study concludes that macro-environmental factors significantly predicted performance of women-owned enterprises in Juba County, South Sudan.	the variables investigated as composite construct of environmental factors are not exhaustible. future research undertakings in the context of South Sudan.	This study is conceptual in nature. It reviews four factors of external environment.
Adom <i>et al.</i> (2018)	Ghana	a study of work and family life of female entrepreneurs in Ghana	work and family life, female entrepreneurs, Ghana	Survey	The findings of negative impact in the study are mere exploratory statement that demands empirical and quantitative justification	This study focuses only on socio cultural environment factors.	This present study carried out literature research to determine the impact that socio-cultural context had on performance of businesses owned and managed by women
Nsengi manae <i>et al.</i> (2019)	Rwanda	investigate factor responsible low numbers of women entrepreneurs in Rwanda.	Economic factors, women entrepreneurs	Survey	The findings from the analysis showed that economic related factors such as a complex tax system and limited access to capital contribute to low number of women entrepreneurs in Africa.	The generalisation of the findings of the study to Africa context is however a submission in error is because economic condition of one country is different from another, and therefore such generalisation demand further empirical validation in a similar context.	This study conceptual review four factors of external environment in Nigeria.
Tønne ssen (2019) The study	Sudan.	Conducted a study on marital privilege and constitutional right of women at work in Sudan.	marital privilege, constitutional right	Survey	The study recognised the impact of legal environmental context in shaping economic choices made by women in Sudanese context,	The study is limited Influences the choice(s) of women in respect to creating and managing ventures in Sudan	This study conducts literature review on effect of external business environment on women entrepreneurship performance in Nigeria,

Country	Study area	Keywords	Method	Findings	Suggestion for Further study	Focus of the current study
Ikemefuna and Abune, (2015)	Nigeria conducted a study on technological environment and some selected manufacturing industry in Enugu State, Nigeria	technological environment, performance, manufacturing industry	Survey	The result of the study revealed that technological environment significantly affects the growth and performance of manufacturing industries in Enugu State	This study focuses on only one external environmental factor which is technological factor on manufacturing industry performance.	While the present study on four factors of external environment socio cultural, political, economic and technological factors and women entrepreneurship performance.

The findings from the reviewed studies as highlighted in Table 1 delves into the significant impact of various external environmental factors on the performance of women-owned enterprises across different contexts. The findings from the reviewed studies highlight the critical influence of various external environmental factors on the performance of women-owned enterprises, particularly in the context of Adamawa State. Addressing the first research question, which investigates the impact of the socio-cultural environment, existing literature indicates that socio-cultural dynamics significantly shape women's entrepreneurial experiences. For instance, cultural norms and gender roles can either empower or inhibit women's participation in entrepreneurship, as noted in studies that emphasize the necessity of understanding local cultural contexts to foster women's entrepreneurial success. This aligns with the hypothesis that there may be a significant effect of the socio-cultural environment on women's entrepreneurship performance, which the current study aims to validate.

In relation to the second research question regarding the political environment, the literature suggests that political stability and supportive policies are essential for creating an enabling environment for women entrepreneurs. Tønnessen (2019) illustrates how legal frameworks can influence women's economic choices, indicating that a favorable political climate is crucial for enhancing entrepreneurial outcomes. This supports the hypothesis that the political environment may significantly affect women's entrepreneurship performance in Adamawa State. The third research question explores the mediating role of entrepreneurial competence in the relationship between the external business environment and women's entrepreneurship performance. The literature suggests that entrepreneurial competence—encompassing skills, knowledge, and experience—can empower women to navigate external challenges effectively. This mediation effect is critical, as it implies that even in adverse external conditions, women with higher entrepreneurial competence may still achieve better performance outcomes. The current study seeks to examine this relationship, thereby addressing the hypothesis that entrepreneurial competence does not mediate the relationship between the external business environment and women's entrepreneurship performance. Furthermore, the findings from studies conducted in various African contexts, such as those by Nsengimana et al. (2019) and Adom et al. (2018), reinforce the

need for localized research that considers the unique socio-political and economic landscapes of each region. These studies reveal that economic barriers, such as limited access to capital and complex regulatory frameworks, are significant obstacles for women entrepreneurs, emphasizing the importance of context-specific investigations. By integrating insights from these studies, the current research aims to provide a comprehensive understanding of how socio-cultural, political, economic, and technological factors collectively influence women's entrepreneurship performance in Adamawa State. In summary, the reviewed literature collectively underscores the importance of a multifaceted approach to understanding the external factors influencing women's entrepreneurship. By synthesizing insights from various contexts, this study aims to contribute valuable knowledge that can inform policy and practice, ultimately supporting the growth and success of women entrepreneurs in Adamawa State.

5 .Conclusion

The primary aim of this study was to investigate the influence of a composite construct of environmental factors—namely, political-legal, socio-cultural, and economic—on the performance of women's entrepreneurship. The findings indicate that the external business environment significantly impacts both the performance of women entrepreneurs and their entrepreneurial competence. This underscores the essential role that various environmental factors play in shaping entrepreneurial outcomes. Therefore, it is crucial for women entrepreneurs in Adamawa State to focus their efforts on understanding and navigating these external factors to enhance their business performance effectively. By recognizing the specific environmental variables that influence their entrepreneurial endeavors, women can adopt strategies that leverage these factors for greater efficiency and success. This study recommends that governments at all levels in Adamawa State should take proactive steps to initiate and implement policies aimed at bolstering the local economy. It is imperative that government authorities ensure that both fiscal and monetary policies are conducive to fostering a supportive environment for entrepreneurial activities. Such policies are essential to stimulate economic growth, which can lead to improved GDP, poverty alleviation, and increased employment opportunities. Additionally, the government should focus on creating friendly economic policies that foster a vigorous environment for entrepreneurship. This includes providing access to resources, reducing bureaucratic hurdles, and promoting awareness of the importance of women entrepreneurship in driving economic development. Given that this study is conceptual in nature, it opens avenues for future empirical research to validate the proposed model. Future studies could aim to quantitatively assess the specific impacts of political, socio-cultural, and economic factors on women's entrepreneurship performance in Adamawa State and beyond. By employing empirical methods, researchers can gather data that may offer deeper insights into the dynamics at play, thus enriching the existing literature and providing actionable recommendations for policymakers and practitioners in the field of women's entrepreneurship.

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