

# Understanding How Situational Factors Influence Female University Students' Entrepreneurial Intentions in Manipur.

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**Abstract:** This research examines the situational factor effects on women's entrepreneurial intentions in India and underscores their pivotal role in economic progress. Entrepreneurship increases productivity and standards of living as well as solving social problems. Women contribute significantly to economic development in a developing nation such as India. The United Nations Sustainable Development Goals emphasized gender equality and empower women and girls as its fifth goal. Different push and pull factors impacting women's intention to start their own businesses are emphasized and researched by various scholars. Situational factor as a component of push factor has scanty literature to examine its effect on women's entrepreneurial intention. This study targets specific situational factors such as fear of unemployment, contribution to family income and well-being and family commitment and its effect on women's desire to start their own businesses. 204 Female students from different universities that provide entrepreneurship as a component of the curriculum are considered as study population.

**Keywords:** Entrepreneurial intention, family income, commitment, unemployment.

## INTRODUCTION

In India, for centuries our society was patriarchal in which the roles for women were primarily limited to homes and family care. Still, in today's world, women are shattering this trend and coming out of the shadows, surmounting adverse barriers. They are making their presence felt in the corporate world, and Women-owned Businesses are having a great impact in society through job creation, demographic restructuring, and inspiring future generations of women. Patil and Deshpande (2018) Studies have indicated that female business owners not only generate employment for themselves but for other people as well. They significantly contribute to improving the well-being of their families and society, facilitating poverty alleviation, and empowering women. Investigating women's entrepreneurial intentions is critical not just for promoting women's entrepreneurship but also for improving their entrepreneurial competences. Yet, venturing in the Indian business environment comes with a host of challenges. Women encounter greater barriers than men, such as social pressure, inequality, ignorance and lack of money, no direction or role models, duties towards home, risk aversion, poor education and contacts, and poor mobility, to cite a few. Shastri and Sinha (2020) Women founded their own companies because they needed to use their skills and knowledge in a way that aligned with their own beliefs and objectives, as well as because they wanted independence, autonomy, and self-actualization. Women engage in business out of diverse pull and push factors that compel them to establish new businesses or acquire existing ones. Shilpa (2018) In India, there are various attractive features that motivate women to

become entrepreneurs, like economic independence, the freedom to manage work and family life, the potential for self-expression, autonomy to create, and flexibility. The circumstances or troubles and limitations they face are push factors such as racial bias, limited career prospects. It is assumed that situational factors will affect entrepreneurship's success or failure, including legislative, sociopolitical, and macroeconomic frameworks. Situational factors are influencers that exert influence on an individual in the form of cues from the environment. Situational factors such as employment status or information cues has been highlighted as a predictor of the intention to start a business, Krueger et.al.(2000). Agarwal et.al. (2018) India is largely a male dominant society in which women owned businesses are devalued and gender disparity prevail at large, and issues such as unemployment and poverty make women entrepreneurship more difficult. In spite of increased awareness regarding the significance of women entrepreneurship, the studies in this domain have scant focus in entrepreneurship literature particularly pertaining to situational factors. In this research we try to bridge this entrepreneurship literature gap of research by investigating antecedents of women entrepreneurial intention based on a situational approach model. By theoretical analysis, this research will introduce family commitment and contribution to family income and family welfare with earnings from company operations as contextual elements and investigated how these elements affected women's propensity to start their own businesses.

LITERATURE

REVIEW

AND

## **DEVELOPMENT OF HYPOTHESIS:**

### **Entrepreneurial intention:**

Entrepreneurial intentions are a purposeful mind-set to launch a new firm or seek new opportunities in a start-up business or an existing business. Liñán & Chen (2009); Lee & Wong (2004) The decision to pursue an entrepreneurial career is the first step in the protracted process of becoming an entrepreneur, which can be viewed as a time-consuming process. As a result, those who intend to launch a new company are more likely to become entrepreneurs by initiating this procedure first. A significant amount of scholarly research has been conducted on the ambition to become an entrepreneur or to engage in entrepreneurial activity. Ajzen's theory of planned behavior (TPB) and Shapero A.'s entrepreneurial model (1982) are two of the main ideas that have been used to investigate the propensity for entrepreneurship, particularly among college students. The theories of Ajzen and Shapero have been further separated into push and pull forces by a recent study by Segal, G. et al., (2005). Family history, arbitrary social standards, and the desire for success are examples of push factors that encourage people to pursue business. People are drawn to business by pull factors, which include things like economic conditions and entrepreneurship education. It should be mentioned that the same elements may affect one as a push factor and another as a pull factor. Furthermore, an individual's entrepreneurial motivation is significantly influenced by push and pull forces. Verheul et al., (2006) The desire for work-family balance, household duties, and other family-related variables are all important push factors that have been identified as major motivators for female entrepreneurs. Dangi (2014) The want to give back to society, the wish to be financially independent, and the satisfaction of one's own needs are key motivators. Entrepreneurship is appealing to women as it provides them with autonomy, autonomy over their work, and the potential to pursue their passion and interests. Chhabra and Karmarkar (2016) Women have also started their own businesses to meet the requirement of employment generation and to overcome gender-related limitations due to discrimination, prejudiced norms, and the inability to adapt in conventional industries.

