THE ROLE OF BUSINESS NETWORKING ON FEMALE ENTREPRENEURIAL SUCCESS

Submitted by

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Abstract

The purpose of this research was to determine the impact of business networking on female entrepreneurial success. The research further determined the effects of deep-rooted sociological factors affecting women on their ability to create and foster business networks. To complement connotation to the overarching objective of this study, the research determined the effects of these sociological factors on how women perceive men's networking conducts.

Foregrounded in social network theory underpinned, a quantitative study was conducted to test the three hypotheses that tested the correlation between constructs. Using a cross-sectional research method, an online survey was administered to female entrepreneurs residing in South Africa, operating business of different sizes from a variety of industries. Spearman's correlation was used to test whether a statistically significant relationship existed between the variables.

Empirical evidence from the study indicates a negative correlation between business networking and female entrepreneurial success, while a negative correlation is identified between sociological factors affecting women and their ability to create business networks. This study envisages to add to the body of knowledge on academic studies pertaining to female entrepreneurship in general. The paper alludes to business implications. Further research is delineated.

Keywords:

Female Entrepreneurship, Networking, Social Network Theory, Women-Owned Businesses

Declaration

I declare that this research project is my own work. It is submitted in partial fulfilment of the requirements for the degree of Master of Business Administration at the Gordon Institute of Business Science, University of Pretoria. It has not been submitted before for any degree or examination in any other University. I further declare that I have obtained the necessary authorisation and consent to carry out this research.

Tshegofatso Blessing Makofane 07 November 2018

TABLE OF CONTENTS

List of Figures

List of Tables

CHAPTER 1: INTRODUCTION TO THE RESEARCH PROBLEM

1.1 Introduction

Economists and policymakers have identified entrepreneurship as one of the significant contributors towards shaping the economic landscape of any country (Galindo & Méndez, 2014). Entrepreneurship has been an instrumental contributing factor towards economic growth through job creation and poverty alleviation across the globe, especially in developing economies. Furthermore, research studies on global economic performances have established a significant correlation between economic growth in developing nations and female entrepreneurship (Bardasi, Sabarwal, & Terrell, 2011). Studies reveal that the role of women in contributing to the global economic growth cannot be underestimated (Acs, Bardasi, Estrin, & Svejnar, 2011). As the research on female entrepreneurship continues to expand, researchers argue that there still exists challenges faced by female entrepreneurs that hinder the success of their businesses (Marlow & McAdam, 2013). One of the barriers identified by Marlow and McAdam (2013), is the inability of females to create and foster business networks required to enable entrepreneurial success. The primary purpose of this study is to illustrate the significant effect of creating and fostering business networks towards the success of female entrepreneurs.

This chapter entails the background to the research problem as well as outlines the aims and objectives which the research study intends to accomplish. The scope of the study is highlighted to explicate the context in which the research study is performed. Furthermore, this chapter articulates the relevance and contribution of the study to the business and academic environment.

1.2 Research Background

Given the globalization of economies, the need to create and foster business networks has become crucially important for businesses (Schoonjans, Van Cauwenberge, & Vander Bauwhede, 2013). Business networking phenomenon has become one of the most crucial entrepreneurial studies due to its contribution towards business success. Extensive theoretical studies have been conducted to demonstrate the importance of building business relationships through the creation of business networks (Moensted, 2010).

Networks within the business sphere are defined as a range of acquaintances that enable the business to run efficiently strategically, operationally and technologically through knowledge and information sharing (Bramoullé, Kranton, & D'Amours, 2014). These can be suppliers, customers, financiers, distributors, contractors amongst other essential and required networks. Networks highlights the necessity of interdependence amongst organisations to drive success.

Studies conducted by Moensted, (2010) and Stam, Arzlanian, & Elfring, (2014), indicate that there exists a significant correlation between formal business networking and growth of the business. This notion is complemented by Schoonjans et al., (2013) who describe the role of networking in businesses as vital in acquiring resources that are essential for the success of the firm. Further literature studies indicate that businesses that can create strategic networks and alliances in their industry of operation, can source their resources in an easy and simple manner than those that don't (Hogarth & Karelaia, 2012).

The notion of creating business networks illuminates yet another essential study in the entrepreneurial field to understand its impact on entrepreneurial success. An increasing number of studies have indicated that entrepreneurs benefit extensively from networking as it facilitates innovation and fosters new ways of problem solving (Aldrich & Yang, 2014) and (Berrou & Combarnous, 2012). More studies reveal that entrepreneurs who lack efficient business networks lack the necessary resources and knowledge needed to facilitate their business effectively (Gronum, Verreynne, & Kastelle, 2012). Park, Shin, and Kim (2010) expanded the study on entrepreneurs and the significance of business networks by looking at how different firm sizes network. Their study indicates that business networks creation for entrepreneurships is considered to drive learning and innovation, which enhances their business growth.

1.3 Research Problem, Objective and Motivation

1.3.1 Problem Statement

Despite the growing academic literature on creating and fostering business networks and its benefits, a gap remains in assessing the effectiveness of female entrepreneurs in developing strategic networks for their businesses. The proficiencies or lack thereof associated with

developing and fostering business networks for female entrepreneurs is a fundamental concern in their roles as entrepreneurs. Recent academic literature such as studies conducted by Bardasi et al.(2011), indicate that women largely focus on building professional networks for career development but the drive to build networks in the entrepreneurial space is lacking. However, their male counterparts are seen to have successful entrepreneurial networks (Loscocco, Monnat, Moore, & Lauber, 2009).

Gender based entrepreneurial studies highlight different approaches to entrepreneurship and business networking by men and women. Studies by Thebaud (2010) highlight the cultural philosophies surrounding gender entrepreneurship and the role this plays in determining the success of men and women in business. Deep rooted sociological beliefs are believed to have a major contribution towards the success of women in entrepreneurship. Women have suffered sociological marginalisation over centuries that vastly affected their ability to contribute in economic activities (Aterido & Hallward-Driemeier, 2011). Futhermore, entrepreneurship has been considered to be a masculine activity which has been particularly been viewed as a male job (Thebaud, 2010). A study by Bönte, Werner and Piegeler (2013) confirms this notion, revealing that men have been researched to be more competitive, have higher entrepreneurial orientation and are less risk averse than women. Based on these studies, it is therefore reseasonable to suggest that men perform better in entrepreneurial activities than women. Lee and Marvel (2014), however, contradicts these studies by stating that social theory describes men and women as inherently different. Therefore their approaches to entrepreneurial activities will be different, thus not one less effective than the other. This has resulted in the need to study the effect of sociological drivers that prevent women from fully participating in entrepreneurial activities with particular focus on developing and fostering business networks.

While the number of females in the entrepreneurial field is growing, studies reveal that women consistently perceive themselves to be less entrepreneurial than men when conducting business activities (Thebaud, 2010). Studies by Ascher (2012) states that these perceptions are slowly decreasing as the level of entrepreneurial passion of women increases and their activities in entrepreneurial activities increases. There is however limited research that describes women's perception of how men run their businesses and how they develop business networks.

Men are however considered to build different entrepreneurial networks than females due to embedded characteristics of both men and women (Loscocco et al., 2009). The study states that women face constraints associated with the social structure within society, suggesting that since men are considered to have higher social status than women, they tend to have better opportunities to create networks that are essential for their businesses (Chen et al., 2015). A different study by Watson (2012) suggests that men have similar networking opportunities as women if experience, age, type of work and industry are considered. These conflicting ideologies prompt a consistent look into networking for female entrepreneurs in making success of their businesses.

1.3.2 Purpose Statement

The main purpose of this study is to determine the effect of creating and fostering business networks towards the success of female entrepreneurs.

1.3.3 Objectives of the Study

The objective of the study is to bring an in-depth understanding of business network creation as one of the factors that enable business growth through an empirical quantitative study of female owned businesses. Through this study, the researcher will understand the effect business networking has on the success of female entrepreneurship. Furthermore, the study will attempt to illustrate the effect of sociological factors have on the ability of women in developing and fostering business networks. The research conducted will contribute towards an understanding of social barriers that impact female owned businesses. In addition, vast research has been conducted on the perception of men by women on entrepreneurial success, however there is limited research on how women perceive the networking behaviour of men. Thus this research will enlighten this concept to better understand the differences in networking patterns of women compared to men.

The findings of the report will help to build a broader learning framework for female entrepreneurship. Moreover, the need to address the construct of sociological philosophies that prevent the audaciousness and abilities of females to create business networks is crucial. This study will illuminate the voice of women in the business environment that has been enveloped for centuries.

The specific objectives of the study are as follows:

- The overarching research objective of this study is to ascertain the relationship between networking and female entrepreneurial success
- To determine the impact of cultural and sociological beliefs that influence the ability of females in creating business networks
- To establish differences in female networking behaviour as opposed to men networking behaviour.
- To establish how female entrepreneurs, perceive males business networking behaviours and styles
- To recommend interventions to improve networks creation amongst female entrepreneurs

1.3.4 Business Motivation and Relevancy

Entrepreneurship is globally recognized as a potential contributor towards economic development and it aids with poverty alleviation and reduction in unemployment levels especially in developing countries. Women in particular play a vital role in contributing towards economic growth as reflected by the increasing number of women-owned enterprises globally (Bardasi et al., 2011). Over the past century, there has been significant growth in women participation in entrepreneurial activities in developed, transitioning and developing nations (Ayyagari, Beck & Demirguc-Kunt, 2003).

An annual study conducted by The Global Entrepreneurship Research Association confirms the findings by Ayyagari et al., (2003), affirming in their 'Global Entrepreneurship Monitor: 201 Women's Report' that "at least 126 million women were starting or running businesses in 67 economies across the globe" (Kelley, Brush, Greene, Litovsky, & Yana, 2012). They further stated that the economic impact of women entrepreneurs in the US resulted in $4 trillion in the years between 2006 and 2008. While this success is impressive in developed nations, it is also essential to note successes and impact of such businesses in transitioning economies. A study on success factors on women entrepreneurs in Malaysia indicates that businesses cultivated by women has seen development and resilience which boosts the overall gross domestic products of the country (Alam, Fauzi, Jani, & Omar, 2011). Also, studies reveals that women-owned businesses participation is now represented in almost all sectors of the economy although prevalence is in the services and public sector (Acs, Audretsch, Braunerhjelm, & Carlsson, 2012).

Bardasi et al. (2011) argue that the reality is that women entrepreneurs are still in the minority and that there are considerable number of barriers and challenges that continue to hinder the entrepreneurial performance of women entrepreneurs. Authors like Ascher (2012) and De Vita, Mari, & Poggesi, (2014) agree that women entrepreneurs particularly in developing nations continue to encounter obstructions in the entrepreneurial space that relate to issues such as financial support, obtaining credit and cultivating business networks amongst other challenges. Bönte et al., (2013) state that deep rooted sociological setups in societies have substantially contributed towards weakening women's confidence in running their businesses compared to their male equivalents.

The motivation of this research study originated from the need to empirically assess how female entrepreneurs build reliable business networks and how they leverage the relationships to improve their way of sourcing resources, knowledge and information required to operate their businesses. The research study was designed to illuminate networking as one of the core fundamental and valuable prerequisites in successfully operating a business. An understanding of these phenomena will highlight inherent challenges faced by women in the economic environment as well as seek practical solutions females should follow to improve the manner in which they create business network, thus making this study relevant. Furthermore, the study ascertains the differences between the manner in which females create networks compared to their male counterparts. This research study can motivate for networking to be one of the focal points of entrepreneurial studies taught in business schools globally.

1.3.5 Academic Motivation and Relevancy

The study is designed to advance theoretical literature on entrepreneurship and female entrepreneurship as essential constructs in the equation relating to the networking for business success.

As far back as 1930, Émile Durkheim and Ferdinand Tönnies generated the foundation literature that contributed towards the theory of social networks Borgatti & Ofem (2010), which is used as the primary theory for this study. Their studies reveal that instrumental links formed between individuals are essential for mutual benefits. With evolving networking studies, scholars have applied the concept to business environment and how business owners create valuable links that are essential in economic performance of their organizations.

With women participating later in economic activities, studies pertaining to female entrepreneurship are still evolving, thus creating the need for further learnings. This paper thus forms a fundamental contribution towards the study that links female entrepreneurial success and the importance of creating business networks by contributing towards academic literature in a three-fold manner;

(1) Extend literature on networking:

Within the study of entrepreneurship, there are extensive studies on networking as a force that drives entrepreneurial success and eventually economic growth. However, the female construct has been omitted despite its importance and relevance to entrepreneurial studies. This study will contribute towards academic study on female networking capabilities and how they can be differentiated from men in an entrepreneurial context. The study addresses sociological factors that hinder networking capabilities, therefore this added dimension will add to the understanding of networking for female entrepreneur. Furthermore, this study will elaborate the use of social networking theory by applying to women entrepreneurs.

(2) Extend literature on female entrepreneurship:

Secondly, the study aims to extend the literature on female entrepreneurship and economic growth by focusing on networking as one of the means to business success. While this study is applicable on a global context, undertaking the study in a developing country such as South Africa which is underrepresented in literature will contribute towards academic studies in emerging economies. With increasing number of women participating in entrepreneurship, it is pertinent that efforts be invested in broadening the knowledge of female entrepreneurship in order to conduct businesses efficiently and effectively.

3) Extend literature on gender-based entrepreneurship:

Studies reveal that males possess personal characteristics that enable them to be audacious when creating business networks as opposed to women (Nga & Shamuganathan, 2010). This study, therefore will contribute to gender and entrepreneurship literature by investigating the differences between how male and female entrepreneur's network and how their networking styles translate into business success. Furthermore, the study is intended to expand literature on women's perception of male networking conduct and the impact this may potentially have on their abilities to create and foster business networks.

1.4 Research Scope

The scope of this research included an analysis of the role of networking on entrepreneurial success for females owning enterprise of different sizes and participating in different industry sectors found in the South African context. The study was extended to all provinces within South Africa. The researcher believed that the South African context provided applicability to the rest of the other global economies especially in emerging markets and developing nations.

1.5 Structure of the Research Project

The layout of the research project set as follows:

Chapter 1: **Problem Statement** – This chapter describes the problem statement, defines the study's theoretical and business relevance and finally outlines the objectives of the study.

Chapter 2: **Literature review** – A review of literature behind the intended study of the role of networking on the success of female entrepreneurship is presented. Furthermore, relevant theoretical frameworks are used to build on the constructs to be measured and tested.

Chapter 3: **Research hypotheses** - Outlines the hypotheses to be verified in the study.

Chapter 4: **Research methodology** – This chapter presents the adopted research methodolody undertaken suitable for the research study.

Chapter 5: **Research results** – This chapter will present the empirical results of the conducted study.

Chapter 6: **Discussion of the results** – This chapter undertakes discussion of results based on the problem statement discussed in Chapter 2 and the literature review conducted in Chapter 2.

Chapter 7: **Conclusion** – This chapter outlines the principal findings of the study, implication of the study for business and academia as well as concludes the research study.

CHAPTER 2: THEORY AND LITERATURE REVIEW

2.1 Introduction

The fundamental purpose of this research study is to determine the role of business networking on female entrepreneurial success. The academic literature undertaken in this chapter will provide insights into previous studies conducted to support arguments on how female entrepreneurs create business networks to sustain and grow their businesses.

Extensive theoretical and business studies have been undertaken to build sufficient knowledge around entrepreneurship and female entrepreneurship in particular. This chapter will begin by outlaying the background and context on entrepreneurship and female entrepreneurship, define the concept of entrepreneurial success through academic literature and outline the definition,

The concept of networking is viewed as essential in this study, and thus literature is utilized to support this notion. The primary theoretical framework for this study is based on social networking theory that offers the conceptual understanding of the complexity and dynamism surrounding building relationships that presents mutual benefits for all members of the network. Characteristics and benefits of networking are discussed in detail to highlight the necessity of building networks within a business context.

A critical literature review pertaining to sociological factors that prevent female entrepreneurs from creating the relevant and appropriate business networks necessary for the success of their businesses is undertaken. The objective of this review is to critically analyse societal barriers that have prevent women from participating fully in economic activities, thus being unable to create business networks that are essential for economic performance of their entities. Furthermore, the research will outline the differences in networking styles between men and women, to highlight shortcomings preventing women from fully forming business networks.

Finally, based on highlighted insights from the academic literature review, relevant constructs and sub-constructs on the research problem will be drawn in order to draw arguments that will develop the appropriate hypotheses.

2.2 Entrepreneurship

Entrepreneurship has been a field of research studies for many years. According to Carlsson et al. (2014), the concept of entrepreneur and entrepreneurship have rapidly evolved over the years, however as the years progresses the phenomenon has engrossed further academic studies for in-depth knowledge. Earlier academic studies define an entrepreneur as a small business owner who utilizes capital and labour to generate profit for their business (Blanchflower & Oswald, 1998). As literature on the entrepreneur evolves, economists have refined the definition to suit the evolving state of the business environment. Recent studies define an entrepreneur as a team of individuals or an individual who creates an innovative business opportunity, recognizes and utilizes the required resources for the success of the business venture (Grimm, 2011). Carton, Hofer and Meeks (1998) have taken the approach of defining an entrepreneur as someone who undertakes the entrepreneurial activities through entrepreneurship.

