

EXPLORING THE ROLE OF WOMEN ENTREPRENEURS IN DRIVING SCHOOL INNOVATION: CHALLENGES AND OPPORTUNITIES

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Abstract

Women Entrepreneurship in driving school is a hard subject to deal with Pakistan because the societal trends restrict the role of women in house hold. This is one of the reasons of the women less prefer to join driving schools however, they are lots of opportunities with challenges by getting proper training in driving school. This study is conducted to find out the possible challenges and opportunities for female entrepreneurs in Pakistan. The data has been collected by interviews. Convenience sampling techniques have been used to select the sample for the study. The result shows that every age group has opportunities to continue the business, but in case of marital status, challenges are more to continue the business. On the other hand, educated female entrepreneurs, mostly are facing challenges to continue the business except diploma and small business courses holders.

Introduction

Entrepreneurship is simply defined as a process through which a person became innovative, active and got the abilities to make decisions in a challenging environment (Swedburg 2000). The Cambridge dictionary defines the term of the entrepreneur as “a person who attempts to make a profit by starting his company or by operating the business, especially when it involves risks”. In simple words an entrepreneur is a person who uses his/her knowledge and resources to develop business or create new business opportunities for himself. The biggest problem with this term is its universally accepted definition. Many scholars have define, it“s in their own context and content. Lumpkin and Dess (2001) said that the biggest barrier to the development of entrepreneurial theories is the “lack of consensus acts”.

The difficulties faced by female entrepreneurs differ completely from those confronting their male counterparts. Border-based young female entrepreneurs struggled with diverse obstacles to raise business financing and gain essential skills as well as contacts for launching successful enterprises. The noted challenges blocked paths to new chances while decreasing their ability to socialize confidently. Financial success of any business receives universal acknowledgment yet banks and other financial institutions today reduce the anxiety felt by entrepreneurs. Their financial institutions offer diverse business strategies for company success. All financial aid set up only benefits male business owners despite being designed for both genders. Women business owners face three obstacles when they lack accurate funding: they need steady cash flow and suffer extended wait times before securing capital. Research by Kapoor in 1998 found that the shortage of long-term financing represented the core financial obstacle encountered by women business owners in Ludhiana, India The media serves dual functions by discovering essential problems while showcasing available entrepreneurial opportunities. Every day we encounter this element which impacts our thinking and actions because it serves as a vital basic component of our everyday existence (Bora 2012). Female entrepreneurs in Pakistan require comprehensive research on new pathways which will benefit their business development efforts. Female entrepreneurs need to put forth substantial energy across various domains to achieve their rightful business standing. Women entrepreneurs unwilling to settle for an inadequate social position must organize dual efforts that challenge both societal understanding and political decision-making processes.

Review of Literature

Women entrepreneurship represents the dominant positive tone within contemporary economic discussions. This subject has received extensive research attention among scholars throughout numerous studies. They possess their own significance. The research aims to present distinctly the economic barriers restricting female entrepreneurs who operate within Lahore which functions as the administrative center of Punjab Pakistan. Economic development exists at its core as an entrepreneurial foundation which Kaushik (2013) explains. Women serve as key agents for establishing families whose structure forms family cells. Each Indian female wants to start her own business yet social customs ironically pose the toughest barriers to their success. Fast changes characterize today's social and political environment. Men enjoy acceptable conditions for helping women become entrepreneurs. The chosen study area utilized non-random sampling methods for this investigation. A total of 100 female entrepreneurs participated in our study whereby 25 respondents were drawn from each distinct zone. Various types of organizations took part in the study starting from cosmetic salons to nursing homes and boutiques. The following are the two primary enquiries addressed in this investigation: Educational methods help develop student entrepreneurial competencies intended for women creation. The investigation needs to determine (i) which strategies show the best results in educational planning development as well as (ii) how education promotes business skills in student populations. A research interview process was carried out with participants across Serbia, Iran and India along with the United States. The research findings verify the necessity for today's business operating environment to adapt to modern educational progress. Marks and Markovic and others (2012) put forward the proposal of developing new entrepreneurial education strategies which focus explicitly on women.