### **Situational Factors:**

Situational factors can work as barriers to entrepreneurship efforts; yet, they can even reflect external factors that determine a person's choice to pursue a venture. Situation factors that are particularly noteworthy include political-economic crises, in which the prevailing conditions and their changes become of critical significance. Social, economic, and psychological aspects can also significantly impact a person's decision to launch a business. According to Shapero (1982), Davidsson (1995), Arrighetti et al. (2016), and Yukongdi and Lopa (2017), the unique circumstances that impact the founding and functioning of a new business are closely linked to the decision-making process in entrepreneurship. As pivotal moments in a person's life that can lead to entrepreneurial activities, Lüthje and Franke (2003) assert that situational factors impact the relationship between attitudes and actions. Kennedy et al. (2003) state that significant situational considerations, such as future responsibilities and

unemployment, are thought to be the main drivers of the creation of new businesses. Byabashaija and Katono, (2011) thus it can be seen that a unique circumstance can serve as a trigger to start an entrepreneurial venture.

Al-Qadasi et al. (2023) In examining entrepreneurial intent in Yemen University students, the authors sought to find out how situational, environmental, and personality factors influence entrepreneurial intent, and whether there is a mediating influence of self-efficacy. The research indicated that situational conditions (e.g., economic and political uncertainty) have influenced students' entrepreneurial intentions, and situational factors' direct impact on entrepreneurial intentions was found to be significant. Ali (2022) A model was established by the research to determine whether the theory of planned behavior's elements, both individually and in combination, affected Turkish undergraduate students' intention to start their own business. A higher percentage of entrepreneurial ambition may be explained by the model that accounts for both situational and individual aspects, according to the analysis. Researchers have extensively examined situational conditions and their impact on people's entrepreneurial inclinations. However, little research has been done on the specific situational aspects that influence women's entrepreneurial goals. Therefore, this research explores a novel way to comprehend the impact on women's entrepreneurial goals.

### **Fear of unemployment and women's entrepreneurial intention:**

An important danger to India's economic situation is unemployment. Growth and development are seriously threatened by variations in the unemployment rate because this is one of the most populous countries in the world. According to the CMIE Consumer Pyramids Household Survey, the unemployment rate increased significantly from 7% in May 2024 to 9.2% in June 2024, with rises observed in both urban and rural areas. In urban areas, the jobless rate increased from 8.6 percent to 8.9 percent, while in rural areas, it increased from 6.3 percent in May to 9.3 percent in June. The unemployment concern mirrors the unease people feel concerning possible loss of employment and the financial and social impacts. For university graduates, finding employment is becoming increasingly difficult. Others are keen to take up jobs in established organizations, but the fear of losing employment can dampen these hopes. Therefore, a growing number of youth are turning to entrepreneurship as a suitable alternative, offering chances for personal and professional development. This new entrepreneurial culture among youths is a reaction to the prevailing economic uncertainties and the existing fear of losing employment. The prospect of unemployment serves as a push factor, prompting people to look for alternative modes of economic sustenance, and entrepreneurship becomes an attractive option. Fear of unemployment is one of the more significant situational cues that can significantly influence entrepreneurial inclinations, according to Krueger et al. (2000). According to their findings, self-employment is a more appealing and feasible option when the economy is struggling, particularly when there are no stable jobs