In defining entrepreneurship, Sahut and Peris-Oritz (2014) state that entrepreneurship involves “the studies of sources of opportunities, the process of discovery, evaluation and exploitation of opportunities, and the set of individuals who discover, evaluate and exploit these opportunities” (p665). Another school of thought defines entrepreneurship as the process that adopts creativity and innovation to translate ideas into profitable outcome Ascher (2012). He further adds that entrepreneurship is critical in utilizing knowledge and innovation to create goods and services that contributes towards economic development. However, it is argued that entrepreneurship is not entirely restricted to innovations, but rather results from human motivation such as desire for independence, passion, ambition and drive which affects both males and females (Barakat, Boddington, & Vyakarnam, 2014).

It is plausible to assume that ambition and motivation are important factors that drives entrepreneurship. This is supported by entrepreneurial concepts such as entrepreneurial self-efficacy that are highly vital to the success of entrepreneurs. Entrepreneurial self-efficacy draws its connotation from Albert Bandura’s self-cognitive theory, that entrepreneurial self-efficacy points to a person’s confidence in realising their capabilities to perform in order to achieve productivity, creativity and innovation (Barakat, Boddington, & Vyakarnam, 2014). Furthermore, according to Cardon, Wincent, Singh & Drnovsek (2009), entrepreneurial passion plays an essential role in entrepreneurship. This is distinguished as passion for entrepreneurs to identify, invent and explore new opportunities, passion for growing and expanding an organization (Campos, 2017). Previous researchers have suggested that entrepreneurial passion can promote entrepreneurial behaviours such as opportunity

recognition (Biraglia & Kadile, 2017). Recognizing and creating these opportunities can promote product innovation within an organization and encourage creative resource acquisitions (Cardon et al., 2009). Campos (2017) further expounds this concept as crucial in that when entrepreneurs possess the right levels of passion for creating new ideas, they manifest activities that will potentially grow the business. These concepts are relevant to this research study as it relates to the manner in which entrepreneurs can use their ambition, drive, passion and motivation to create business networks that will aid in growing their businesses

While entrepreneurial self-efficacy and passion are deemed important antecedents of the success of entrepreneurship, literature expanded this concept by developing another essential factor of entrepreneurship; entrepreneurial orientation. Khedhaouria, Gurău and Torrès (2015) define entrepreneurial orientation (EO) as "the process by which strategy-making policies and practices are used by firms to identify and launch new ventures through innovativeness, proactiveness, risk taking, competitor aggressiveness and autonomy" (p485). These aspects of EO are well articulated in early researches by Lumpkin & Dess, (1996), who linked EO to performance of an organization, suggesting that increasing EO levels within an organization is valuable as it increases levels of performance within the firm. They defined proactiveness as the preparedness and attitude that allows them to act swiftly upon activities in the market place Risk-taking is associated with willingly committing company's resources to projects whose success is not guaranteed, competitor aggressiveness denotes the challenge the organization puts to its rivals in the industry in order to achieve new entry or strengthen the existing position. Autonomy refers to cradle to crave of ideas within an organization. Innovativeness within EO as a propensity to create and support new and creative ideas and processes within an organization.

Over the years academic literature has linked entrepreneurship with economic growth and development (Acs et al., 2012). There seems to be aligned school of thoughts in literature on the purpose entrepreneurship serves to increase economic development. Empirical studies considered entrepreneurship as the value driver of economic growth in modern times (Carlsson, et al., 2014). In a very convincing argument linking entrepreneurship and economic development, Audretsch (2007), has used the Solow Growth model (that utilizes factors such as investment, capital, production, labour and knowledge) to illustrate the critical contribution of entrepreneurship towards economic growth and development.

While other researchers agree with the linkages between entrepreneurship and economic development, other scholars such as Naudé (2014) deem the notion to be contextual and thus dependent on the countries' institutions such as the property rights, contract enforcement and

good governance. These are important in facilitating economic development in any country and thus if they are not effective and efficient, entrepreneurial activities will not flourish.

The practical study of entrepreneurship is demonstrated by The Global Entrepreneurship Research Monitor which gives an internationally comparable statistics on entrepreneurial activities for different countries on an annual basis. The purpose is to provide high quality and detailed reporting of the performance of entrepreneurship to further understand the entrepreneurship concept. Of importance in the reporting is the national context for each country in which the entrepreneurial activity occurs (Global Entrepreneurship Monitor Consortium, 2017).

2.3 An Overview of Female Entrepreneurship

The relevance of female entrepreneurship in the entrepreneurial field has resulted in extensive research studies worldwide. According to Estrin and Mickiewicz (2011), the rise of female entrepreneurs worldwide and contribution towards global economic growth cannot be underestimated. Female entrepreneurs in advanced and developing countries have become drivers of economic growth through job creation, poverty reduction, increasing productivity levels and balancing gender inequality (Acs et al., 2011).

The Global Entrepreneurship Monitor reports that female entrepreneurial activity has increased by 10% from 2015 to 2016 while gender gap has declined by 5% for same period (Global Entrepreneurship Monitor Consortium, 2017). Further studies indicate that as females' entrepreneurial activity increases, they are moving from informal business settings to formal business settings (Klapper & Parker, 2011). This is significant considering the barriers experienced by females when running their businesses.

Citing the World Bank Enterprise Survey, Bardasi et al. (2011) indicated the lagging performance gaps between males and females in their entrepreneurial activities in developing nations. Studies indicate that there are barriers to successful entrepreneurship that are specific to gender that constrain the performance of female entrepreneurs from fully utilizing their capabilities to the success of their businesses (Stephan & Uhlaner, 2011). These barriers include access to funding, not utilizing business networks cultivation to their advantage, and lack of education amongst a vast number of challenges. Of utmost importance, Bardasi et. al (2011) point out that some of these barriers are as a result of restrictions in generational social mobility of women in what seems like a male dominated field of work. A counter-argument by Bönte et al. (2013) identifies competitiveness as one of the main drivers for entrepreneurial

success and not so much the gender specificity. In their findings, they state that females are less competitive than males, which explains the gender-specific performance gap in entrepreneurship (Cardon et al., 2009). Research indicates that females are deemed to be more risk-averse, lacking the audaciousness and fearful to successfully start their business and continue running the businesses (Thebaud, 2010). According to Renko, Bullough, and Saeed, (2015), entrepreneurship entails the need to rely on self and ensuring the entrepreneur is equipped with the right tools to control their journey and destiny. Furthermore, it requires high levels of fearlessness and risk taking that helps with being able to be innovate and boldly seek opportunities.

While these many vast studies are important in the body of knowledge around female entrepreneurship, there still exist a gap in empirical studies on how cultural backgrounds can affect how women build business networks (Thebaud, 2010).

Very interestingly, more authors validate the insufficiency of women in managing entrepreneurial activities very well. Additional studies reveal that female entrepreneurs face challenges in their entrepreneurial activities due to insufficient and appropriate training relating to the line of business they are in, unbefitting experience background to contribute to business success, as well as clients and employees that do not take women seriously (Chen et al., 2015). It is not surprising that businesses owned by females are considered less profitable and grow at a slower pace compared to their male counterparts (Aterido & Hallward-Driemeier, 2011). This concerning phenomenon draws attention to the study of female entrepreneurship in formulating key solutions that can be developed to eliminate these barriers.

Despite the impressing figures showing an increase in female entrepreneurship activity, studies reveal that most of these businesses are primarily in the informal sector. A case study performed in the Indian economy reveal that women entrepreneurs are marginalized and engaged in low quality economic activities (Williams & Gurtoo, 2011). The majority of these businesses don't grow but rather remain in the informal sector.

A concerning matter relating to female entrepreneurship is the industries they chose to operate in. Studies reveal that female entrepreneurs are found in industries that are more service related than men. These include industries such as tourism, hospitality, retail, education and professional services amongst others (Robb & Watson, 2012). While a dim picture is painted by these authors, other authors such as Smith-Hunter and Kapp (2009) and Aderemi et al. (2008), are reporting an improvement where women are seen to be penetrating previously

male-dominated sectors such as information technology, manufacturing, engineering and mining.

2.4 Entrepreneurial Success

Despite extensive research on entrepreneurship, academic studies pertaining to the subject of entrepreneurial success and its criteria has not fully been researched (Fisher, Maritz, & Lobo, 2014). Throughout literature, entrepreneurial success is defined in many different ways. Obschonka, Silbereisen and Schmitt-Rodermund, (2011) utilize the Giessen- Amsterdam model of entrepreneurial success which states that for success to occur, the variables that feed into success must be aligned. These variables are goals, strategy, actions, personality, human capital and environment. Actions are central to the model and are based on strategies and goals set for the organization. When these variables are in sync with each other, the enterprise will generate the desired returns.

Another literature expounds entrepreneurial success based on the known economic and monetary gains for example profit, sales, return on investment, market share and firm size (Wach, Stephan, & Gorgievski, 2016). However, studies conducted by Fisher, Maritz, & Lobo, (2014) indicate that entrepreneurial success cannot be majored solely on financial performance, while Gorgievski, Ascalon and Stephan, (2011) also indicates that entrepreneurial success is multidimensional, and it goes beyond just financial indicators. In evaluating the insights that considers entrepreneurial success factors, Fisher et Al. (2014), found that entrepreneurs consider success from both personal and economic point of view. Other forms of entrepreneurial success considered important are balance of work and life, independence, work satisfaction and personal fulfilment.

Olakitan and Ayobami, (2011) aligns with Fisher et al. (2014) by stating that entrepreneurial success is dependent on the entrepreneur's personality and characteristics. Indicating that the strengths and weaknesses of an entrepreneur will determine if the business is successful or not.

In most studies, entrepreneurial success is linked to the survival of the enterprise within a specific number of years. Hogarth and Karelaia (2012) states that an organization that has survived the first five years of operation is considered successful. He further hypothesized that there's an approximate failure rate of 33% of entrepreneurs, while 50% don't even reach the first four years in operation.

However, for the purpose of this study, the following measures will be considered measures of entrepreneurial success.

2.4.1 Positive Organizational Performance

Organizational performance is considered an essential study that monitors and reviews the level of performance of an organization relative to its predetermined strategic goals and objectives (Richard, Devinney, Yip, & Johnson, 2009). The process of continuous assessment of organizational performance, often measured through measures such as a balanced score card, is essential as it ensures the organizations yield positive value for their shareholders. Organizational performance is considered diverse as it is measured through different indicators such financial performance, learning and growth measures, operational measures, market measures and shareholder value, amongst others (Richard et al., 2009). Financial performance is usually considered the primary measure of how an organization is performing as it measures the economic goals of an organization (Gentry & Shen, 2010). Key financial performance indicators include the profitability of an organization, positive cash flow and a healthy balance sheet (Capon, Farley, & Hoenig, 1990). In their argument against financial performance being the primary indicator of organizational performance, Davis and Albright (2004) indicate that financial indicators have been criticized due to easy manipulation thus not reflecting the true value of an organization. Gentry and Shen (2010) indicate that financial indicators can be incorporated with other measures such as market performance to get a better view of an organization's performance. Market performance is essential as they give an indication of how an organization is performing relative to its competitors in the market. This includes measures such as the revenues, market share and number of customers (Gentry & Shen, 2010). Although not highly rated organizational performance, learning and growth is one of the most important key indicators of how and organization is performing. It measures the skills set of employees utilized to achieve the desired performance of an organization (van Gelderen, van der Sluis, & Jansen, 2005).

2.4.2 Entrepreneurial innovation

According to Sahut and Peris-Ortiz (2014), innovation is an important entrepreneurial requirements that determines entrepreneurial success. Innovation is defined as the process of creatively generating markets, services or products in a manner that results in a profitable enterprise (Knudson, Wysocki, Champagne, & Peterson, 2004). Innovation is considered

essential in strengthening economic growth and thus regarded an important construct to be studied in relation to entrepreneurship (Wong, Ho, & Autio, 2005). Although innovation has historically been considered an antecedent to entrepreneurial success, studies reveal that entrepreneurs that are successful reflect innovative characteristics, thus making their enterprises more successful (Knudson et al., 2004). Successful entrepreneurs ensure they evolve in their innovative thinking that determine new ways of operating within their enterprises to keep them relevant in the rapidly changing economic environments (Sahut & Peris-Ortiz, 2014).

2.4.3 Competitive Advantage

Successful entrepreneurs create positive conditions that drive competitive advantage necessary for their enterprises to be successful. Organizations that have high competitive advantages are positioned better to gain higher market share, be more profitable, acquire high levels of revenue and gain higher organizational performance (Greve, 2009). Examples of increased competitive advantage within a firm include high resource acquisitions, better cost structures, better commercial and product offering, better customer service and innovation amongst other essential examples (Greve, 2009). Literature suggests that superior performance of organizations is driven by high levels of competitiveness within an industry (Powell, 2008).

2.5 Business Networking

Business networking is defined as a “process through which business activities, resources and actors are developed that can be used in the process of product and relationship development” (Ford & Mouzas, 2013, p433). There are extensive studies conducted on inter-organizational networking or otherwise known as business networks. There are many reasons for adopting business networks, however for the purpose of this research the following two reasons will be considered. Firstly networks are used to gain access to knowledge, resources, information,, capabilities and competences necessary to benefit the enterprise (Vissa, 2012). Secondly, business networks are used to form strategic collaborations with partners to gain mutual benefits (Vissa, 2012). These are instrumental in the effectiveness of the business running. In an entrepreneurial space, networking involves forming a structure that allows easy access to clients, contractors, suppliers, manufacturers, funder, and regulatory obligations.

These relationships are highly commercialized and often trading within the network is governed by clear and well-structured standards (Ryan, Mulholland, & Jon, 2014).

2.5.1 The importance of creating and fostering business networks

The importance of building relationships and creating business networks has been greatly researched. Studies done by Moensted, (2010), Stam, Arzlanian, & Elfring, (2014) and Schoonjans et al. (2013) indicate that there is a significant correlation between business networking and growth of the business. Park, Shin, & Kim, (2010) expanded the study by looking at how entrepreneurs network. Their study indicated that firms use formal and informal networks for business growth. In particular, their study indicate that networks of entrepreneurs are considered to drive learning and innovation, which enhances their business value while also promoting partnerships. In strengthening the argument, the study conducted by Schott & Sedaghat, (2014) on the 61 countries which are surveyed in the Global Entrepreneur Monitor, found that the entrepreneur's networking is an investment because of the benefits such as innovation that can be realized from the social and human capital formed. Additionally, the benefits of building business networks particularly between entrepreneurs is that it enables entrepreneurs to leverage off each other's resources and knowledge (Schoonjans et al., 2013). Resources and knowledge are considered a firm's vital assets that create a compelling competitive advantage over other players within the same market (Hillmann & Aven, 2011). Studies by Schoonjans et al (2013) and Ge, Hisrich, & Dong, (2009), indicate that entrepreneurs of different sizes often lack the resources and the knowledge to efficiently run their businesses, however through networking they can be able to build long lasting relationships that are essential in rapidly growing their businesses.

These benefits are further alluded by an extensive research conducted by Vissa (2012) in investigating entrepreneur's networking styles and its impact on economic exchange. In his study, he mentions an important factor that networks remove the "newness" and "smallness" of entrepreneurs, thus as they interact more, their businesses grow.

A study by Egbert (2009) however highlights a different standpoint of a one-sided perspective on the research of networking. The study reveals that extensive academic literature performed on business networking do not give a compelling argument for non-functioning markets in certain African studies for example. Claims made are centred around the negative effects networking can have on business. These includes transaction costs caused by networks especially on entrepreneurs who are still trying to survive in business, unethical behaviours that arise from networks and limited network access due to resources deficiencies. These

findings can be linked to Naudé, (2014)'s studies that point out lack of proper institutions that allow entrepreneurial business growth. However, both Naudé (2010) and Egbert (2009) agree with a study by Kingsley & Malecki, (2004) that networking increases the level of competitiveness of an organization over competitors in the market.

Different types of networks are studied in literature however the below will be expounded on to better understand the notion of establishing and maintain contracts through business networks.

2.5.2 Types of Networks

Networking for the purpose of creating business ties is executed in different styles. Although there is a distinct entrepreneurial literature gap in the field of female networking styles and behaviours, the researcher found it interesting to observe the differences in networking styles for different people and how they use their persona to achieve their business aspirations. Perhaps such literature studies can bring to light the limitations associated with networking styles for female entrepreneurs.

2.5.2.1 Formal vs Informal Networks Relationships

Schoonjans et al. (2013) emphasises the importance of building formal business networks as opposed to informal business networks. Formal business networks are considered those that are governed by contracts between the two parties. These networks places entrepreneurs strategically to exploit the necessary resources especially in business-to-business commercial settings. While it can be appreciated that formal business networks occupy a principle role in positive economic development, it is fair to note that a substantial amount of business ties take place in an informal environment. Studies reveal that networks of informal relationships make doing business much easier Schoonjans et al. (2013). They don't rely on formal contracts and are often in formalized relationships due to lack of inadequate institutions, such as well-developed legal systems in mostly developing countries (Vissa, 2012). At this stage, there are no proven studies that confirm the efficiency of the informal business networks in growing the economy, however there are noted benefits within these networks, including elimination of transaction and legal costs that would have otherwise been paid as part of the formal structures that are in place.