Business leadership (learning driving to become professional driver) has witnessed the arrival of female executives who demonstrate superior performance during the last decades. Protecting the workplace takes priority yet wage gaps alongside difficulties ascending the career ladder occur because of workplace inequality. Significant advancement has occurred but further work is necessary to complete the process. As women advance into leadership roles they must possess understanding about past international inequality across the globe. To increase appeal among business stakeholders female leaders must understand the magnetic qualities that work in their favor. A profile analysis of well-established female leadership helps female administrators select their optimal career path according to Markovic et al. (2013). Goyal and Parkash (2011) conducted research that analyzed the challenges alongside opportunities encountered by female entrepreneurs operating in India. The research found that Indian women who hold degrees need to work diligently to obtain hold of the same rights and position as men. The paper builds its analysis from secondary data sources. This research analyzed the driving factors which lead women toward becoming entrepreneurs. Cham (2012) performed his studies to analyze what challenges female entrepreneurs face in Accra Ghana. Female entrepreneurs face additional challenges both while creating and running and increasing their business ventures compared to men. The study gathered both primary and secondary data for investigation purposes. Purposive sampling is implemented. This work utilizes descriptive statistics to analyze the collected data. Female entrepreneurs in Accra's Danquah Circle represented the specific group of interest in this research.

Research Methodology

A study obtains its information from female entrepreneurs operating in Pakistan. A questionnaire serves as the primary data collection instrument in this investigation. The questionnaire is based on questions for interview.

Analysis and Discussion

Interviewed female entrepreneurs recognize the way gender diversity affects innovation rates. Interviewee A explained why she selected driving despite many women starting new careers throughout the country. She argued that combining different genders in workplaces drives business sector innovation because women have been proven to show greater inventiveness than men do. She shares her problem-solving method with a consumer-first and self-gain-second approach. She fully recognizes that the gender makeup of youth workers does not influence this approach while remaining confident that male and female innovativeness is equivalent. She engages in independent innovation within Pakistan where she conducts her creative work processes. She supports workplace innovation and creativity.

In Interviewee B's opinion the steps toward implementation excluded gender considerations since male and female contributors bring significant value to each stage. Despite running both family management and business operations she possesses an innovative attitudes toward change which differs from male approaches. She demonstrates control over everything from her household performance to her workplace performance at both settings. The dependence on knowledge leads women to develop unique innovation perspectives according to Interviewee C. The independent nature of her business mission serves to create both innovative thinking and creativity throughout her team. The innovation implementation process encountered no major obstacles because her business operates solely through the internet (using apps like InDrive) with minimal contact between her and male customers. She establishes a business framework that combines practical assessments alongside creative thinking in every business decision through her methods. Along with a lack of gender equality vision in the organization she fails to list either male clients nor showcase male products because her business doesn't sell them. To Interviewee D innovation looks different because they focus on how new developments impact emotion-driven reactions. The capabilities of women extend to evaluate customer value and turn sustainable concepts into functional product innovations. Through independent business operation Interviewee D encourages her workplace to become more innovative and creative. Her spouse helps execute some new concept development but she remains primarily responsible for innovation initiatives. From Interviewee E's perspective business creativity regarding driving depends on including both genders in the workforce. Women express different approaches in business development than men as they tend to concentrate more on food preparation and visual decor. Women can develop products through this process which exhibits both cultural sensitivity and market innovation while reaching diverse consumer tastes across social demographics. According to interviewee E adolescent gender orientation helps explain why women play a critical role in the culinary field's future growth. She demonstrates a belief that female business executives make distinct choices compared to male executives regarding both risk-taking and business priority during innovation development. Gender research shows women tend to accept future risks better than they do naive risks during early development stages. Interviewee E continuously develops new knowledge to build creativity across her team operations. In her view innovation as well as creativity can impact her business operations. In conclusion, interviewee A is of the opinion that the incorporation of gender diversity in the business sector fosters innovation. She chooses solutions based on consumer wants and believes all personal innovation methods share the same objective function regardless of sex.