available. This is supported by Shapero and Sokol's (1982) Entrepreneurial Event Model, which identified "displacement"—of which unemployment is a component—as a catalyst for entrepreneurial activity as a result of shifts in the perceived viability and desirability of entrepreneurial endeavors.. Kennedy et al. (2003) also corroborated this perspective by emphasizing the way situational factors, e.g., the scarcity of jobs or job dissatisfaction, become stimuli to entrepreneurial intentions. Their results highlight that people are more inclined to think about establishing businesses when they encounter employment insecurity. More recently, Ali (2022) suggested a composite model incorporating individual and situational elements (such as the fear of unemployment) and concluded that these elements have a direct and significant impact on entrepreneurial intentions among students. Al-Qadasi et al. (2023) in their research with Yemeni university students verified that political and economic instability are strong drivers of entrepreneurial behavior, especially among those who feel they have limited opportunities in the labor market. From the perspective of a developing economy, Uddin and Bose (2012) established that young people in Bangladesh tend to regard entrepreneurship as a realistic solution to unemployment. Their study also showed that negative job prospects play a major role in influencing entrepreneurial intention, particularly among female students who experience multiple social and economic limitations. Uike (2019) the research demonstrates that when push factors are strong, it is likely that more new businesses will emerge since entrepreneurship is the most viable alternative. Of the push factors, poverty and unemployment are the most significant in pushing individuals towards entrepreneurship because they can't do anything else to earn a living. Joseph, I. (2017) The decision to become an entrepreneur during periods of high and rising unemployment is influenced by how much self-employment is viewed as a realistic alternative to unemployment. Fear of unemployment, therefore, arises not only as a psychological stressor but also as a rational economic inducement towards entrepreneurial intention among women. Such a link has been empirically validated in various studies and socio-economic settings and affirms that adversity at the situational level has the ability to create opportunity-seeking behavior. While significant, the gendered nature of unemployment—its impact on women's entrepreneurship options—has not yet been fully explored in Indian settings. In order to close this gap, this study will empirically investigate how women students in Manipur's fear of unemployment functions as a situational driver of their intention to start their own business. The investigation thus develops the following hypothesis:

**H1: Fear of unemployment has a positive impact on women's entrepreneurial intention.**

**Family commitment and responsibility and women's entrepreneurial intention:**

The conflict between work and family life is exacerbated when professional and family responsibilities are taken up at home. Women find it harder to separate their personal and professional lives, which raises stress levels and

increases the risk of burnout. Thayanne et al., (2022). Brownhilder (2021) The report highlights how crucial work-life balance is for female entrepreneurs. It demonstrates that a healthy work-life balance both directly influences and modifies the association between growth intentions and role salience. This implies that women are more likely to wish to grow their enterprises if they can balance work and family responsibilities. Francesca et al., (2016) Women's work, family responsibilities, and roles as mothers, wives, and daughters can both aid and hinder their business endeavors. This dual nature highlights the significance of taking into account family dynamics in studying women's entrepreneurial desire. the necessity to secure the well-being of the family tends to drive women towards flexible and autonomous career options, like entrepreneurship (Jennings & McDougald, 2007). Entrepreneurship provides autonomy over time and income, which helps women better accomplish caregiving responsibilities (Manolova et al., 2007). Conversely, overbearingly high family obligations—particularly in patrilineal families—can limit women's ability to actively pursue entrepreneurial activities. Matsumoto et al. (2022) discovered that female entrepreneurs with high caregiving responsibilities tend to find it difficult to expand their businesses because they suffer from time and emotional exhaustion. But research like that of Amatea et al. (1986) contends that women who have strong family identities can still embark on entrepreneurship where they believe that being an entrepreneur is consensual with the role of caring. Andersson, et al., (2007) Women, being main caregivers, are pressured by having to balance family and societal expectations, and as a result, may not have many opportunities for entrepreneurship. Zubaida Qazi et al., (2022) the study indicate that family role identity negatively affects entrepreneurial intention. This is an indication that conventional family roles can restrict women's desire to be entrepreneurs. Abeh et al., (2017) The conventional roles of women as caregivers in Nigerian households can hinder their entrepreneurial ability by restricting their time and resources. This limitation can possibly lower their entrepreneurial intentions, as they struggle with the expectation of their family obligations and societal roles. The findings of many studies have offered differing opinions about how women's entrepreneurial purpose is influenced by their commitment to their families and little research on these contextual factors is available in India's perspective. Consequently, the below hypothesis has been established:

**H2: Family commitment and responsibility to Family positively impact Women's entrepreneurial intention.**

**Contribution to family income and wellbeing and intention of women towards entrepreneurship:**

In order to support their family and enhance the general well-being of their households, female entrepreneurs can benefit from the growth of their business by earning additional revenue. Thomson ( 2002). Sibomana & Ingabire (2018) In Rwanda, women's entrepreneurial activities have created the ability to pay for health insurance and education, thereby contributing to the general well-being of their families. Muhammad et al.,(2021) It has been

established that women's involvement in informal entrepreneurship improves their families' quality of life. This includes better education and health. According to the research, women's profits from their entrepreneurial endeavors significantly improve their overall well-being, which influences a number of factors such as income levels, educational attainment, health, and social activity participation. These results highlight how crucial informal entrepreneurship is to improving people's and their families' quality of life. Iji et al. (2021) A study carried out in Nigeria indicated that 97.41% of women do not rely entirely on their husband's income. Women entrepreneurs are crucial to the financial security and well-being of families. Women's entrepreneurship is crucial to the well-being of households, as evidenced by the fact that 63.70% of women spend their money on home expenses. According to Dhekale (2016), Indian women entrepreneurs have demonstrated crucial contributions to eradicating poverty

through job creation and generation of income, contributing not only to the well-being of their families but also to the general economic health of their communities. Tyagi (2017) The paper emphasizes how much women's entrepreneurship contributes to the economy and household prosperity overall. Evidence that women are breaking into previously male-dominated industries is becoming more and more clear, proving their capacity to propel economic development. The relationship between women's entrepreneurial goals and their effects on family income and well-being is not widely studied empirically, despite the importance of women's entrepreneurial endeavors in boosting family income and general well-being. Hence, the study hypothesises:

H3: Contribution to family income and well-being has a positive impact on women's entrepreneurial intentions.

**RESEARCH METHODOLOGY:**

The study applied a quantitative approach, administering a structured questionnaire to systematically assess the variables affecting women's entrepreneurial intentions (EI). The research population consists of 204 female students from several universities that offer entrepreneurship courses in Manipur. First, each item was subjected to a principal component analysis (PCA) utilizing Varimax rotation. Items with large cross-loadings or very low factor loadings were eliminated from the analysis. The remaining elements were subjected to factor analysis once more. Regression analysis, Cronbach's alpha reliability testing, and correlation analysis are the primary research instruments. Cronbach's alpha was calculated to assess the reliability of the scales used to measure the psychological variables. This approach gave a reflection of the internal consistency of these scales for entrepreneurial intention, fear of unemployment (FU), family commitment and responsibility (FC), and contribution to family income and wellbeing (CTFI). Lastly, regression analysis was used to cross-tabulate and test the assumed relationships between the psychological constructs and entrepreneurial intention. The method facilitated the estimation of the path coefficients ( $\beta$ ), the statistical significance of the relationships (using t-statistics and p-values), and the impact size (using Cohen's  $f^2$ ). Each psychological factor's impact on entrepreneurial intention was discovered with the help of regression analysis. In conclusion, correlation analysis, regression analysis, and the Cronbach's alpha reliability test were used in the study to examine the connections between psychological and demographic factors and how they affect entrepreneurial intention.

**DATA ANALYSIS AND RESULT:**

**Table 1: Correlation Between Demographic Variables and Entrepreneurial Intention (EI)**

Variable	Coefficient correlation (r)
Age and EI	0.013
Marital Status and EI	-0.018
Income and EI	-0.233
Education Level and EI	0.008
Children and EI	0.023

The correlation between demographic variables and entrepreneurial intention (EI) is weak or nonexistent in most cases. The near-zero relationship ( $r = 0.013$ ) between age and EI suggests that age does not have a meaningful impact on entrepreneurial intent within this sample. In the same vein, educational attainment also had little to no impact on EI ( $r = 0.008$ ), implying that academic attainment per se is unrelated to entrepreneurial motivation. Marital status ( $r = -0.018$ ) and family size ( $r = 0.023$ ) also showed no significant relationships with EI. Income exhibited a slightly higher but still low negative correlation with EI ( $r = -0.233$ ), suggesting that those with higher incomes are less entrepreneurial, perhaps because they have less financial pressure or risk aversion. In general, none of the demographic variables tested had a strong effect on entrepreneurial intention, suggesting the possible influence of psychological, social, or environmental variables as more important determinants.

**Table 2: KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.851
Approx. Chi-Square	2263.517
Bartlett's Test of Sphericity Df	190
Sig.	.000

The output of the KMO and Bartlett's Test confirms that the dataset is appropriate for factor analysis. The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy is 0.851, which falls in the "meritorious" range. This shows that the variables have a good degree of common variance and that the sample is good, making it appropriate for factor analysis to find structure. Moreover, the correlation matrix is not an identity matrix, and Bartlett's Test of Sphericity is statistically significant (Chi-Square = 2263.517, df = 190, p <.001). This shows that the variables are sufficiently correlated to justify the application of factor analysis. In general, both tests ascertain that factor analysis is suitable for this data set.