2.5.2.2 Business Networks

Furthermore, businesses are governed by primarily four types of networks discussed below:

a) Strategic Networks

Bramoullé, Kranton, & D'Amours, (2014) highlight the importance of strategic networks and the impact they have on a firm's economic growth. Their study reveal that strategic networks create opportunities for visionary business owners who are keen on getting high level perspective on their firms. Furthermore, strategic networks allow agents in the network to share ideas and best practices in the industry they operate in, while also being updated on innovative ideas needed to prosper businesses. While this study is of utmost importance in the field of firm development especially in entrepreneurial studies, its research development over the years is regrettably not as vast as it should be. A study conducted by Gulati, Nohria, & Zaheer, (2000) on the role of strategic networks on inter-firm ties yielded results that indicate strategic significance and benefits for firms involved. They contend that for firms to benefit strategically from these networks, they should rather be relational and not atomistic. This notion is reiterated by Bramoullé et al. (2014) that relational firms have access to better resources, technologies, knowledge, economies of scale and scope than those that don't have. The view on creating strategic networks remains somewhat subjective in the entrepreneurial space and it rather influenced by the entrepreneur's appetite towards building long term and otherwise binding relationships that don't allow flexibility to terminate at any given time.

b) Innovation Networks

Globalization together with the rapidly changing and evolving economic world is the driving force behind the necessity for entrepreneurial firms to continually acquire scientific and technological knowledge, skills and resources that are necessary to improve their business operations (Ring, Peredo, & Chrisman, 2010). This is achieved by the adoption of exchange of innovative information on complex technologies through innovative networks (Baum, Cowan, & Jonard, 2010). With these views, there are two questions that can be asked; how entrepreneurs can gain knowledge resources from innovation networks and how can entrepreneurs exploit innovation networks with their stakeholders such as suppliers, financiers, customers, etc. to the success of their entities. Both questions can be answered through the concept of clusters and their contribution towards innovation networks. The answer to the first question lies in the study conducted by Karlsson and Warda (2014), stating that entrepreneurs who operate their businesses in a knowledge-intense business cluster area

have an advantage of benefiting quiet drastically from knowledge spill-overs from other bigger firms, particularly when the networks are strong. This study is confirmed by Baum et al. (2010) in their allusion state that inter-firm links is the best way for firms to acquire knowledge and share learnings from each other, however they argue that partner selection is an important factor to be considered when creating innovative links. Their argument is primarily based on the notion that this process is always risky due to other firms being opportunistic in the partnership and not having good intentions for their partners. While the second question is very critical, there is limited research conducted on how entrepreneurs can utilize their knowledge-based networks to increase productivity in their firms.

c) Operational Networks

Operational networks are the most commonly used networks in a firm. A study that explores the contribution of operational networks to operational performance by; Wingaard, de Vries, and Nauta, (2006) define operational networks that can either internal or external as those comprising of sales, marketing, manufacturing, logistics, planning, distribution, supply etc. These functions are concerned with the day to day running of an organization. Their study reveals that while these networks are deemed important, they are hard to manage due to individual preferences, biases, conflict of interest, propensity towards ethics and ambiguities amongst other behavioural anatomy of different people within an organization. While this argument may hold, the notion of operational efficiency plays an important role when discussing the concept of operational network. A supply chain network as an example is characterized by inputs and outputs as well as intermediaries into an organization's production processes (Ostrovsk, 2008). The stability and operational efficiency of the supply chain is based on the alignment of all networks that are involved in the process. The intriguing argument is that although networks may not be interlinked, they need to be coordinated in order to realize the desired operational efficiency of the business. Wingard et al. (2006) further emphasises the importance of managers proactively building good quality networks rather than focusing on functional activities and meeting task objectives.

d) Personal Networks

Although personal networks may be considered less important than other forms of networks, Jackson (2009) states that it is essential for individuals to be surrounded by personal networks in addition to other forms of networks. While this phenomenon is prevalent in large organizational set-up, Berrou and Combarnous, (2012) found that entrepreneurs can also develop such networks that can benefit their businesses. Personal networks are mostly close acquaintances and can be in the form of mentoring or coaching that provide developmental

support necessary to grow a business (Jack, 2010). They are also formed with people who have common goals and desires. Furthermore, Berrou and Combarnous, (2012) state that personal networks can often provide referrals and offer relevant information needed for the business. However, personal networks alone cannot ensure the success of an organization. An exploratory research on personal network analysis conducted by Vergati, (2011) testing different ways individuals create personal networks, reveal that certain personal networks are more useful than others and individuals should foster those networks that that bring value to their operations.

2.5.3 Networking Methods

Different types of networking methods used in the entrepreneurial space that allows for sharing of knowledge and resources are discussed below:

2.5.3.1 Professional and Voluntary Associations

Professional associations are a good platform for entrepreneurs to create business networks. Their primary purpose is to exchange information and ideas, while in addition they aid in building networks that provide mentoring and coaching (Davidson & Middleton, 2008). Ideally entrepreneurs use these associations as a way of obtaining knowledge about the industry they operate in, in addition to getting network contacts that can enable the running of their business in an efficient manner. Such associations are voluntary associations where entrepreneurs can be involved in to better strengthen their business networks. During the industrial revolution, manufacturers created networks that allowed them easy supply and sharing of raw materials, discuss rules & regulations of trade, engaged in industry activities, etc. These networks were conducted through associations that were purely voluntary however business owners considered them essential and ensured attendance to keep up with the economic and industry evolutions and activities (Pearson & Richardson, 2003). Countless such associations exist in modern entrepreneurial trade that allow entrepreneurs to draw the needed resources and knowledge. A very concerning study by Markham, Walters, & Bonjean (2001) reveal that women entrepreneurs participate in less voluntary business networking forums than men. According to Chaston (2000), belonging to an industry association alters entrepreneurial behaviour which increases the benefits of entrepreneurial learnings and performance. Such voluntary industry associations remain beneficial if they are of good quality and are large enough to yield diverse benefits.

2.5.3.2 Internet based networks

The utilization of the internet has grown tremendously in recent years, especially for businesses. Economic activities require businesses to have an online presence in order to market products or services to consumers (Stewart & Zhao, 2000). Their study reveals that that having a business website draws potential networks that can be of benefit to the business. Furthermore, business networks can be created through an online presence of an entrepreneur. However, according Moen, Madsen and Aspelund (2008), SMEs generally are not heavy users of the internet. Their usage is limited to market information searches and business development purposes. Besides, Mehrtens, Cragg and Millsa (2001) state that the adoption and use of the internet by entrepreneurs is influenced by three factors; the willingness of the entrepreneur to start using the internet, perceived benefits associated with using the internet and the external pressure from other entities who use the internet.

A study by Akman and Mishra (2010) indicates that there is a marginally significance differences in the internet usage patterns based on gender with women studied to spend less time on the internet, while men are considered to have more web-based skills than women. Chen et al. (2015) supplements this study by looking at the main uses of internet based on gender. His study reveals that men use the internet for information seeking, creating links that could potentially benefit their businesses, while women use the internet for social purposes. They further state that fewer women own websites for their businesses than men.

2.5.3.3 Social Media Networks

Entrepreneurs can use social media networks that enable them to gain resources and knowledge for their businesses. Literature defines these social media networks in the context of entrepreneurship, as "a collection of individuals who may or may not to be known to each other and who, in some way contribute something to the entrepreneur, either passively, reactively or proactively whether specifically elicited or not." (Vasilchenko & Morrish, 2011, p90).

Recently companies have experienced an explosion of social media usage. While these networks were initially used by individuals for communications motives, companies have adopted the use to leverage technological platforms to connect with their consumers. Marketing, knowledge and information management strategies of companies include platforms such as Twitter, Youtube, Facebook and Instagram as some of their ways of

reaching out to their ideal consumers, suppliers, etc. Consumers are becoming part of any business by co-creating marketing content that are essential in raising brand awareness of companies. A study by Jackson (2009) indicates that social media networks have shown to have influence on economic behaviour which could yield positive economic performance of an organization.

However, a study by Kane, Alavi, Labianca, & Borgatti, (2013) has shown that there still exist many barriers that prevent companies from fully using social media as a platform to create meaning business networks. Their multi-dimensional argument indicates that companies face challenges with the rapid adoption of new features on the social media platforms that prevent them to fully exploit the platforms. Besides, they argue that social media is largely used for marketing thus solid and beneficial relationships cannot be formed on social media platforms.

A counter argument by Hannaa, Rohma and Crittendenb (2011) indicates that indeed entrepreneurs use social media to build the brand and credibility of their businesses, but it also assist in acquiring and building new relationships with different stakeholders that could influence their business growth. Paniagua and Sapena (2014) state that social media will continue to form part of company strategies however for now the networks of resources generated from the sites and business performance cannot be quantified and therefore remain a topic for further research studies. Although the importance of social media on networking has been greatly highlighted, limited studies have explored gender differences in social media networks usage and their impact on enterprise performance.

2.5.4 Entrepreneurial Network Sizes

2.5.4.1 The size of business networks

The size of networks of an organization is crucial for an organization. Hoffmann (2007) states that for firms to be competitive and implement strategies that are relevant, they need to have multiple and comprehensive range of alliances and networks. Furthermore, the size of the networks or alliance determines the value of the networks. The amount of information and resources received is further influenced by the number of partnerships between the networks. It is often expected that a greater amount of indirect networks are developed for entrepreneurs who can naturally create business networks (Newbert & Tornikoski, 2012). This even greater and elaborate business networks create a ripple effect of access to even more networks that are essential in establishing an in-flow of information and resources to the businesses.

Scholars of entrepreneurship find that having bigger networks can significantly affect access to critical resources such as capital needed by small businesses (Egbert, 2009).

Rauch, Rosenbusch, Unger and Frese (2016) state that most firms have large redundant networks that add no value to the business. It is imperative to ensure redundant networks within an organization are minimized as this minimizes the costs of developing and maintaining the relationships. While the number of networks may be considered an important in a firm, Rauch et al. (2016) state that the quality and reliability of networks that brings richness of resources is more important that its size. Semrau and Werner (2017) agrees with this notion indicating that the increase in network size in a business relationship yields a diminishing marginal return for access to valuable resources needed.

Although the arguments by (Rauch et al.,2016; Semrau & Werner, 2017) are relevant and applicable, Moensted (2010) argue that larger networks are beneficial because they offer a larger pool of resources and knowledge that an entrepreneur can draw from, especially small business owners who have just started in an entrepreneurial field.

2.5.4.2 Gender based view on network size

While it can be expected for women to have the same size of networks as men in the business arena, the patterns of business networks decline while a sharp increase in business networks is observed for men. This is validated by early researches in gender specific entrepreneurial ties conducted by researchers such as (Renzulli, Aldrich & Moody, 2000; McPherson, Smith-Lovin & Brashears, 2006). Given that the number of entrepreneurial activities by males is higher than females, it is expected that men would be more involved in resource acquisitions, i.e. business networks than women. One intriguing research study by Loscocco et al (2009) demonstrates that indeed men have larger business networks. However, their female counterparts opt to have smaller networks of specific people who will have direct solutions to the specific need they may have. One can deduce that females rather prefer to have networks that are more definite and not necessarily broad and unfocused.

2.6 Sociological Factors Affecting Female Entrepreneurs

Over centuries of years, sociocultural settings within different societies have deemed women to be inferior to men. Women assumed the domestic roles of bearing children, taking care of the household, while men were deemed to be the providers of their households through participation in economic activities (Agénor & Agénor, 2014). These sociological factors have resulted in the lack of opportunities for women to participate in the economic environment. De Vita et al., (2014) strengthened the argument that social structures such as gender inequality and social segregation affect how women conduct their businesses. Furthermore, research by Yang and Aldrich (2014) indicates that deep rooted social structures within societies influence the outcome of female businesses.

2.6.1 Early Stages

It is a proven fact that women, even at a young age, are treated differently from men. From a young age, parents tend to have more educational aspirations for the boy child rather than the girl child. An Indian report on Public on Basic Education reveals that as high as 10% of parents believed that it was not important for a girl child to be educated since they are destined for marriage and will be taken care of by their husbands, as opposed to 1% for the boy child (Duflo, 2012). An equally intriguing study performed in Pakistan reveal that parents invest more in their sons than their daughter because they believe the return on investment for males is higher as they tend to get paid more, don't waste time making babies, have greater physical strength to perform certain jobs than females and are respected more than females (Qureshi, 2012). This brings about the gender discrimination in the labour market through factors such disparities in wages between males and females for the same type of work and males being inclined to receiving senior roles than females. However, studies by Echavarry and Ezcurra, (2010) reveal that education reduces gender inequality, therefore educating all children despite their gender is an incentive to enhancing economic development.

2.6.2 Discrimination and Stereotypes in Economic Activities

Although efforts are made to alleviate gender inequality, Bardasi et al. (2011) argues that men will get educated than women, especially in developing nations due to inherent discrimitory social structures and behaviours adopted by communities. Education and experience allow

men to have technical and manegerial expertise that ensures good performance in their entrepreneurial endevours than females. Furtheremore, women have less access to technological enabales that are essential in facilitating their business faster, effeciently and effectively (Bharthvajan, 2014). A study conducted in Nepal on barriers that prevent women from leading in economic activities indicates that women are not given priority on matters relating to economic empowerment such as the ability to access to credit, finance and the right education to allow them bettter management of their entreprises (Bushell, 2008). The study reveals that the literacy and numeracy levels of women in the country are drastically lower than their male counterparts to deep rooted gender discrimination and inequality. Uneducated women have very little information about institutions that could benefit their businesses. In economic settings, industries are dominated by men, resulting in women feeling segregated, unable to raise their concerns due to cultural and patriarchal constraints and having their freedom restricted (Bharthvajan, 2014). Although in recent years women have been given human rights, stereotypes against women still exist that prevent them from fully participating in economic activities (Das, 2003). Gender stereotyping has been a phenomenon that affected women over centuries. Women are deemed less suitable for certain jobs due to their sexual orientation (Das, 2003).

Though deemed controversial, Agénor and Agéno, (2014) states that capital investment in women has had a greater impact on economic development in industrial counties than male capital. This argued through the fact that when women are educated, they make better choices relating to business operations than men. Further studies reveal that there is a positive correlation between women empowerment and economic development (Duflo, 2012). These sociological insights will aid in better understanding cultural factors that hinder females from creating business networks.

2.6.3 Culture and Religion Based Discrimination

Cultural and religious practices have promoted gender inequality for women and girls in societies. Women are conditioned to be submissive to male figures around them through patriarchal systems that have been culturally practiced for many generations (Sadi & Al-Ghazali, 2009). Traditional and religious leaders have re-enforced the practices in new generations, which limits the voice of women. Social hierarchy within communities have impacted the way women conduct themselves in the work environment (Reeves, 2017).

Research reveals that there are negative impacts associated with subjecting women to cultural traditions. Studies by Torres, Driscoll, and Voell (2012) reveal that discrimination and

psychological conditioning are closely linked. Their empirical study conducted on a sample of Dominican women found that the more the women were discriminated against, the more they incurred mental illnesses, which included inferiority complex. As a result, the discrimination has silenced voices of women in the workplace and in the business environment. However, Maluleke (2012) counter-argues the findings by Torres et a. (2012), stating that while women are becoming empowered in the economic environment, maintaining traditional and cultural practices has been thought to provide some stability for women. He emphasizes this notion that women must stay true to their identity in the ever-changing modernized world. The researcher firmly believes in the balance between the two notions in order to have women that are holistic.

Cacciotti and Hayton (2015) further consider confidence levels and fearfulness that rise from the inferiority complex developed as a result of sociocultural influences. They argue that these two concepts are essential determining factors towards success in entrepreneurship. They consider fear in entrepreneurship as the fear of failure, being audacious or trying new things. According to Cacciotti and Hayton (2015), women are more cautious when making business decisions and are led by fear when taking risk. The researcher believes the high levels of entrepreneurial fearfulness can be linked to the lack of audaciousness in entrepreneurship which was discussed in section 2.3.

2.6.4 Multiple Roles Played by Women

Women have societal responsibilities that hinder them from fully participating actively in economic activities. Studies reveal that women play multiple roles within their communities, such as being a care giver in the form of parental activities particularly in family settings where the male figure is absent, they are providers, mothers and often extended their care to extended family members (Bharthvajan, 2014). Chen et al. (2015) states that women who juggle family, work and other social duties can be isolated from the professional activities that involve creating economic benefits. A study conducted by Ryan, Mulholland, & Jon (2014) indicates that married women and those with young children have low networks around them than those that don't. Loscocco K et al., (2009) contradicts these studies as their study demonstrates the network charecteristics advantages gained when women have greater responsibities for family and communitty.

2.7 Women's Perception of Men's Networking Behaviour

2.7.1 Gender-based entrepreneurship

Research on gender-based entrepreneurship suggest that the manner in which men perform their entrepreneurial activities compared to their female counterparts may be an important aspect to learning about the constraints that women face in this field. To further understand this notion, we draw research from previous studies that will aid in expanding the learnings of men versus women in their approach to entrepreneurship.

Although extensive research has been conducted on how men and women create business networks, there is limited research conducted on how women perceive men's networking conduct when facilitating their business activities. However multiple research studies have been conducted illustrating the gender-based perception in entrepreneurial settings (Thebaud, 2010; Chen et al., 2015; Yang & Aldrich, 2014). Due to inherent historical, social and cultural structures, men are seen to be superior to women (De Vita et al., 2014). This confirms the extent to which gender inequality has been indoctrinated in the minds of women. Therefore, this notion has unfortunately forced women to perceive men to be superior to them in different aspects of life including business settings (Zondi, 2010).