Interviewee B stated that gender plays no substantial role within the organization because all staff members take part in operations. Some belief exists that knowledge-based approaches give women unique angles for viewing innovation. According to Interviewee D women develop new solutions by assessing how sentiments and consumer outcomes matter most to them. According to Interviewee E gender diversity plays an essential strategic role in business innovation because women tend to prioritize both their physical well-being and corporate appearance. The interviewer believes younger workers' gender identities will affect this decision since women excel in culinary businesses.

Women's roles in driving school influence the creative processes and innovation strategies

According to Interviewee A maintaining respectful consideration for women and providing them with equivalent opportunities represents the key approach for promoting gender diversity across both organizations and teams. According to her observation the business innovation field treats men and women as equal which leads to a lack of specific opportunities available to female entrepreneurs. The conferee who is a mother and female was driven to become an entrepreneur along with continuing to represent her role as mother through the various roles she has taken in her career. She holds the perspective that this sector-to-industry flexibility for business startup will create beneficial options during role transition. She recognizes that her gender attributes have enabled her to become more organized while developing better parenting techniques both of which will enhance her startup choices. She explains her problem-solving approach involves working with people who come from different sectors of society to create business solutions. The analysis of problems precedes her direct movement into discussions instead of standard problem-solving methods. Through this method she is able to specifically address problems that affect her foundation business core functions. According to Interviewee B team meetings combined with face-to-face discussions help people better understand concepts. Every interviewee maintains a bold approach because they can create and advance new ideas for development. Through running her business Interviewee B experienced multiple major challenges. She needs to juggle her business tasks as an electrical engineer with fulfilling responsibilities toward her family. Yet her determination to achieve goals remains strong since she instrumentally works on gender diversity initiatives while creating development pathways that let more companies progress forward. Through an interview with Interviewee C she suggested approaches for female entrepreneurship that encourage innovation in business operations. She currently sees numerous women throughout Finland operating parallel business activities such as food preparation and retailing and artisanal liquor production because they demonstrate entrepreneurial spirit. She finds happiness when women focus on making achievements rather than staying inside domestic responsibilities. According to Thirty-E women serve a fundamental function in the cuisine's evolving future thus she maintains they deserve their place within it. In her view women show distinct patterns in risk behavior combined with ranking preferences during business innovation processes compared to men. Studies demonstrate that women tend to take future-risks rather than adopting dangerous practices during the initial life cycle. Interviewee E takes in fresh information which she then inserts into her team structure as a method to boost creativity. Available through innovations and creativity her business has the potential to change, she believes. Interviewee A supports building stronger gender diversity by offering assistance for female entrepreneurs and providing admission priority to students who are female. Interviewee B who operates as an entrepreneur alongside her role as a mother found the potential benefits outweighed the potential drawbacks. According to her assessment a woman's position in the

workforce leads to better advantages in both professional and parenting and entrepreneurial domains. Through meetings or direct exchanges with others Interviewee B must engage in recommending concepts which will move the idea forward. Results from the survey showed that Finnish women beyond secondary education extensively maintain additional activities consisting mostly of recipe preparation and retail work and small alcohol production. The data from interviewee E shows us that women display a greater willingness to take risks throughout upcoming years. Young women's gender stands as an influential determinant for how women in cooking industry will be perceived in future times.