**Table 3: Exploratory Factor Analysis:**

Factor	Eigen value	% variance	Item factor loadings
1	7.367	18.45%	CTFI1 (.695), CTFI2 (.650), CTFI3 (.792), CTFI4 (.806), CTFI5 (.844)
2	2.573	18.15%	EI1 (.753), EI2 (.831), EI3 (.690), EI4 (.786), EI5 (.688)
3	1.619	14.54%	FU1 (.511), FU2 (.849), FU3 (.529), FU4 (.785), FU5 (.705)
4	1.332	12.39%	FC1 (.819), FC2 (.809), FC3 (.594), FC4 (.655), FC5 (.692)

EFA supported a distinct four-factor structure from eigenvalues > 1, accounting for about 63.53% of the total variance. Factor 1, with an eigenvalue of 7.367, had variance explained by it of 18.45% and contained items CTFI1 to CTFI5, all having high loadings greater than 0.65. This proves a unidimensional underlying construct being measured by all of these items. Factor 2, with variance explained of 18.15% and an eigenvalue of 2.573, contained items EI1 to EI5, each loading highly greater than 0.68, proving another unique dimension in the data. The third factor, with an eigenvalue of 1.619 and variance explained as 14.54%, included items FU1 to FU5, indicating a distinct and meaningful construct. The fourth factor comprised items FC1 to FC5 with an eigenvalue of 1.332 and variance explained as 12.39%, indicating good item clumping and internal consistency within the factor.

**Table 4: List of construct: Reliability Test**

Construct	No. of items	Cronbach's alpha
EI	5	.884
FU	5	.827
CTFI	5	.717
FC	5	.710

**Table 4 lists the Cronbach's alpha for the constructs of the study, which assesses the Cronbach's alpha or reliability of the scales applied.**

Entrepreneurial Intention (EI) registers a high Cronbach's alpha of 0.884, which signifies very good reliability, i.e., the items that measure EI are highly consistent. Fear of Unemployment (FU) also has high reliability with an alpha of 0.827, within the range for good reliability. Contribution to Family Income and Wellbeing (CTFI) with an alpha of 0.717, is within the acceptable range, but would only indicate moderate internal consistency. Likewise, Family Commitment(FC) with Cronbach's alpha of 0.710, is also acceptable but lower than the other constructs. Generally, the scales show excellent to good reliability with all constructs showing acceptable internal consistency, apart from minor scope for improvement in FC and CTFI. These results indicate that the questionnaires applied in this research are reliable in measuring the intended constructs.

**Table 5: Hypothesis testing**

Hypothesis	B	T	P	f <sup>2</sup>	R <sup>2</sup>	Decision
H1: FU → EI	.563	9.69	.000	.464	.453	Accepted
H2: FC → EI	.192	2.766	.006	.038		Rejected
H3: CTFI → EI	.598	10.555	.000	.557		Accepted

A statistically significant and robust connection with a  $\beta$  of 0.563 is seen in Table 5, H1 (FU → EI), suggesting that EI grows as FU does. The p-value of 0.000 and the t-statistic of 9.69 confirm that the correlation is highly significant. Moreover, a huge impact size is revealed by the Cohen's f<sup>2</sup> value of 0.464, indicating that FU greatly influences EI and that FU contributes enormously to EI, suggesting that a major factor in influencing women's entrepreneurial ambitions is their fear of unemployment, which drives many of them to launch their own companies to achieve financial independence and security. The results for H2 (FC → EI) show a weak but positive correlation with  $\beta$  of 0.192. Although the t-statistic of 2.766 is significant at p = 0.006,

the effect size is small with f<sup>2</sup> of 0.038, meaning that FC only has a trivial effect on EI. Thus, H2 is rejected since FC is not a significant predictor. H3 (CTFI → EI), the findings have a strong positive association with  $\beta$  of 0.598 and show a large and significant effect. The t-statistic value of 10.555 and p-value of 0.000 further affirm that this is an extremely significant association. The f<sup>2</sup> of 0.557 further reflects a large effect size, i.e., Contribution to family income strongly affects women's entrepreneurial intention. Both FU and CTFI are significant factors in influencing women's entrepreneurial ambitions, as evidenced by the model predictors' R<sup>2</sup> of 0.453, which shows that they explain roughly 45.3% of the variance in entrepreneurial intention.