Research indicates that despite men and women having the same educational level, same managerial skills, level of experience in the entrepreneurial space, exposed to the same sectors, family background of entrepreneurship, there still exists a performance gap between male owned and female owned entrepreneurs (Aterido & Hallward-Driemeier, 2011). Notwithstanding all these similar traits, men still outperform women in the entrepreneurial performance. The results from the research study indicate that male entrepreneurs have larger assets in their firms and are more inclined to compete in technological and manufacturing sectors (Lee & Marvel, 2014). Lest female entrepreneurs are discredited, Lee and Marvel (2014) defend these differences by amplifying the inherent characteristics differences between men and women that make females less effective in certain entrepreneurial activities than males. By them illuminating the different approaches adopted by males and females in their quest to business success, one can draw an inference that perhaps the different networking styles between men and women is vastly different. This paper stemmed from the desire to explore the barriers that prevent women from creating business networks, thus it is pertinent to understand how their male counterparts are making a success of this very essential entrepreneurial activity.

2.7.2 Female Perception of Themselves

A self-assessment study of women on their ability to conduct entrepreneurial activities reveal that women perceive men to have stronger entrepreneurial capabilities than them (Thebaud, 2010). This negative self-reflection can be considered a limiting factor to women's potentials of exceeding their entrepreneurial goals. Thebaud (2010) concludes his study with the empirically tested notion that men and women draw on beliefs characterized by gender to assess their ability to conduct entrepreneurial activities.

2.7.3 Influence of Gender–Based Personal Characteristics on Entrepreneurship

A study of the influence of personal characteristics on entrepreneurship conducted on Slovenian entrepreneurs to understand the existing performance gap between males and females highlighted intriguing findings on how entrepreneurial barriers affect men or women (Širec & Močnik, 2012). The study considers psychological and non-psychological motivation factors characteristics to be more widely contributing factors towards business success. Psychological factors include traits such as entrepreneurial self-efficacy and audaciousness, while non-psychological characteristics include for example age and education. Men are deemed to have more self-efficacy, higher self-esteem and are more willing to take risks than women (Nga & Shamuganathan, 2010). Moreover, women are considered to have a higher need for achievement for men.

Unfortunately, research is limited on the impact of personal characteristics on networking for men and women, however an early study conducted by Goktan and Gupta, (2015) seem to imply that men and women with the same personal characteristics will have the same type of network characteristics. This study opposes misconceptions that external factors such as the business environment, access to capital, institutional support, amongst others are the epitome of entrepreneurial success. This remains a conflicting concept in entrepreneurial research as it is reasonable to deduce that both equally contribute towards business success.

2.7.4 Gender-based entrepreneurial networking styles

Research indicates that women draw much of their entrepreneurial strengths from their personal networks such as kins, often being family, communities and close acquaintances (Bevelander & Page, 2011). However, Loscocco et al. (2009) indicate that these types of

networking structures are less useful compared to non-kins. They further state that kin support become relevant in social structures that do not require formality, which often doesn't work well in the business arena. Chen et al. (2015) cements this notion through their research on gender based social networking and concluding that kin contacts do not entirely bring about significant improvement in business performance of entrepreneurs. This is argued that family kins networks have limited resources capabilities needed for the firm as they simply look internally within the family arena. Another study states that close-knit personal network of family ties lacks the professionalism and entrepreneurial advantage associated with running effective businesses (Aldrich & Yang, 2014).

In contrast, men are considered to be more effective with forming network relations, and operative in turning the relationships into beneficial economic benefits (Chen et al., 2015). Furthermore, men build robust networks through clear, defined and compartmentalized processes with clear goals and intents of what they would like to achieve from the network, (Loscocco et al., 2009). Also, through their assertive approach to networking, men usually achieve their mandates pertaining to the formed networks, while women are unable to do so because of their submissive nature.

2.8 Theoretical Framework

Based on literature of key researches in networking behavior in the entrepreneurial sphere, the theoretical framework suitable for this study is the social network theory. This theory is applicable to the study of business networking as it comprehensively gives an explanation of the use of social ties in relationships.

2.8.1 Social Network Theory

Social network theory refers to the study that involves people or organizations to form relationship ties that enable achievement of mutual benefits (Vismara, 2016). The theory offers the framework for a group of people or organizations that interact in network structures in order to produce desired outcomes (Borgatti & Halgin, 2011). In the context of entrepreneurship, social networking theory serves as an important feature that analyses how organizations

develop relationships with other organizations that can either constrain or provide opportunities.

The theory describes networks as a group of nodes which are linked to each other through ties to form a structure that are otherwise described as alliances. These nodes transmit information between the nodes in the alliance (Vismara, 2016). These nodes could be people, organizations, industries or states (Jaafar, Abdul-Aziz, & Sahari, 2009). Ties can be communication patterns, types of relationships, or alliances between organizations (Vismara, 2016). Theorists mention that the structure and pattern of nodes illustrates the opportunities or constraints it will come across.

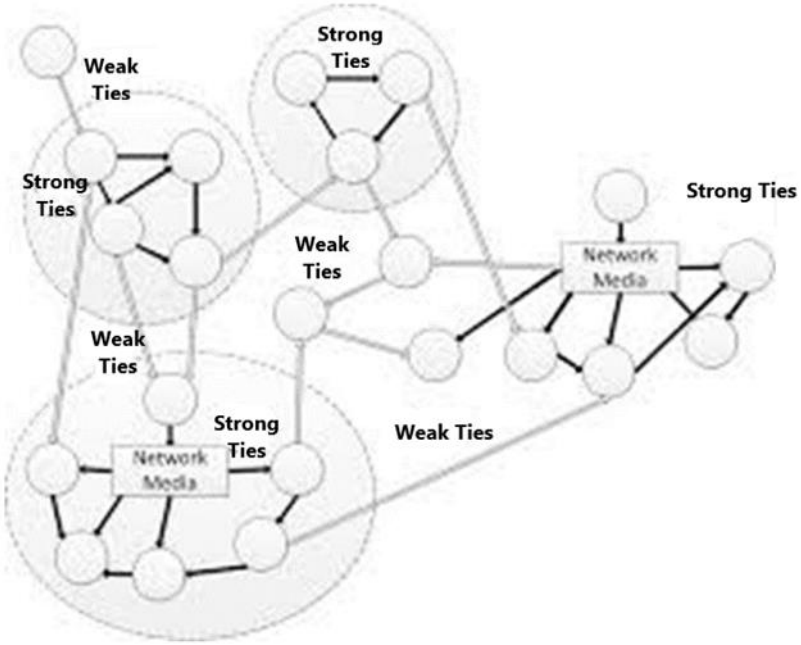

Figure 1: Networking Theory Illustrative Model

Source: Adopted from (Hayter, 2013)

Social network theory emanates from research that describes “strong” ties and “weak” ties which are equally relevant in networks of an organization (Hayter, 2013). Strong and weak ties indicate the strength of the relationship between the networks. Strong ties are described as networks that are closely related to an individual or organization, while weak ties are defined as those that presents valuable acquaintances that can bring a new opportunity once in a long time from resources that one might not have access to. Citing Mark Gravette’s 2003 studies on strong and weak ties, Hayter (2013) emphasizes the prominence of both strong ties and weak ties within an organization, and furthermore organizations should seek strength

in their weak ties in order to leverage relevant opportunities. Weak ties can be inferred to be more valuable than strong ties and thus entrepreneurs should develop those more to enhance the necessary resource acquisitions.

2.9 Conclusion

The conducted literature review confirmed the assertion that business networks are essential in growing businesses. Furthermore, the review illustrated the fundamental sociological factors that constrain women from being fully participative in the business arena, which would potentially have the effect on how they approach business networks creation and sustenance. Factors inhibiting female entrepreneurs to build and sustain business networks for their businesses will be studied empirically to add to the body of knowledge around this theoretical topic. Furthermore, the literature review on gender based entrepreneurship highlighted the difference between the manner in which women network compared to men. The highlights of different types of networks by literature are essential in furthering our knowledge on how they may have an impact on women entrepreneurs.

CHAPTER 3: RESEARCH QUESTIONS

3.1 Introduction

This research study aims to understand the role of creating and fostering business networks on the success of female entrepreneurship. The literature review presented in Chapter 2 on female entrepreneurship and the values associated with the creation of business networks has led to the identification of limited research study conducted on this concept, therefore needing further academic pursuing. The importance of creating business networks as an antecedent to business success has been the focus of many scholars in organizational studies. Previous literature by Park, Shin, and Kim (2010) have highlighted the significant relationship between creating business networks and the success for entrepreneurs, through the enhancement of resource availability to drive business success. However, the role played by business networks on female entrepreneurial success has not been investigated. The relationship between the two constructs has led to hypotheses to be empirically validated.

3.2 Hypotheses

Hypothesis 1: There is a positive relationship between business networking for female entrepreneurs and entrepreneurial success

This hypothesis is premised on the positive relationship between business networking for female entrepreneurs and the success of an entrepreneur. Empirical research on the impact of business networks on the proliferation of business has received academic attention over the years. Academic literature including studies by Stam, Arzlanian, & Elfring, (2014) and Schoonjans, Van Cauwenberge, & Vander Bauwhede, (2013) have brought to light resources, competitive advantage and innovative learnings that result from network creation, thus resulting in growing businesses. This hypothesis seeks to highlight the impact business networks have on the success of female entrepreneurs, as a way of expanding the academic literature on female entrepreneurship. Studies conducted by Bardasi, Sabarwal & Terrell (2011) and Chen et al. (2015) highlight the significant challenges faced by women that have resulted in entrepreneurial performance gaps between them and their male counterparts.

H_0 (1): There is no statistically significant positive correlation between business networking for female entrepreneurs and entrepreneurial success

H_1 (1): There is a statistically significant positive relationship correlation between business networking for female entrepreneurs and entrepreneurial success

Hypothesis 2: There is a negative correlation between sociocultural factors affecting women and business networking for female entrepreneurs

Women's participation in economic activities has been documented internationally as one of the contributing factors towards the economic growth of countries (Estrin and Mickiewicz, 2011). Hence in recent years, the concept of female entrepreneurship has received global attention from scholars such as Bardasi, Sabarwal & Terrell (2011), who sought to unearth the driving forces behind barriers that still prevail in their entrepreneurial processes. Research has quantified the immensity of challenges faced by women including sociological philosophies and stereotypes that have an impact on the economic performance of their businesses (De Vita, Mari & Poggesi, 2014). However, there is limited research that links the sociocultural concept with the ability of women to create business networks. Therefore, this hypothesis is premised on the negative relationship between the existence of sociocultural factors and business networking for female entrepreneurs essential for business growth.

H_0 (2): There is no statistically significant negative correlation between sociocultural factors affecting women and business networking for female entrepreneurs

H_1 (2): There is a statistically significant negative relationship correlation between sociocultural factors affecting women and business networking for female entrepreneurs

Hypothesis 3: There is a positive correlation between sociological factors affecting women and women's perception of male's networking behaviour

Gender-based entrepreneurship studies have revealed that men operate their businesses differently from women, citing that men are still more successful in their entrepreneurial endeavours than women (Aterido & Hallward-Driemeier, 2011). Amongst other essential factors, academic researchers have specified male personal characteristics and networking

styles as some of the contributing factors towards their successes. The limited research studies associated with the perception of men and women's networking behaviour, and how that is influenced, has intrigued the researcher to study this notion further. Literature overview of this concept in conjunction with the problem statement outlined in Chapter 1 has led to the formulation of this hypothesis. This will further assist the researcher to understand how these perceptions influence the networking patterns of females. This notion is helpful in studying the comparisons between men and women's networking behaviour as a causative factor towards the development and sustaining of business networks.

H_0 (3): There is no statistically significant positive correlation between sociocultural factors affecting women and women's perception of male's networking behaviour

H_1 (3): There is a statistically significant positive relationship correlation between sociocultural factors affecting women and women's perception of male's networking behaviour

3.3 Hypothesized Conceptual Framework

Figure 2 below represents the conceptual framework used to conduct the study on the presented hypotheses that form the basis to understand the role of creating business networks on the success of female entrepreneurs. This further expounded the studies on female entrepreneurs through the understanding of barriers that hinder their business success.

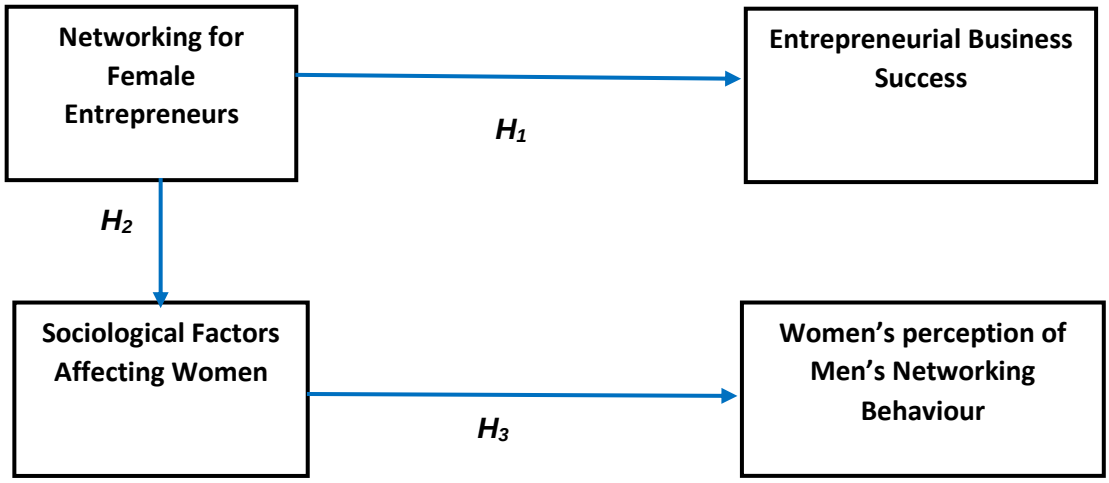

Figure 2: Proposed conceptual framework for the study

CHAPTER 4: RESEARCH DESIGN AND METHODOLOGY

4.1 Introduction

This chapter outlines the motivation behind the choice of the research methodology and design used to test these hypotheses. A quantitative study was undertaken to study the correlation between networking and the success of female entrepreneurship. The selected population, unit of analysis, sample, unit of measurement, data collection process and data analysis methods are outlined in this chapter. To anticipate any distortion in the research study, the researcher considered the validity and reliability of the study, ethical obligations as well as methodological limitations of the research study.

4.2 Research Design

The research design and methodology conducted outlines the plan for assessing the nature of the relationship between creating business networks and the success of female entrepreneurship. The research was conducted through an explanatory research design. According to Saunders & Lewis (2012), the explanatory research method is useful in analysing data as a way of seeking the correlation between two or more variables. A deductive research approach and positivism research philosophy were deemed to be applicable as they involved the testing and confirmation of an existing theoretical framework (Muijs, 2011). Multiple theories of networking already exist in literature such as the adopted social networking theoretical framework that will be tested in this study (Vismara, 2016).

The methodological research choice for this study was mono-method, which used one type of research to empirically test the hypotheses outlined in Chapter 3 (McCusker & Gunaydin, 2015). The quantitative research method was deemed appropriate to validate the developed hypotheses as it sought to understand the extent to which business networking by female entrepreneurs can help improve the success of their enterprises. According to Saunders and Lewis (2012), quantitative research is used to gain an understanding of the measure of the relationship between an independent variable and a dependent variable within a selected population. Furthermore, Saunders and Lewis (2012) state that quantitative research studies involve collecting data which is measurable and quantifiable. The study is descriptive as it

establishes an answer to the question: what is the role played by networking on the success of entrepreneurship.

A survey administered through an online questionnaire was deemed suitable for this quantitative study as it was considered a proper data collecting technique to gather information of variables under study (Wegner, 2016). Additional benefits of utilising a survey design include the standardised feedback from respondents that can be quantified to allow for easy analysis. Furthermore, data collected from a survey can be easily used to propose possible correlations between variables under study (Saunders & Lewis, 2012).

The questions were developed and supported using literature-based study conducted in Chapter 2. Although the study was intended for females, the questionnaire included the option of the male gender. This was purposively done to remove the responses relating to this gender, thus allowing for minimal distortion of the results.

The research acknowledged the limitations associated with utilising a survey for a quantitative study. Questionnaire survey contains pre-determined questions that cannot be altered or adapted at any given time as a qualitative questionnaire would, therefore limiting the in-depth responses that could substantiate the data collected.

The time horizon for this study was cross-sectional which involved collecting data from multiple female entrepreneurs at a particular time frame (Saunders & Lewis, 2012). The survey was administered to the respondents only once with no opportunity of completing the survey more than once, limiting the respondents from changing their perspective of their experience. The time frame chosen for the administration of the survey may have had an impact on the data collected as businesses perform differently at different parts of the year. This could be driven by micro and macro-economic landscapes of the country at that particular time. Although observational like the cross-sectional study, a longitudinal study would have required significant research period, however, it would not have yielded any significant differences in the data provided to answer the research question.

The reason for conducting this research in this manner is based on the extensive use of this research methodology in the literature on testing for correlation between one or more variables such as the networking intensity correlation with resource acquisition by Ge, Hisrich, & Dong (2009) as described in section 2.5 of the literature.

4.3 Population

Saunders and Lewis (2012) define population as a complete set of group members from which a sample will be drawn. The population relevant to this study was female entrepreneurs in South Africa. For this study, an entrepreneur is deemed as an individual who owns and runs a business as described in Section 2.2. The population of this study was limited to the female entrepreneurs over the South African legal working age of 18 years old and above. Furthermore, the population included females from different races, who own enterprises of different sizes, having different educational backgrounds and having been in operation of their business for any length of the period. A gender statistic by StatsSA (2017) indicates that female entrepreneurs in South Africa tend to be concentrated within sectors that have low entry to barriers such as the service and retail sector, although the trend is growing into other sectors. The researcher noted the biases that could be associated with having a homogenous population. However, the study was extended to all industries operating in South Africa.