Problem-solving and decision-making approaches

The person interviewed as A drawn inspiration from her husband to explore novel ideas related to business and its connection with driving. Her spouse stands by her side through daily business activities because she is both a housewife and has a single child but also because he provides everything she needs to stay focused on business operations. She holds a Master's degree. The respondent A managed to outline both her future desired activities and her current ongoing activities in advance of the interview. The business knowledge together with understanding the purpose strengthens her motivation levels which drives her to keep moving forward in her entrepreneurial journey. To help female entrepreneurs transform their businesses she advises accessing transparent goals coupled with operation insight together with market-specific information matching business locations. Through their field experience they identify and manage major opportunities together with threats to create solutions that prevent potential challenges. 36 Audience B enables her team members from any gender background to present their concepts openly. Certain male entrepreneurs demonstrate shared attitudes toward business challenges along with precise time management and positive business perspective compared to their peer entrepreneurs. Through this approach she can run her company according to her original intentions. The interviewee requires funding participation from newcomers to both boost business inspiration and gain fresh perspectives about her business. The method enables her company to integrate suggestions from multiple stakeholders which directly benefits her business operation. Since her time as a woman entrepreneur she faced numerous challenges during business operations. She remains optimistic about facing business world trials and opportunities because she will implement her strengths alongside gender diversity. Through Interviewee C we learned that female entrepreneurs have distinct advantages in this field through their focus on producing women's products and because women generally have a higher shopping addiction rate than men. When women recognize the appeal of her products they buy them quickly while their purchases trigger further buying habits. Female entrepreneurs face this situation because home confinement does not apply to them and domestic duties fall beyond their responsibility. Women entrepreneurs can find guidance in Interviewee D regarding self-belief along with readiness to take chances while maintaining premium standards in food quality. The preference for dessert development through female entrepreneurship underlies a clear business pattern influenced by employee-based innovation and diversity strengthen innovation practices. According to Interviewee E treats address women's consumer needs and show promise in affecting people's choices. To increase the popularity of her bread concept she plans on sharing her business enthusiasm with the community. According to her perspective people continue their work with enthusiasm which drives them forward leading to original ideas. Online platforms like those in Finland make it easier and safer to build a business thanks to their abundant presence. The freedom of entrepreneurship in Finland markets itself as risk-free while female business founders maintain an easier path to market entry than male ones. The key obstacles which female entrepreneurs encounter include both

consumer market dominance and struggles with offensive comments according to her analysis. She observed this behavior frequently happens at Finnish online businesses and similar operations worldwide. The owners calculate their business profit margins alongside determining delivery costs before validating the organization's effectiveness during the artistry vs. functionality decision-making processes. The interviewee attempts to grow gender representation across both the company team and online enterprise market by encouraging male workers to embrace remote employment opportunities that currently only benefit women. Such outcomes would support greater involvement between male and female populations when transferring experiences between groups. The research of Reynolds (2017) summarizes effectively the role that women bring to corporate innovation. Organisations need both genders working together to achieve better imagination and problem-solving outcomes. Women in entrepreneurship operate by creating unique solutions for their business obstacles. Female entrepreneur Interviewee D encountered multiple obstacles when building her business. Through embracing gender diversity and her strengths she believes she can successfully handle business world challenges.

Gender diversity has led to a breakthrough innovation in driving school

Female entrepreneur Interviewee B expresses absolute confidence that women possess the capability to attain any target they determine along with the potential to lead and organize. This business authority in transport sector helps her business achieve its lifelong aspirations alongside herself. She attempts to inspire other female entrepreneurs to spend time working on their business and to respect their potential abilities. The female entrepreneur running her business faced no hurdles while launching new foundational concepts. She rejected these statements by claiming women deserve equal platform and access to business opportunities provided their guidance results in effective business outcomes. Female entrepreneurs demonstrate their ability to build independent businesses while achieving entrepreneurial success despite earning lower wages. Female entrepreneurs must maintain their work enthusiasm for growing their businesses thus promoting more gender inclusivity. Throughout the interview it became clear that interviewee C has always wanted to explore her love of confectionery by founding a business which grants full independence while creating happiness for others. She drives herself every day to deliver excellent work and acquire new knowledge so the gender diversity goal can succeed in her work team. Through this understanding women become conscious of their unique feminine entrepreneurial characteristics which allow them to infuse emotional factors into business transactions leading to unparalleled exceptional experiences. Interviewee D talks to her consumers to maintain business inspiration and drive innovation by making consumers feel valued and encouraging them to explore new food possibilities. This biological need generates changes which lead to business innovation alongside new business ideas. She invited other women entrepreneurs who wanted to start new business operations to activate their ventures. These aspects define Interviewee E's entrepreneurial path and women's leadership role and her multicultural business model yet innovative strategy. She intends to grow her business because it will help expand the culinary industry by creating a creative environment while bringing diverse talents on board. According to interviewee A women possess everything needed to accomplish business success and become leaders while inspiring others to dedicate time to their enterprises and cultivate self-belief. Interviewee C aims to create a profitable confectionery framework which uses quality and learning methods to champion gender diversity at its core. Through the work of Interviewee D consumers feel important so she leads them toward new innovative possibilities. Even though her revenue has declined