## **DISCUSSION:**

The findings show that demographic characteristics like age, marital status, income, education, and the number of children have minimal effect on women's entrepreneurial intention (EI), lending credence to research from other studies (Nabi et al., 2018; Shinnar et al., 2018) highlighting the supremacy of psychological and situational variables over demographic variables in predicting entrepreneurial behaviour. Interestingly, fear of unemployment (FU) was a positive, significant predictor of EI, confirming Ajzen's (1991) Theory of Planned Behaviour that perceived behavioural control affects intention, implying that economic insecurity is a strong spur to entrepreneurial action by women. Moreover, the strong positive connection between family income contribution and wellbeing (CTFI) also underlines the role of women as economic contributors in the household, supporting the argument by Brush et al. (2009) that necessity motivations often catalyse female entrepreneurship. While family commitment (FC) was statistically significant, its small effect size suggests that while caregiving roles are central to women's existence, these do not significantly influence entrepreneurial intention and could, in turn, be indicative of competing demands, as argued by Shelton (2006). As a whole, these results affirm the need to address economic pressures and structural family roles in the development of interventions to promote women's entrepreneurial participation

## **CONCLUSION:**

This study provides a worthwhile understanding of the factors influencing women's intentions to start their own business (EI), particularly among women university students in Manipur. The findings demonstrate that traditional demographic factors including age, income, education, and marital status, and childbearing have minimal effects about women's choices to become business owners. In their place, contextual and socio-economic factors such as the threat of job loss and motivation to enhance family income and welfare came out as important determinants of entrepreneurial intent. These findings suggest that women's reasons for starting their businesses are largely driven by economic need and social responsibility instead of demographic characteristics. While family commitments are typically seen as significant in women's career decisions, this study found it to have a lesser impact on entrepreneurial intentions. This underscores a possible shift in women's priorities or their ability to balance familial duties with entrepreneurial goals, particularly in economically constrained settings. As this study focused on university women in Manipur, future research should widen its scope to encompass successful female entrepreneurs to examine the real-world challenges and barriers they encounter in practice. Comparative studies between male and female entrepreneurs could even establish how gender-specific work-life balance and family roles impact entrepreneurial success. In addition, in conflict- or politically instigation-affected regions such as Manipur, more research is needed on the effect of environmental elements on entrepreneurial goals, including social pressure, economic hardship, and political upheavals among women. The involvement of many actors, such as

the government, the education sector, NGOs, and community groups, is paramount in building an enabling ecosystem for women entrepreneurs. Future studies need to examine how certain interventions, especially entrepreneurial education, mentoring, and access to capital, can affect the EI contextual factors relationship. Understanding these dynamics can assist in creating policies that not only stimulate women's entrepreneurship but also address the systems-based challenges they face, hence fostering inclusive and resilient entrepreneurial ecosystems. Overall, this study adds to the expanding corpus of research highlighting the significance of socioeconomic, psychological, and context-specific factors influencing women's entrepreneurship, particularly in developing and conflict-stricken areas. The findings gained can help policymakers and institutions in designing gender-sensitive strategies for promoting women's entrepreneurial activities and enhancing their socio-economic inclusion.

## **LIMITATIONS AND SCOPE FOR FUTURE RESEARCH:**

Despite offering meaningful insights into the entrepreneurial intentions (EI) of university women in Manipur, this study has several limitations that warrant consideration. The sample utilized in this study was confined to female university students, thereby limiting the generalizability of the findings to a wider population, including women from various age groups, educational backgrounds, employment statuses, and rural settings. Moreover, the study predominantly concentrated on psychological and socioeconomic factors, without a comprehensive exploration of institutional, cultural, or political variables that may significantly influence entrepreneurship in conflict-affected regions such as Manipur.

Future research should aim to expand its scope by incorporating a more diverse and representative sample, including successful women entrepreneurs, individuals from rural communities, and those across varying socioeconomic strata. Longitudinal studies are recommended to monitor shifts in entrepreneurial intentions over time and to assess the actual transition from intention to action. Comparative studies examining differences between men and women could yield valuable insights into the gender-specific challenges and motivations within entrepreneurial ecosystems. Additionally, further investigation is warranted regarding the external factors—including government policies, access to capital, entrepreneurial education, mentorship, and support networks—that shape women's entrepreneurial trajectories. Considering the distinct socio-political context of Manipur, research that analyses the impact of regional instability, cultural expectations, and community norms on women's entrepreneurship would greatly contribute to the existing literature and inform more effective policy interventions.

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