It is estimated that there are 3.248 million registered women-owned small, medium, macro enterprises (SMMEs) in South Africa (UNDP, 2013). However, the total population of interest for this particular study could not be quantified as some of these registered companies may not be operational.

4.4 Unit of Analysis

According to Zikmund, Babin, Carr and Griffin (2013), a unit of analysis is the single major entity under study within the sample frame selected. The unit of analysis for this study is any female entrepreneurs within the borders of South Africa, who completed the survey questionnaire.

4.5 Sampling Method and Size

A sample is defined as a set of data selected within a well-defined whole population (Abramzon, et al., 2014). The non-probability sampling technique, which derives its control from the judgement of the investigator, was utilised to draw sample data out of the stated population. Vehovar, Toepoel and Steinmetz (2016) state that non-probability sampling can be useful in explanatory research to provide initial insights into variables under study. Due to the large population, the researcher found it challenging to obtain a full complete list of the population, thus being unable to develop a sampling frame from the target population.

A purposive/judgment sampling method was utilized as the primary sampling method for this research study, which according to Abramzon et al. (2014), allows the researcher to use their judgement to choose the research subjects or participants who best fit the set population criteria to help answer the questions while meeting the research objectives. The judgement of the researcher for the initial population access included a choice of respondents from different industries, age groups, races and enterprise size in revenue.

The population was accessed using different methods including accessing the database for female entrepreneurs in South Africa which was sourced from two formal platforms; the Enterprise Development Academy and Small Business Directory. The two databases consisted of a number of emails amounting to 250. Both these databases were approached because they allowed access to their women-owned SMMEs databased. Furthermore, social networks such as LinkedIn, Facebook, Instagram, WhatsApp and WeChat were used to access the population of interest. Besides, the network of students within the MBA class was exploited to gain even more access to the population. The researcher estimated an additional 150 potential respondents from this pool. This equates to roughly 400 potential respondents.

According to Deutsken, Ruyter, Wetzels, & Oorsteveld (2004), a response rate of 25% for short online surveys is suggested. Based on this suggested response rate, the researcher settled for the total number of women entrepreneurs that will be targeted through the purposive sampling method to be 400, with the intention of receiving 100 response from the completed survey. The selected individuals were considered most suitable to answer all the questions on the questionnaire and thus contribute to answering the research questions and objectives. The researcher considered this step essential as it ensured a heterogeneous sample that will allow for a variety of results.

Although the researcher aimed to reach a close representation of the population through this sampling process, Saunders & Lewis (2012) states that sample size is ambiguous for non-probability sampling techniques. However, Muthén & O. Muthén, (2009) stresses the importance of obtaining the right size of the sample for a quantitative study in order to allow for credible results and analysis of the study. The researcher noted varying sample size for entrepreneurial studies in the literature. A networking study by Ge, Hisrich, & Dong (2009) utilised a sample of 227 respondents for study quantitative, while Wach, Stephan, & Gorgievski (2016) used a sample size of 184 for his quantitative entrepreneurial studies. In their empirical study to test the success factors for women entrepreneurs, Alam et al. (2011) used a sample size of 500 female entrepreneurs. Fugard & Potts (2015) suggest a sample of 100 for a relatively short quantitative study which complements 25% of 400 that was initially intended. The researcher notes the limited time for this study and thus settled to use a sample size of 100.

A secondary non-probability sampling technique – snow bowling, was employed to increase the responses. This sampling method allows the participants selected through the purposive method to recruit more suitable potential respondents that fit the criteria of the target population (Saunders & Lewis, 2012). The researcher relied on the pre-selected participants during the initial sampling method to identify and provide contact details of known entrepreneurs in order to potentially diversify the sample as well as reaching those individuals that might have been difficult to access. Participants were also requested to forward the survey link to other female entrepreneurs they know of.

Handcock and Gile (2011) find this sampling technique to be useful as it widens the sampling scope by using acquaintances of the research subjects. They further state that this method of sampling is popular in analysis and studies of the business phenomenon. Saunders and Lewis (2012) suggest that using a combination of purposive and snowballing sampling methods yield the risk of higher sample error. However, an increase in the sample size can prevent this risk. The researcher could not ascertain the number of respondents who completed the survey through the snow-balling sampling method.

The questionnaire survey received 127 responses, which was above the intended 100 that was targeted. Unfortunately, not all 127 responses were used in the study due to incompletion

of most of the survey questions. Therefore, the final number of usable survey responses amounted to 105.

4.6 Measurement Instrument

A comprehensive questionnaire survey, listed in Appendix 2, was adapted from various literature sources and adjusted to suit this study and used to collect data from the respondents. The questionnaire was administered to female entrepreneurs who had been selected through the purposive and snowballing sampling methods. The questionnaire was developed and circulated through the survey monkey online platform.

The designed questionnaire was divided into five sections. The first part of the questionnaire outlined the research objectives and the consent statement. This was followed by Section A, which captured the demographics of the participant. The section assisted the researcher in developing the suitability of the respondents to the study. Furthermore, the demographics allowed for a breakdown of survey respondents in order to ascertain meaningful groups of data from the respondents.

Section B to Section C of the questionnaire was designed to measure the constructs based on the developed hypotheses. The data from these sections were gathered with the purpose of meeting the research objectives of this study.

In order to allow for extensive capturing of relevant information on this research, the questionnaire was structured in five sections as follows:

Table 1: The structure of the questionnaire

Section	Information	Number of Questions
Section A	This section captured the demographics of the respondents with a particular emphasis on the entrepreneurial background and company information.	8
Section B	This section was intended to capture information on entrepreneurial success.	5
Section C	This section captured the appropriate networking behaviour of females that allowed for the primary research objective of this study to be deducted from.	9
Section D	The impact of sociological beliefs and stereotypes on the female's ability to create a business network	7
Section E	This section obtained questions on the perception women have on men's networking behaviour.	7

The five-point Likert Scale was used for the survey. According to Joshi, Kale, Chandel, & Pal (2015), the Likert scale contains the most appropriate hypothetical measurement of the variable to be studied for a quantitative study. This type of measurement scale was adopted by Alam et al. (2011) for their quantitative entrepreneurial study on factors affecting the success of women. Therefore, it was deemed suitable to use for this research study.

Participants were requested to indicate whether they agree with a mentioned statement or not as illustrated in the table below:

Table 2: Five Point Likert Scale (Joshi, Kale, Chandel, & Pal, 2015)

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

4.7 Questionnaire Design

The design of the questionnaire was based on the literature review conducted in Chapter 2. The questions were adopted from existing literature and redesigned to fit this study. Each question was designed with the purpose of validating the constructs outlined in the developed hypotheses. The questions were designed such that they would be concise, simple and easy to understand according to a survey research study conducted by Nardi (2007). Furthermore, the sections of the questionnaire were arranged in a logical manner such that the respondents were able to understand and follow the logic behind the research survey.

The design of the questions is elaborated below:

4.7.1 Construct 1: Business Networking for Female Entrepreneurs

The questions in this construct were designed to test the extent to which females utilise and leverage their business network to grow their businesses. Each question was intended to reflect the degree to which women are aware of their networking behaviours while highlighting the perceptions and attitudes towards building business networks. The rationale of formulating these questions in this manner was to test and illuminate the level of awareness of the literature proven benefits associated with having business networks.

The design of the questions was intended to contribute to the overall research study while granting the researcher conclusive answer to the overall research objective of this study. The below questions were developed using literature by Vissa, (2012); Schoonjans et al. (2013; Alam et al. (2011) and Ascher (2012). Table 3 below illustrates the formulated questions intended to test this construct.

Table 3: Questions relating to construct - Business Networking for Female Entrepreneurs

Question Number	Questions	Theoretical Literature
Net1	Both formal (contractual agreements, etc.) and informal networks are necessary for the success of my business	Schoonjans et al. (2013), Vissa (2012).
Net2	My business networks are of good quality and large enough for me to extract good value from them	Hoffmann (2007), Egbert (2009), Jaafar, Abdul-Aziz, and Sahari (2009)
Net3	I can fully operate my business without business networks	Moensted, (2010), Stam, Arzlanian, and Elfring, (2014)
Net4	Women play a vital role in the growth and development of economies globally.	Estrin & Mickiewicz (2011),
Net5	Women have sufficient personal characteristics that enable them to create efficient business networks to grow their businesses	Alam, Fauzi, Jani, & Omar (2011)
Net6	I am equipped with the right knowledge of potential networks in my sector	Vissa (2012)
Net7	I am equipped with the right entrepreneurial background to create essential business networks	De Vita et al. (2014),
Net8	I use all forms of networking communications (face to face, internet, voluntary clubs etc.) to maximise my resource acquisitions in business networks	Stewart and Zhao (2000), Davidson and Middleton (2008), Kane, Alavi, Labianca, and Borgatti and Ofem (2010)
Net9	Women are more risk averse than men thus limiting their potentials to create business networks.	Ascher (2012)

4.7.2 Construct 2: Sociological Factors Affecting Women

The sociological construct consists of eight questions intended to measure the extent to which social and cultural elements affect female entrepreneurs and how they contribute towards the ability to create and foster business networks for females. The questions were personalised to attempt to reflect the personal opinions and experience of each respondent such that the results provide a meaningful base for future studies of female entrepreneurship. Furthermore, the questions were designed to develop an understanding of how females view their

networking styles based on their social and cultural standing in the business environment. The researcher viewed this construct as highly important as provided reasons behind the barriers preventing females from creating business networks that are essential for their entrepreneurial success. The below questions were primarily developed using literature by Agénor and Agéno, (2014), De et al. (2014); Barakat et al. (2014) and Bardasi et al. (2011); as well other papers used to develop an argument in this study. Table 4 below illustrates the formulated questions intended to test this construct.

Table 4: Questions relating to construct - Sociological factors

Question Number	Questions	Theoretical Literature
SFAW1	Sociocultural factors such as (social segregation, gender inequality, cultural norms, etc.) affect how women create business networks.	De Vita et al. (2014),Yang & Aldrich, (2014).
SFAW2	Women create informal business networks more than formal business networks	Schoonjans et al. (2013), Bardasi et al. (2011);
SFAW3	As a female, I am motivated to take risks in order to build relevant business networks	Nga & Shamuganathan, (2010), Barakat et al. (2014)
SFAW4	I am less willing to approach networks that are outside of my comfort zone	Bevelander & Page, (2011)
SFAW5	I feel isolated from activities around me as a result of limited business networks.	Bardasi et al. (2011); Loscocco K. et al.(2009)
SFAW6	As a female, juggling work and household activities give me a limited amount of time to create business networks.	Yang & Aldrich, (2014), Chen et al. (2015)
SFAW7	I feel that I am not taken seriously when attempting to create business networks because I am a woman.	Goktan and Gupta, (2015)

4.7.3 Construct 3: Entrepreneurial Success

Questions relating to entrepreneurial success were developed based on the economic benefits associated with networking. There's broad academic literature on entrepreneurial success and positive business performance. However, for this study, the questions were designed such that they relate to the overarching research objective to understand the effect of networking on female's enterprises. Questions for this construct were predominantly developed from literature studies by Richard et al. (2009); Sahut and Peris-Ortiz (2014) and

Greve (2009). The questions reflect added benefits that women are aware of, but raise awareness on their relation to networking. Table 5 below illustrates specific questions that measure the entrepreneurial business construct.

Table 5: Questions relating to construct - Entrepreneurial success

Question Number	Questions	Theoretical Literature
ES1	Networking increases the performance of an entrepreneurial organisation	Vissa, (2012), Schoonjans et al. (2013), and Gulati, Nohria, & Zaheer, (2000).
ES2	My company has an added competitive advantage over my competitors	Kingsley & Malecki, (2004)
ES3	My company has additional resources that are needed for business success	Vissa (2012), Schoonjans et al. (2013)
ES4	Business networks drive learning and innovation essential for growth of business	Naudé (2010) and Egbert (2009)
ES5	The right levels of networking will increase the success of women entrepreneurship	Alam et al. (2011)

4.7.4 Construct 4: Women's perception of Men's Networking Behaviour

The research behind gender-based entrepreneurship is broad. However, the researcher found limited studies on how women perceive men's networking behaviour and how this concept can be used to understand female's networking styles and behaviour. The questions formulated in Table 6 were designed to understand the extent to which women perceive the networking behaviour of their male counterparts. While there is a limited study on this specific construct in general, the researcher adopted questions for the survey from several literature sources that involve a gender-based entrepreneurial examination. The researcher adapted the questions to meet the objectives of this study. The rationale for formulating these questions resulted from the intention to understand how females view males in the business environment and if their perception of men is hindering their success in their entrepreneurial endeavors. The questions were developed using literature studies by Thebaud, (2010), Chen et al. (2015) as well other literature studies reviewed in Chapter 2.

Table 6: Questions relating to constructing - Women's Perception of Men's Networking Behaviour

Question Number	Questions	Theoretical Literature
WPMNB1	Male entrepreneurs are more likely to create better business networks than female entrepreneurs	Loscocco et al. (2009)
WPMNB2	Men create networks that are more formal, more extensive, more diverse, richer in resources, whereas women's networks are homogenous, informal, lack quality and are generally more tied to kins (those close to them)	Chen et al. (2015), Loscocco et al. (2009)
WPMNB3	Male network contacts positively influence their business performance	Chen et al. (2015)
WPMNB4	Men are better at face to face networks than women	Nga & Shamuganathan, (2010)
WPMNB5	I believe that male entrepreneurs possess unique personal characteristics that allow them to be better at networking	Širec & Močnik (2012), Goktan and Gupta, (2015)
WPMNB6	Despite the same level of entrepreneurial background and experience, men would still outperform women with regards to creating business networks	Aterido et al. (2011)
WPMNB7	Men have higher social structures that allow them to have better business networks than women	Loscocco et al. (2009)

4.8 Questionnaire Piloting

Before circulating the survey questionnaire, the piloting of the measurement instrument was carried out to assess its usability. The questionnaire was piloted using six business owners from the MBA class, as well as close acquaintances to the researcher who were purposively selected by the researcher as they met the population criteria set out for this study. In anticipation for the possibility of snowballing sampling, the researcher requested two selected participants to forward the survey link to more potential respondents. This exercise yielded one additional respondent, making the total number of piloting participants to be 7. The reasons for pre-testing the questionnaire is multiple-fold. Firstly, the piloting was used to assess the suitability of the questions to the correct respondents. Secondly, according to Saunders and Lewis (2012), pre-testing the questionnaire provides evidence relating to the validity and reliability of the questionnaire. This process ensured that the questions are valid

to the study and are a reliable means of collecting data that will achieve the objective of the study.

The pre-test ensured that the questions are clear and easily understood by the respondents. Saunders and Lewis (2012) note that the choice of questions and the wording structure can affect the relevancy and accuracy of the collected data. Therefore the researcher undertook the process of refining some of the questions by simplifying them after feedback of complicated language was received. The most important part of the pre-test was to ensure that all themes captured on the research instrument are covered in order to have meaningful data that will allow meaningful results to meet the research objectives. The most crucial feedback received from the participants pertains to the interest they showed in the study, stating the necessity of this study to assist them in their endeavours to make their entrepreneurial journey successful. Lastly, the survey response time was 7 minutes which was reasonable compared to the 20 minutes communicated in the consent statement.

4.9 Data Collection

Data for this study was collected electronically through an online survey which was hosted on Survey Monkey using a structured questionnaire. The survey questionnaire was the primary and only platform used to collect data. The survey link was distributed to the participants within the generated sample through emails and social media platforms such as LinkedIn, WhatsApp, Facebook and Instagram. A total of 250 emails were provided from the Small Business Directory and Enterprise Development Academy. Follow up emails were sent when the researcher found that the response rate was low. There were 127 responses. However, only 105 completed the survey, and their responses were usable for data analysis.

Using the survey method has a number of advantages which includes fewer costs associated with conducting personal interviews, easier to reach participants who are geographically widespread, and participants' anonymity is guaranteed, and thus the honest opinion of the respondents is guaranteed. Furthermore, there are minimal costs associated with completing the survey (Saunders & Lewis, 2012).

Disadvantages of using the survey method include lack of in-depth probing such as one would perform with a face to face interview. The interviewer is not present to clarify any questions

that the participants might misunderstand and most importantly the reliability of data is not guaranteed as anyone can fill in the survey (Wegner, 2016).

The researcher faulted the initial low response rate to the fact that questionnaires were sent out to potential respondents without sensitising them to the intentions of the study in order to allow full preparation from the respondents. This limitation could have been minimised by informing the respondents in advance before circulating the questionnaire. According to Zikmund et al., (2013), this process allows the researcher to establish the credibility of the research study. The researcher subsequently carried out telephonic conversations with some of the respondents to explain the study and request their participation in the research study.

4.10 Data Analysis

The testing of the hypotheses outlined in Chapter 3 required following the below steps which ensured data was fully prepared before analysis. Data cleaning was conducted to ensure proper statistical analysis. The variables and constructs were authenticated for validity and questionnaire were authenticated for reliability. Through an analysis of quantitative data, (Field, 2013) states that one needs to assess the credibility and dependability of the data. The findings should support stated claims in a logical manner. Data were analysed through a Statistical Package for Social Science (SPSS) statistical software as well as Microsoft Excel.