interviewee E inspires other female business owners to embrace development initiatives while pushing bakery industry progress forward.

Conclusion

The primary mission of this analysis brought together insights from business in transport section innovation with gender and entrepreneurship theory to examine this topic. The research investigates the potential gains from gender diversity for women along with unique managerial and problem-solving strategies which women entrepreneurs can utilize to promote corporate innovation. The study produced these principal findings regarding gender diversity together with business innovation. Through their research it became evident that businesswomen lead with higher integration and compassion to create workplace cultures based on teamwork. The team members experience more creativity as their viewpoints spread throughout the organization. Female innovators assign main tasks as well as secondary tasks to others at hand since these duties require uncertain advantages and essential customer-driven answers. The research shows gender diversity delivers immediate advantages because organizations need both male and female perspectives to build innovative cultures of unconventional thinking which emerge from idea exchange and contribution. This is of particular interest. The elements which constrain women's business achievements including discrimination and resource scarcity along with family interference serve as primary motivators for invention. The challenges women face result in their use of adaptability together with perseverance as their essential tools for progress. Proof that feminine gender diversity in business innovation initiatives serves as a transformative tool to enhance and broaden innovation presence challenges the common view of gender comparison in business innovation. This research delivers constructive findings that benefit both policymakers dedicated to gender-balanced innovation methods and businesses implementing diverse approaches for innovation. Organization success depends on both gender diverse teams and financial support for female-run businesses within their innovation plans. Women entrepreneurs can boost their innovation conversion rates through better workplace flexibility and trained programming and networking when their working conditions are enhanced. Government officials should launch programs which focus on core problems faced by female entrepreneurs such as inadequate funding sources combined with a shortfall of women leadership. Women's entrepreneurial contributions increase through leadership development and financial management training programs. The growing acceptance of diverse gender perspectives by society has led to reinforced support networks for female entrepreneurs who create benefits for the 40 economy through greater diversity. The study investigates how women participate in innovation and creative activities to develop knowledge about gender diversity and entrepreneurial innovation. This research studies creativity alongside gender diversity and proves gender-specific encounters form essential parts for organizational creativity practices. The findings from this research advance comprehension of women entrepreneur self-organization strategies and explain how diversity impacts continuous innovation operation across business domains. This specific investigation of gender-based innovation receives multiple implications though the analysis focuses its research on business segments and human subject types. Future research could analyze cultural understandings of gender in entrepreneurship combined with explorations between male and female entrepreneurs' differences. The combination of gender and entrepreneurship can benefit from intersectional analysis. Researchers need to study how gender diverse teams impact organizational performance before comparing innovation outcomes linked to diversity. Research shows gender diversity works beyond accommodating different genders to create business innovation by embracing unique skillsets alongside diverse viewpoints and

collective expertise. All people who meet female entrepreneurs understand these business leaders reject traditional approaches instead creating innovative thinking about innovation. The social relevance of this scientific examination originates from sex-diverse businesses that destabilize economies while bringing economic stability to communities. Entrepreneurship needs gender diversity beyond equality issues to foster sustainable development through positive economic growth. Any person who runs a business understands women entrepreneurs possess a remarkable combination of energy and innovation potential. Society achieves financial success and equal outcomes by creating environments that support women's fullpotential through which society would seize untapped resources. The research findings reaffirm how gender diverse and inclusive organizations gain both marketplace strengths and operational advantages to navigate future unpredictable global market changes.

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