4.10.1 Data Cleaning and Coding

In order to test the hypotheses of this research study, it was imperative to ensure the data is in the right format to allow for seamless analysis of the data that would yield dependable results. The researcher downloaded an MS Excel format of the results from the Survey Monkey platform, which was illustrated in a tabular format with responses from each respondent for each question. The collected data was enhanced through a series of cleaning, coding and structuring to allow easy input into the Statistical Package for Social Science (SPSS) statistical software for analysis. The data were expressed in a numeric format using the five-point Likert Scale as illustrated in Table 2 above (Joshi et al., 2015). Before importing the data into SPSS, the preparation of the data was undertaken as follows;

a) Responses that only had 50% of the questions or less answered were discarded from the output set and not used in the tests analysis. From this category, 11 surveys responses were deemed not usable and thus discarded. Although the reasons for the incomplete dataset is not known to the researcher, some assumptions can be deduced are linked to the respondents not having enough time to complete the survey or being unable to answer the questions.

b) As a control measure, the questionnaire was intentionally made to include male respondents so that data linked to them could be discarded. The purpose of this exercise was to ensure that the collected data is authentic to the intended population of females and not males. After collection of data, six respondents were found to be males. Although this data was discarded, the researcher notes the insignificant value which did not impact the total number of respondents.

c) Incomplete data with more than 50% responses were termed “missing data”. The total number of responses with missing data was 5. According to Hair, Black, Babin, & Anderson (2010), missing data within the item responses can reduce the efficiency of the statistical tests and sample size, thus reducing the reliability of the results. Therefore, to minimise errors, the process of data imputation using estimated replacement values was undertaken to account for these missing data (Hair et al., 2010). Industry averages were used to impute the missing data as illustrated in Appendix 4. The reason for using industry data was based on the diverse nature of the industries represented in South Africa.

d) Before running the analysis on SPSS, the demographics data was transformed into numerical format through a coding process as illustrated in Table 7 below that allowed for a readable format in SPSS.

Table 7: Coding of variables

Age Group		Race		Length of Business Operation	
18-25	1	African/Black	1	Less than five years	1
26-35	2	Indian	2	6-10	2
36-45	3	Coloured	3	11-15	3
46-55	4	White	4	16-20	4
56 and above	5	Other	5	>21	5

Size of Company		Revenue		Educational Level		Industry/Sector of Business	
0-10	1	Less than R100 000	1	None	1	Services (Public or Private)	1
11-50	2	R100 001 – R500 000	2	Less than matric	2	Industrial/manufacturing /mining/engineering/Tech	2
51-100	3	R500 001 – R1 000 000	3	Matric (Grade 12)	3	Retail	3
101-500	4	R1 000 001 – R5 000 000	4	National Diploma	4	Commercial	4
>500	5	>R5 000 001	5	B Tech Degree	5	Education/Research	5
				Bachelor's degree	6	Transport	6
				Honours Degree	7	Entertainment/Media	7
				Master's Degree	8	Other	8
				Doctorate Degree	9		

4.10.2 Validity Measure

The two measures of quality for the quantitative study undertaken were validity and reliability (Heale & Twycross, 2015). Validity in a survey refers to the correctness of the survey that is used as a measurement instrument. For this study, the study of construct validity was used through a Pearson's correlation coefficients between variables. The process to measure validity followed the calculation of one total item score for the construct using SPSS and then running the bivariate correlations between the questions as well as between the item total score of the construct calculated. The Pearson's bivariate correlations yielded an output that should indicate that all questions in the construct are significantly correlated revealed by a confidence level above 95% and $\rho<0.05$ indicating that the questions are valid (Field, 2013). Furthermore, the calculated item total score should yield a Pearson's correlation greater than 0.3 to imply a significant correlation between the questions and the construct (Field, 2013).

Lower Pearson's correlation shows that the relationship between the variable constructs is not linear and thus denoting a weak relationship.

4.10.3 Questionnaire Reliability Measure

Reliability assesses the quality and internal consistency of the measurement instrument used for data collection (Field, 2013). Also, it measures the errors that can be picked up in the measurement instrument especially when a measurement scale such as the Likert scale is used Joshi et al. (2015). To measure the reliability of the questionnaire, Cronbach's Alpha test was utilised for each variable under study. The Cronbach's Alpha test measures how closely related the questions are under one construct (Heale & Twycross, 2015). The test yielded a coefficient of reliability between the scale of 0 and 1. There are differing schools of thoughts around the acceptable coefficient, however according to Gronum, Verreynne, and Kastelle, (2012) who studied networks of small enterprises, an acceptable coefficient of reliability is estimated to be 0.65 and above. For this study, the Cronbach's Alpha coefficient scale for the study conducted by Gronum et al. (2012) was adopted.

4.10.4 Confirmatory Factor Analysis Test

Confirmatory factor analysis was conducted on the constructs to verify the structure of the factors for the observed questions. This factor analysis tests the relationship between the observed questions and their constructs (Hair, et al. 2010). The analysis was performed on the AMOS statistical software tool. According to Hair et al. (2010), for adequate validity, all constructs should display standardized loading estimates of greater than 0.5. However, the ideal loading estimates are greater than 0.7. The statistical output of the test and measures for each construct were as follows, as adopted from literature by (Yong & Pearce, 2013) and Hair et al., (2010):

Table 8: CFA Statistical Output Results

Measure	Meaning	Acceptable Range
Chi-Square Probability	Measures the difference between observed and expected covariance matrices	Chi-Square values range from 0 to 1. Values closer to zero fit well.
CFI (Comparative Fit Index)	Analyses the model fit	CFI values range from 0 to 1. Larger values indicate better fit. ("good" > 0.95)
RMSEA (Root Mean Square Error of Approximation)	A measure of goodness of fit for statistical models	RMSEA values range from 0 to 1. Values closer to 0 indicate a better model fit. Acceptable value is 0,6 and below
SRMR (Standardized Root Mean Square)	Measure of fitness	Values range from zero to 1. Values less than 0.05 are fit well. Acceptable values are <0.08

The following limitations and assumptions were considered when conducting the confirmatory factor analysis:

- No missing data. These have been accounted for through the data imputation process.
- An ideal sample required to conduct the CFA test is 300 (Yong & Pearce, 2013). The sample used for this study is 105, therefore considered weak for conducting confirmatory factor analysis.
- The data should be multivariate normally distributed.
- Random sampling is required for CFA. The sample for this study was not randomly sampled. However, non-probability purposive sampling was conducted.

4.10.5 Exploratory Factor Analysis Test

The exploratory factor analysis is a statistical test that measures the suitability of each question to the set construct as well as verifying if the questions are loaded appropriately and are designed to measure the correct construct (Gronum et al., 2012). The output of the exploratory factor analysis yielded the following results; correlation matrix which measures the

correlation between questions in each construct. The second output is the Kaiser Meyer Olkin (KMO), which measures how adequate the tested sample is. This sampling adequacy tests measure the variances within the constructs that could be caused by unknown underlying factors (Field, 2013). The results indicate the suitability of exploratory factor analysis for the collected data. KMO results range from 0 to 1, however for favourable factor analysis, greater than 0.6 is deemed mediocre, while above 0.7 is middling, above 0.8 is meritorious and above 0.9 is considered marvelous (Beavers et al., 2013). In addition to the KMO, Bartlett's Test of Sphericity will be tested which measures the relationship amongst the variables through the correlation matrix output. The Bartlett's Test of Sphericity yields a significance level which shows the validity and suitability of the collected responses. The Bartlett's Test of Sphericity significance level of less than 0.05 ($p<0.05$) indicates that the exploratory factor analysis is suitable. The exploratory factor analysis will determine the ideal number of components required for hypotheses testing. Once KMO and Bartlett's Test of Sphericity has been tested for favorability of factorability, the exploratory factor analysis is then conducted. The results yield the component that are extracted through the Principal Component Analysis by considering the coefficient of each variable. The coefficient for each question is greater than 0.7, which is closer to 1, thus indicating a high association of the questions with the factor. Once factors are loaded, the variables can be grouped to develop new constructs that can be used to test the hypotheses stated in Chapter 3.

The following limitations and assumptions were considered when conducting an exploratory factor analysis (Field, 2013):

- The reliability of the measurement instrument should be good.
- The relationship between observed variables should be linear.
- Sample size should be large enough (at least 100) for reliable results (Hair et a., 2010).
- Random sampling is required for EFA. The sample for this study was not randomly sampled. However, non-probability purposive sampling was conducted.
- Multivariate normality.
- No missing data. These have been accounted for through the data imputation process.

4.10.6 Descriptive Statistics

The descriptive statistical tests were undertaken on the selected sample to measure the trends and analyse basic features of the data (Saunders & Lewis, 2012). This simple test allowed for observation on how respondents answered the questions and to understand the answers provided by the different demographics. The statistical output yielded the following scores for each of the questions as well as the individual constructs:

a) The mean indicated the average central tendency based on the responses of the questions.
b) Standard Deviation measured the dispersion of responses from the mean.
c) Minimum and maximum scores indicated the lowest and highest score respectively given to a question.

In addition to the basic descriptive statistics, the frequency tables for each question were generated to understand the number of respondents that answered one particular question. \

4.10.7 Test for Normality

To test if the collected responses were normally distributed or not, the test for normality was undertaken. The normality of variables and constructs were assessed using the skewness and kurtosis. A Shapiro-Wilk coefficient of greater than 0.05 ($\rho>0.05$) shows that the data is normally distributed (Field, 2013). Data with $\rho<0.05$ indicates that the data is not normally distributed. A graphical representation of the histogram for each construct is depicted to show a visual illustration for normal distribution. The normality probability curves are also illustrated to measure the relationship between the results from the sample data and the normal quantiles to deduce if there's any perfect fit between the two measures. The researcher has however noted the limitation associated with the test for normality, that it requires a larger sample size to get results that are significant illustrating Shapiro-Wilk coefficient of greater than 0.05 (Field, 2013). The sample for this study is 105, thus may not be fully representative to get significant results for normality tests.

4.10.8 Assumptions of Statistical Analysis Techniques

The following assumptions for Pearson's correlation test were considered and assessed before running statistical tests. If the data does not meet any of the below assumption criteria, the Spearman's correlation test will be used for statistical analysis.

a) Data is continuous due to the use of a Likert scale between 1 and 5. Correlation tests require data to be continuous.
b) For running the Pearson's correlation statistical, data is required to be normally distributed. If not normally distributed, the test or assumption for normality has been violated. Therefore the non-parametric test is used, which is Spearman's correlation.
c) Paired observations – two constructs tested has no missing data and therefore can be tested.
d) While the test for normality was undertaken, no outliers are represented in the data to avoid skewness of the correlations tested.

4.10.9 Hypotheses Tests

The three hypotheses outlined in Chapter three are intended to test the relationship between the following constructs:

a) Correlation between sociological factors affecting women and business networking for female entrepreneurs.
b) Correlation between business networking for female entrepreneurs and entrepreneurial success.
c) Correlation between sociological factors affecting women and the women's perception of male's networking behaviour.

The Spearman's correlation test was undertaken to test correlations of the constructs in the hypotheses. The choice of this statistical method was based on the outcome of the normality test (Shapiro-Wilk sig < 0.05) for normal distribution that violated one of the assumptions of the Pearson's correlation which measures the normal distribution of the respondents' data (Hair et al., 2010). A negative Spearman's correlation coefficient indicates a negative relationship between two variables while a positive Spearman's correlation coefficient shows a positive relationship between two variables under study. A zero Spearman's correlation

coefficient indicates that there is no relationship between the two variables that are being studied (Wegner, 2016).

The following assumptions were considered when conducting the Spearman's correlation test:

a) The data must be numeric and continuous, which is represented by the Likert Scale.
b) 95% confidence level was applied.
c) Due to the data not being normally distributed, Spearman's correlation was used for statistical analysis versus Pearson's correlation that requires the data to be normally distributed.

4.11 Research Limitations

The following possible limitations were considered while undertaking this study:

- The selected primary method of sampling is not random sampling; therefore, potential respondents from the population were not given an equal chance to participate in the research study. The advantage of using the purposive sampling method is that the researcher used her discretion in choosing the most viable participants that are in a better position to answer the research questions. However, the secondary sampling method of snow bowling might distort the data as the selected participants might fall outside the set population. To attempt to avoid this, the gender question was asked to allow the right data from female participants to be used in the analysis.

- There are many limitations associated with utilising a survey for data collection. The lack of control on who responds to the questionnaire can be a challenge as it increases the biases on the study. Furthermore, a survey does not grant the opportunity to probe the responses further like it would have in a face to face qualitative interviews (Wegner, 2016). Also, using a standardised questionnaire does not allow the respondents to ask for clarity on questions they may not entirely understand.

- Generalising the results for all different sizes of entrepreneurship might yield distorted results as different entity sizes may face the challenges of creating business networks differently. This limitation might not be eliminated however the discretion of the researcher aligned with the research objectives were used when selecting the appropriate sample.

- Enterprise owners have different levels of skills sets, education levels as well as different competency levels around the entrepreneurial field. The level of understanding and interpretation of the questions is different for different entrepreneurs. However, to eliminate this limitation, simple English language was used to allow for a full understanding of each question. Complicated questions adopted from previous studies were modified to allow for more natural understanding.

- Performing the research study using the cross-sectional study time frame, which is over a certain period, is not entirely representative of the reality in its entity because the data will be influenced by economic events in the country at that particular time. Conducting the study under a different time frame may yield different results. Due to time constraints, this particular limitation might not be eliminated.

- The reliability of data could be a potential limitation. Despite applying the same data collection methods and data analysis, potentially on a different occasion, the findings may not be consistent with the initial study. This is because there might be a changes in the environment of study which yields different findings.

- The questionnaire was targeted exclusively to the population within the South African borders, excluding females from other countries who could have filled the form. This would allow the researcher to understand the magnitude of the difference between the networking behaviour of South African female entrepreneurs versus female entrepreneurs from other countries.

4.12 Ethical Considerations

Ethical responsibilities outlined by the Gordon Institute of Business Science, University of Pretoria were observed. Ethical clearance and consent from Gordon Institute of Business Science, University of Pretoria stating the intentions of the study were circulated to all the participants before them completing the survey. Permission for a database of female entrepreneurs requested from platforms such as Enterprise Development Academy and Small Business Directory was requested, and the intention to use the data only for this study was guaranteed.

CHAPTER 5: RESULTS

5.1 Introduction

Chapter 5 presents the findings of the tested results relating to the collected data. The results obtained facilitated an understanding of the hypotheses tested as outlined in Chapter 3, while also answering the research questions objectives. The outline of this chapter starts with the analysis of the response rate of the questionnaire. The results will then tabulate an illustration of the demographics that will facilitate an understanding and breakdown of the sample that answered the questions based on the population criteria set out in Chapter 4. Following the demographics presentation, the results of each construct will be illustrated by presenting the validity test results, reliability results, descriptive statistics of each construct and the test for normality per construct. Finally, the hypotheses test to measure the correlation between constructs are presented with the objective of understanding the overarching research objective on the role of networking on female entrepreneurial success.

5.2 Survey response rate

The results of the survey resulted from the collection of data which followed the methodology outlined in chapter four. The researcher allowed two months for the collection of data starting on the 04 July 2018 and closed the survey on the 04 August 2018. Although the researcher could not adequately quantify the total number of potential responses sent out through the different data collection platforms due to the snowballing sampling method adopted as a secondary technique for collecting data, the recorded total responses received from this study was 127. This is compared to the sampling value of 100 explained in Chapter 4. The completion rate of the recorded 127 of participants that attempted the survey was 87%, resulting in the number of usable responses of 105 as some of the responses were omitted for various reasons outlined in chapter four section 4.10.1. Responses that only had 50% of the questions or less answered, were discarded from the output set and not used in the tests analysis. From this category, 11 surveys responses were deemed not usable and thus discarded. No pattern of questions was detected that could have explained the omission of answering the questions. Six of the responses were answered by male respondents, which was an intentional approach to exclude males from the data. Data imputation was undertaken for 5 of the responses as outlined in chapter four. The final sample size for data analysis was thus 105.

5.3 Demographics

The final sample for this study consisted of 105 respondents from a population criterion of female entrepreneurs above the working age of 18, from different industries within the borders of South Africa. The demographics of this survey allowed data to be segmented into age group, race, educational level, industry or sector within which the business operates, the size of the company measured by the number of employees and annual turnover as well as the length of time of business operation. All these demographic criteria were considered essential for the study therefore for a respondent to be considered valid to this study, all the demographic criteria would have to be answered. This was to ensure that an intelligent analysis is conducted which would be essential to answering the research objective of this study.

5.3.1 Age Group

The majority (fifty two) of the respondents were between the ages of 26 and 35 years old, constituting 49.52% of the total respondent. The lowest respondents were ages of 56 years old and above having only one respondent constituting 1.90%. Figure 5.3.1 is an illustrative representation of the age group of the final sample under study.

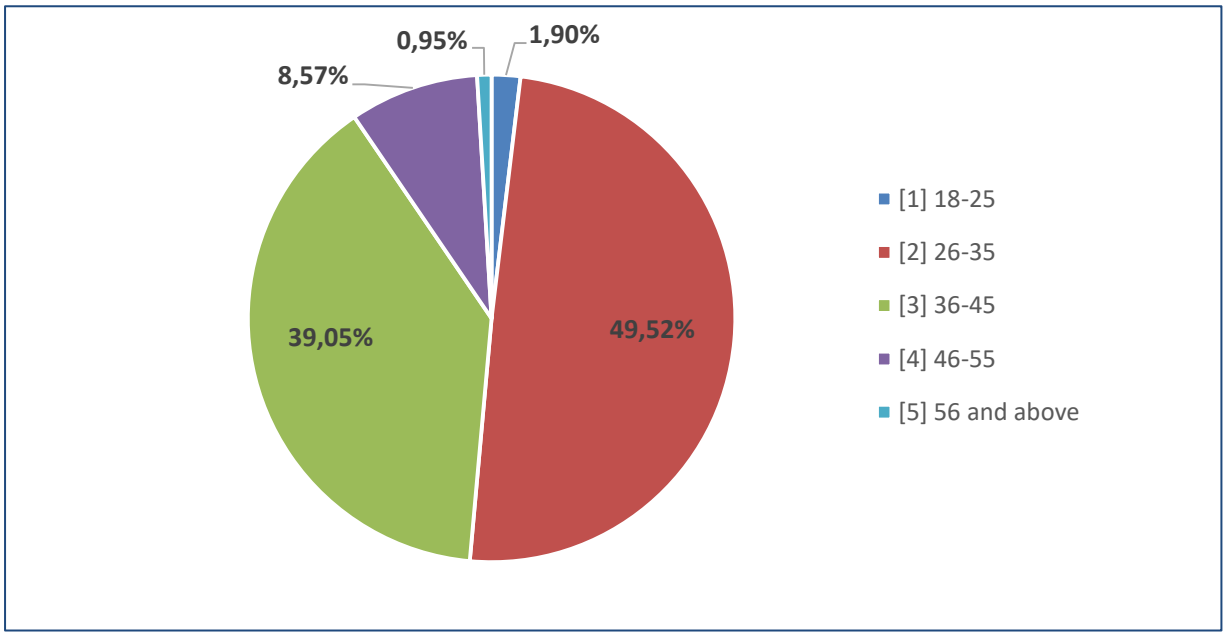

Figure 3: Age Group Respondents Breakdown

5.3.2 Race

Race statistics for this study was drastically imbalanced and skewed towards respondents from the African/Black race. Eighty four of the respondents are African females representing 80% of the sample under study. This segment is illustrative of the demographics of the population of South Africa and thus not astounding. The 10.48% constituting "other" could potentially be races within South Africa such as Chinese. Figure 5.3.2 illustrates the graphical representation of the racial demographics for the sample of data collected.

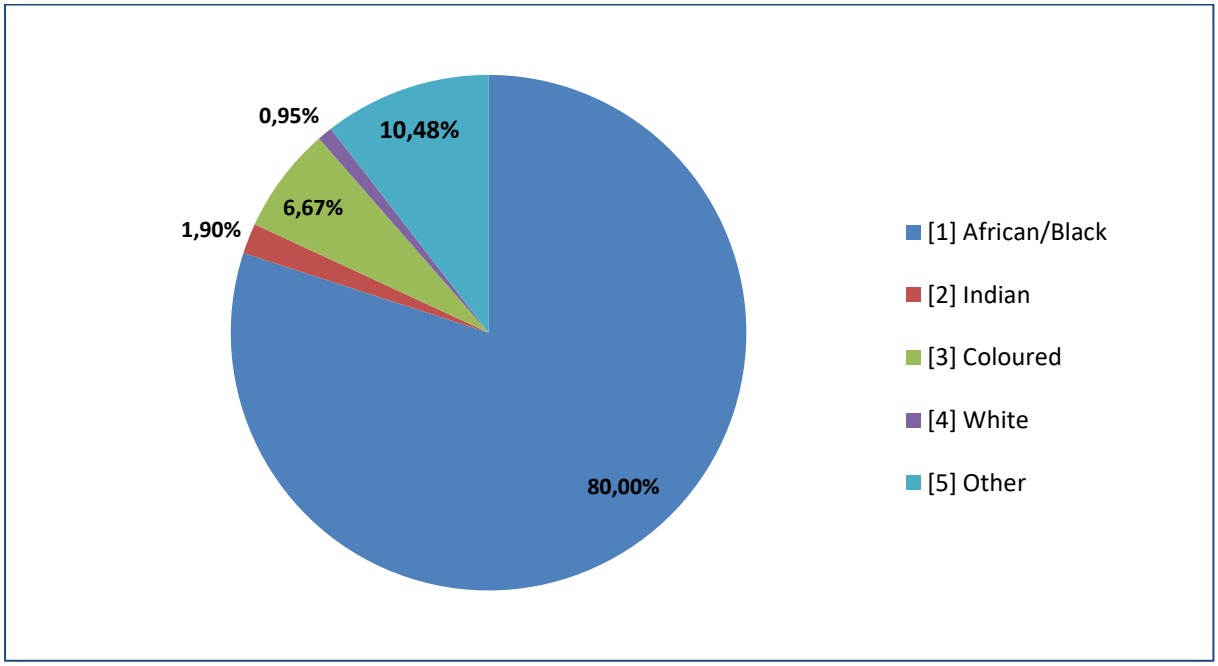

Figure 4: Race Respondents Breakdown

5.3.3 Educational Level

Understanding the education level of the responded was considered essential to deduce the impact of education on entrepreneurial success and networking in general. The education level was almost diversely split, however females with a National Diploma constituted the majority of the responded with a representation of 25.71% of the total sample. Equal numbers of respondents have a master's degree and an honours degree with twenty two respondents for each. There were no respondents with educational levels below the matriculant level. Figure 5.3.3 illustrates the represented educational levels within the sample under study.

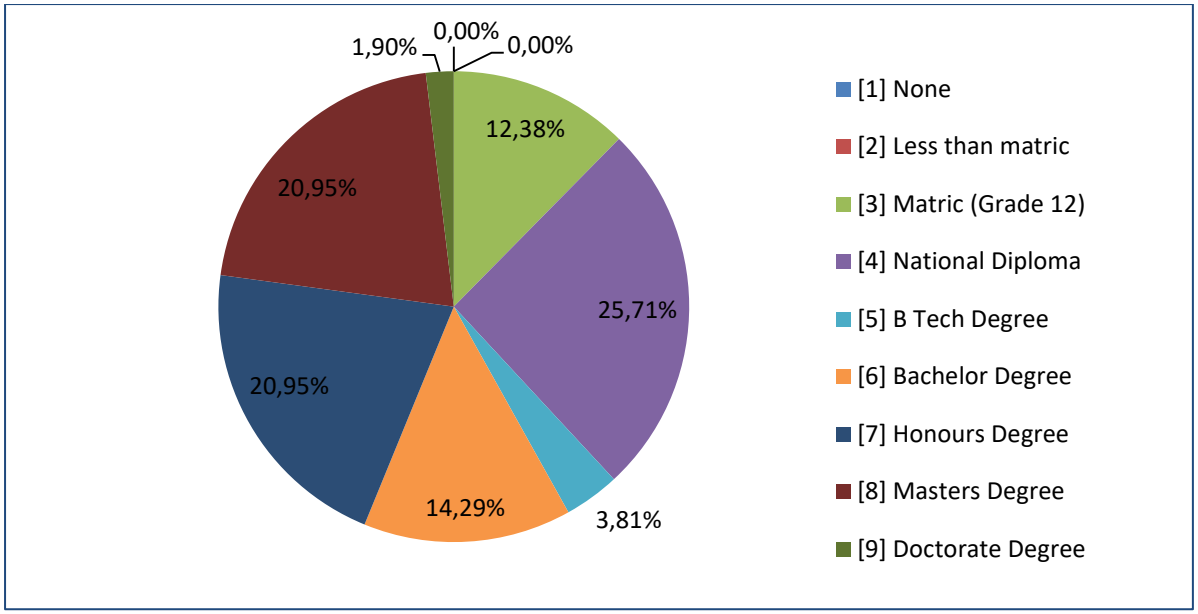

Figure 5: Educational Level Respondents Breakdown

5.3.4 Industry/Sector of Business

The population criterion under study included all the female entrepreneurs with business within all the industries present within South Africa. The results indicate a diverse representation of industries from the sample. The majority (26.67%) are from other industries not specified in the questionnaires as there are multiple industries in South Africa. These could be industries such as health, financial services, telecommunications and others. However, figure 5.3.4 illustrates services industry as the majority constituting 21.9% with twenty three respondents.

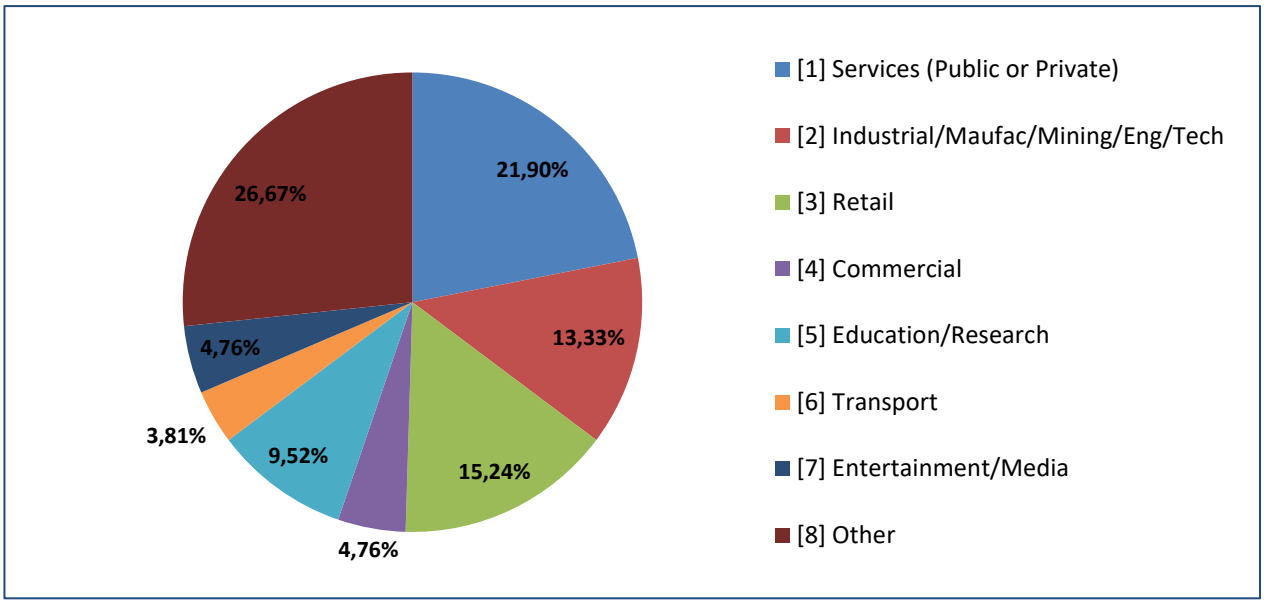

Figure 6: Industry/Sector of Business Respondents Breakdown

Retail was the second largest represented industry with 16 respondents constituting 15.24% of the sample. The industrial/mining/engineering/tech industry constituted 13.33% with a number of respondents of fourteen.

5.3.5 Size of Company

For this study, the size of the company was measured by the number of employees in the enterprise. Figure 7 gives an illustration of the breakdown of the number of employees in the enterprise per respondents. The majority of the respondents have 0 to 10 employees working in the enterprise, constituting 70.40% of the total respondents. 7.20% of the respondents have employees greater than 500.

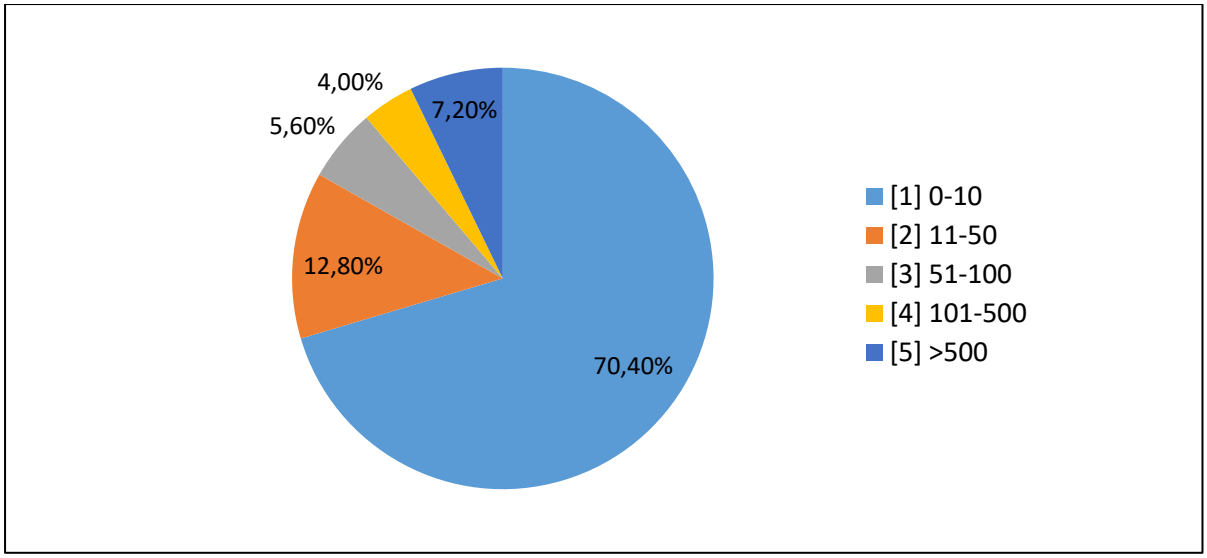

Figure 7: Size of Company Breakdown

5.3.6 Annual Turnover

The performance of an organisation was considered essential when the questions were formulated; therefore, it was essential to understand how the respondent's enterprises are performing financially. Annual turnover statistics for the sample under study illustrated that thirty nine companies have revenues of R100 000 or less, constituting 37.14% of the entire sample of 105 respondents. Companies with an annual turnover of greater than R5million constitute 11.43%. Figure 8 below gives a detailed illustration of a range of annual turnovers for the sample under study.

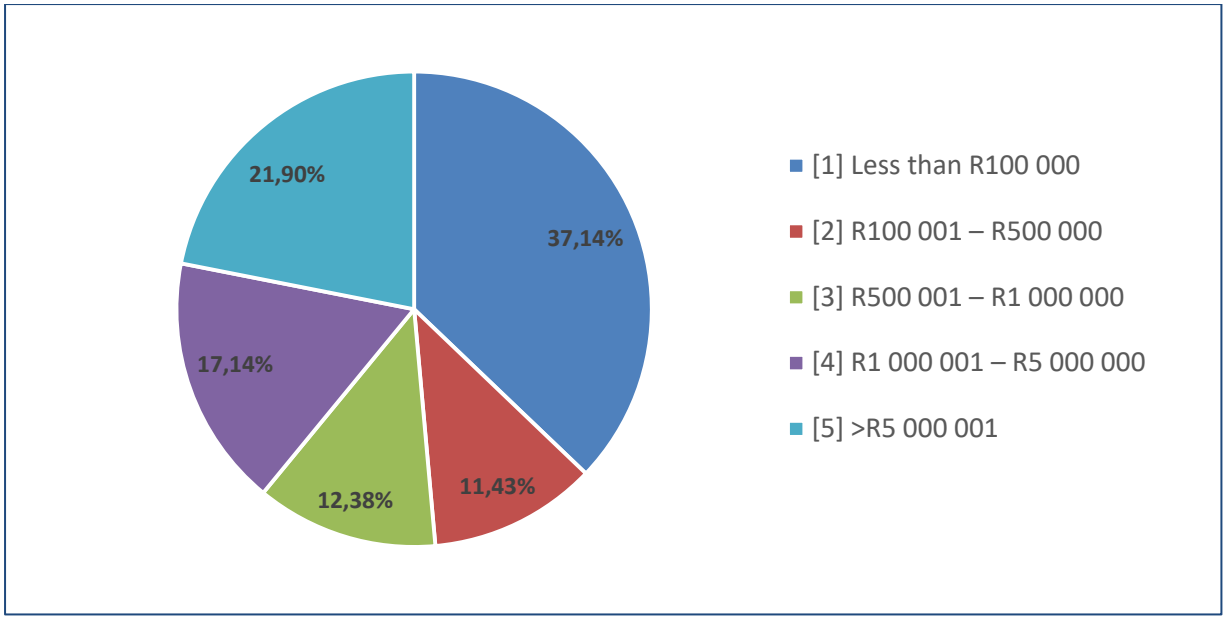

Figure 8: Annual Turnover Respondents Breakdown

5.3.7 Length of Operation

To have a full understanding of the experience of the respondents in the entrepreneurial space and how that relates to the research objectives of this study, the researcher deemed it necessary to include the length of operation in the study. Fifty eight respondents from the 105 total sample have been in operation for less than five years, constituting 55.24%. Both the 6-20 years and the greater than 20 years' length segmentation have an equal score of 4.76% representing five respondents for both segments. Figure 5.3.6 gives a graphical representation of the length of operation for the sample under study.

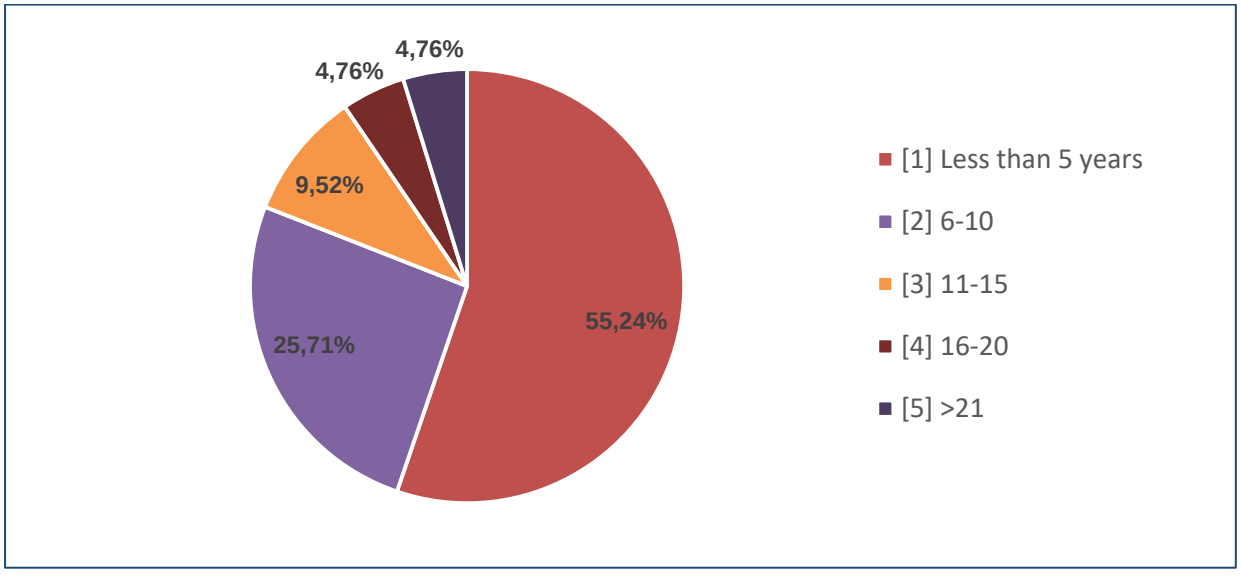

Figure 9: Length of Operation Respondents Breakdown

5.4 Construct Validity Test

The validity test measures the degree of validity for the instrument used for this study. To confirm the validity of the relationship between the variables and constructs, Pearson's bivariate correlation test was conducted using the SPSS statistical platform. The Pearson's correlation coefficient which measures the level of association between the variables was used as a measure to understand their relationships. The validity test was conducted by correlating the total construct score with the variable score. The SPSS output yields three sets of results for each item correlation; the Person's correlation coefficient, the 2-tailed Sig level which indicates the significance level (ρ) at 0.01 or 0.05. For this statistical analysis, the significance level of 0.05 was utilised. The N indicates the sample size used with observable variables with no missing data. The perfect correlation between the same variable is detonated by the main diagonal line equalling to 1 (Field, 2013).

There is a significant correlation between two variables when the Pearson's correlation coefficient for the construct total item score is greater than 0.3, and the sig level is less than 0.05 ($\rho<0.05$) (Field, 2013).

5.4.1 Validity Test: Business Networking for Female Entrepreneurs

Table 9 below represents the Pearson's correlation statistical output for the construct; networking. The interpretation of the validity of the test results are depicted in the last column titled Net_TOTAL. Based on the significant levels (Sig 2-Tailed) in this column, $\rho <0.05$ for questions (Net1-Net9), therefore it can be concluded that all the questions in the construct; networking are valid (Field, 2013). However, based on the Pearson's correlation coefficient for the total Net_TOTAL construct, the coefficient for questions (Net2, Net3, Net4, Net5, Net6, Net7) are greater than the 0.3 standards, however, the coefficients for questions (Net1, Net8, Net9) are 0.2, 0.223 and 0.226 respectively. Therefore, it can be concluded that these questions are invalid (Field, 2013). This output would prompt the removal of these questions. However, the researcher deemed it essential to test the full list of the questions for reliability using the Cronbach's test method, which confirmed the removal of these questions.

Table 9: Business Networking for Female Entrepreneurs Correlation

Correlations								
		Net2	Net3	Net4	Net5	Net6	Net7	Net_TOTAL
Net2	Pearson Correlation	1	.343*	0,336	0,386	.588*	0,373	.802*
	Sig. (2-tailed)		0,012	0,000	0,003	0,003	0,007	0,038
	N	105	105	105	105	105	105	105
Net3	Pearson Correlation	.343*	1	.534**	.497**	0,370	.516*	.813*
	Sig. (2-tailed)	0,012		0,000	0,000	0,004	0,000	0,000
	N	105	105	105	105	105	105	105
Net4	Pearson Correlation	0,336	.534**	1	.410**	0,521*	.349*	.747*
	Sig. (2-tailed)	0,000	0,000		0,000	0,040	0,000	0,000
	N	105	105	105	105	105	105	105
Net5	Pearson Correlation	0,386	.497**	.410**	1	0,523	.519*	.786*
	Sig. (2-tailed)	0,003	0,000	0,000		0,000	0,000	0,000
	N	105	105	105	105	105	105	105
Net6	Pearson Correlation	.588*	0,370	0,521*	0,523	1	.373*	0,779
	Sig. (2-tailed)	0,003	0,004	0,040	0,000		0,005	0,004
	N	105	105	105	105	105	105	105
Net7	Pearson Correlation	0,373	.516*	.349*	.519*	.373*	1	.759**
	Sig. (2-tailed)	0,007	0,000	0,000	0,000	0,005		0,000
	N	105	105	105	105	105	105	105
Net_TOTAL	Pearson Correlation	.202*	.813*	.747*	.786*	0,779	.759*	1
	Sig. (2-tailed)	0,038	0,000	0,000	0,000	0,004	0,000	
	N	105	105	105	105	105	105	105

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

5.4.2 Validity Test: Sociological Factors Affecting Women

Table 10 below represents the Pearson's correlation statistical output for the construct; sociological factors affecting women. The interpretation of the validity of the test results are depicted in the last column titled SFAW_TOTAL. Based on the significant levels (Sig 2-Tailed) in this column, $\rho < 0.05$ for all the questions (SFAW1 to SFAW7), it can be concluded that all the questions in the construct; sociological factors affecting women are valid (Field, 2013). Furthermore, based on Pearson's correlation coefficient for the total SFAW_TOTAL construct, the coefficient for all questions is greater than the 0.3 standard. Therefore, it can be concluded

that there is a significant relationship and thus all questions in this construct are valid. Therefore, all the questions in this construct were used in the next test, which is the Cronbach's test for reliability.

Table 10 : Sociological factors Correlation

Correlations									
		SFAW1	SFAW2	SFAW3	SFAW4	SFAW5	SFAW6	SFAW7	SFAW_ TOTAL
SFAW1	Pearson Correlation	1	.304*	0.56	.385**	.559**	0,380	.254**	.473**
	Sig. (2-tailed)		0,037	0,368	0,003	0,008	0,067	0,009	0,000
	N	105	105	105	105	105	105	105	105
SFAW2	Pearson Correlation	.304*	1	0.382	.380**	.360**	.330**	.317**	.598**
	Sig. (2-tailed)	0,037		0,118	0,000	0,000	0,001	0,001	0,000
	N	105	105	105	105	105	105	105	105
SFAW3	Pearson Correlation	0.56	0.382	1	0.308*	0.562	0.379**	0.323	0.320
	Sig. (2-tailed)	0,368	0,118		0,022	0,204	0,004	0,818	0,840
	N	105	105	105	105	105	105	105	105
SFAW4	Pearson Correlation	.385**	.380**	0.308*	1	.538**	.534**	.503**	.775**
	Sig. (2-tailed)	0,003	0,000	0,022		0,000	0,000	0,000	0,000
	N	105	105	105	105	105	105	105	105
SFAW5	Pearson Correlation	.559**	.360**	0.562	.538**	1	.545**	.463**	.758**
	Sig. (2-tailed)	0,008	0,000	0,204	0,000		0,000	0,000	0,000
	N	105	105	105	105	105	105	105	105
SFAW6	Pearson Correlation	0,380	.330**	0.379**	.534**	.545**	1	.434**	.710**
	Sig. (2-tailed)	0,067	0,001	0,004	0,000	0,000		0,000	0,000
	N	105	105	105	105	105	105	105	105
SFAW7	Pearson Correlation	.254**	.317**	0.323	.503**	.463**	.434**	1	.743**
	Sig. (2-tailed)	0,009	0,001	0,818	0,000	0,000	0,000		0,000
	N	105	105	105	105	105	105	105	105
SFAW_TOTAL	Pearson Correlation	.473**	.598**	0.320	.775**	.758**	.710**	.743**	1
	Sig. (2-tailed)	0,000	0,000	0,840	0,000	0,000	0,000	0,000	
	N	105	105	105	105	105	105	105	105

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

5.4.3 Validity Test: Entrepreneurial Success (ES)

Table 11 below represents the Pearson's correlation statistical output for the construct; entrepreneurial success. The interpretation of the validity of the test results are depicted in the last column titled ES_TOTAL. Based on the significant levels (Sig 2-Tailed) in this column, ρ <0.05 for all the questions (ES1 to ES5), it can be concluded that all the questions in the construct; entrepreneurial success are valid. Furthermore, based on Pearson's correlation coefficient for the total ES_TOTAL construct, the coefficient for all questions is greater than the 0.3 standard. Therefore, it can be concluded that all questions in this construct are valid. Therefore, all the questions in this construct were used in the next test, which is the Cronbach's test for reliability.

Table 11: Entrepreneurial Business Success Correlation

Correlations							
		ES1	ES2	ES3	ES4	ES5	ES_TOTAL
ES1	Pearson Correlation	1	.754**	.636**	.564**	.320*	.877**
	Sig. (2-tailed)		0,000	0,000	0,000	0,024	0,000
	N	105	105	105	105	105	105
ES2	Pearson Correlation	.754**	1	.603**	.578**	.507*	.869**
	Sig. (2-tailed)	0,000		0,000	0,000	0,034	0,000
	N	105	105	105	105	105	105
ES3	Pearson Correlation	.636**	.603**	1	.668**	0.3010	.798**
	Sig. (2-tailed)	0,000	0,000		0,000	0,016	0,000
	N	105	105	105	105	105	105
EB4	Pearson Correlation	.564**	.578**	.668**	1	0,361	.796**
	Sig. (2-tailed)	0,000	0,000	0,000		0,000	0,000
	N	105	105	105	105	105	105
ES5	Pearson Correlation	.320*	.507*	0.3010	0,361	1	.355**
	Sig. (2-tailed)	0,024	0,034	0,016	0,000		0,000
	N	105	105	105	105	105	105
ES_TOTAL	Pearson Correlation	.877**	.869**	.798**	.796**	.355**	1
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	0,000	
	N	105	105	105	105	105	105

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

5.4.4 Validity Test: Women's Perception of Men's Networking Behavior (WPMNB)

Table 12 below represents the Pearson's correlation statistical output for the construct; women's perception of men's networking behaviour. The interpretation of the validity of the test results are depicted in the last column titled WPMNB_TOTAL. Based on the significant levels (Sig 2-Tailed) in this column, ρ <0.05 for all the questions (WPMNB1 to WPMNB S7), it can be concluded that all the questions in this construct are valid. Furthermore, based on Pearson's correlation coefficient for the total WPMNB_TOTAL construct, the coefficient for all questions is greater than the 0.3 standard. Therefore, it can be concluded that all questions in this construct are valid. Therefore, all the questions in this construct were used in the next test, which is the Cronbach's test for reliability.

Table 12: Women's Perception of Men's Networking Behaviour Correlation

Correlations									
		WPMNB1	WPMNB2	WPMNB3	WPMNB4	WPNMB5	WPMNB6	WPMNB7	WPMNB_TOTAL
WPMNB1	Pearson Correlation	1	.745**	.593**	.473**	.323*	.601**	.519**	.811**
	Sig. (2-tailed)		0,000	0,000	0,000	0,022	0,000	0,000	0,000
	N	105	105	105	105	105	105	105	105
WPMNB2	Pearson Correlation	.745**	1	.600**	.567**	.316**	.618**	.492**	.843**
	Sig. (2-tailed)	0,000		0,000	0,000	0,001	0,000	0,000	0,000
	N	105	105	105	105	105	105	105	105
WPMNB3	Pearson Correlation	.593**	.600**	1	.344**	0,182	.394**	.392**	.653**
	Sig. (2-tailed)	0,000	0,000		0,000	0,0062	0,000	0,000	0,000
	N	105	105	105	105	105	105	105	105
WPMNB4	Pearson Correlation	.473**	.567**	.344**	1	.593**	.490**	.302**	.742**
	Sig. (2-tailed)	0,000	0,000	0,000		0,000	0,000	0,002	0,000
	N	105	105	105	105	105	105	105	105
WPMNB5	Pearson Correlation	.323*	.316**	0,182	.593**	1	.449**	0,188	.588**
	Sig. (2-tailed)	0,022	0,001	0,0062	0,000		0,000	0,055	0,000
	N	105	105	105	105	105	105	105	105
WPMNB6	Pearson Correlation	.601**	.618**	.394**	.490**	.449**	1	.545**	.810**
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	0,000		0,000	0,000
	N	105	105	105	105	105	105	105	105
WPMNB7	Pearson Correlation	.519**	.492**	.392**	.302**	0,188	.545**	1	.671**
	Sig. (2-tailed)	0,000	0,000	0,000	0,002	0,055	0,000		0,000
	N	105	105	105	105	105	105	105	105
WPMNB	Pearson Correlation	.811**	.843**	.653**	.742**	.588**	.810**	.671**	1
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	0,000	0,000	0,000	
	N	105	105	105	105	105	105	105	105

5.5 Instrument Reliability Tests

Following the validity test, the constructs were tested for internal consistency to gauge if the measuring instrument used for the survey measured what it was intended to measure. If the measurement instrument yields similar results for the same question under similar conditions, then it is deemed reliable (Gronum et al., 2012). The Cronbach's alpha reliability test was used to measure the reliability of the instrument used in collecting data for the survey using SPSS. The statistical output with the Cronbach's alpha coefficients is tabulated under each construct below. The final Cronbach's alpha coefficient for the all the construct is illustrated in Table 13. The acceptable Cronbach's alpha coefficient for this study is 0.65 and above, Gronum et a. (2012). The Cronbach's alpha tests were repeated to determine the impact of removing questions on the reliability of the construct.

Table 13: Summary of Reliability Statistical Tests for all Constructs

Constructs	Cronbach before	Cronbach after	Items before	Items after	Comments
ES	0,816	0,872	5	4	ES5 can be removed, poor correlations non > 0.3
SFAW	0,697	0,799	7	5	SFAW1 and 3 removed
Net	0,518	0,779	9	4	Removed Net1,2,6,8 and 9.
WPMNB	0,855	0,862	7	6	WPMNB5 removed

5.5.1 Instrument Reliability Test: Business Networking for Female Entrepreneurs

The initial reliability test for the construct business networking for female entrepreneurs yielded an initial Cronbach's alpha coefficient of 0.518. To improve the reliability, a series of tests were conducted which resulted in the omission of questions Net1,2,6,8 and 9. Therefore, reliability for the construct with four questions is considered high with a Cronbach's alpha coefficient of 0.779 within an acceptable margin above 0.65 (Gronum et al., 2012). Thus, omitting any more question would not yield higher reliability as demonstrated in Table 14. The below four

questions were therefore deemed reliable and suitable to the construct and thus used to test the hypotheses relating to networking.

Table 14: Business Networking for Female Entrepreneurs Reliability Statistical Test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,779	0,781	4

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach 's Alpha if Item Deleted
Net3: I am equipped with the right knowledge of potential networks in my sector	10,44	5,518	0,657	0,437	0,688
Net4: I am equipped with the right entrepreneurial background to create essential business networks	10,35	5,653	0,524	0,314	0,757
Net5: I use all forms of networking communications (face to face, internet, voluntary clubs etc.) to maximise my resource acquisitions in business networks	10,32	5,433	0,590	0,360	0,721
Net7: My business networks are of good quality and large enough for me to extract good value from them	10,37	5,813	0,569	0,359	0,732

5.5.2 Instrument Reliability Test: Sociological Factors Affecting Women

The initial reliability test for the construct of sociological factors affecting women yielded an initial Cronbach's alpha coefficient of 0.687. Although above the acceptable level of 0.65, there was an opportunity to improve the reliability further. To improve the reliability, a series of tests were conducted which resulted in the omission of questions SFAW1&3. The reliability for the construct with five questions is considered high with a Cronbach's coefficient of 0.779 within an acceptable margin above 0.65 (Gronum et al., 2012). Although there is an opportunity to further improve the reliability of the construct to 0.800 by deleting question SFAW2 as

illustrated in Table 14, the margin in the new Cronbach's alpha coefficient is minimal and thus considered negligible. Thus, omitting any more question would not yield higher reliability. The below five questions were therefore deemed reliable and suitable to the construct and thus used to test the hypothesis relating to sociological factors affecting women construct.

Table 15: Sociological Factors Affecting Women Reliability Statistical Test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,799	0,797	5

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SFAW2: Women create informal business networks more than formal business networks	12,99	11,990	0,438	0,194	0,800
SFAW4: I am less willing to approach networks that are outside of my comfort zone	13,32	9,682	0,657	0,437	0,734
SFAW5: I feel isolated from activities around me as a result of limited business networks	13,49	10,714	0,639	0,417	0,744
SFAW6: As a female, juggling work and household activities gives me a limited amount of time to create business networks	12,95	10,216	0,612	0,396	0,750
SFAW7: I feel that I am not taken seriously when attempting to create business networks because I am a woman	13,42	10,590	0,564	0,327	0,766

5.5.3 Instrument Reliability Test: Entrepreneurial Success

The initial reliability test for the entrepreneurial success construct was statistically tested and resulted in the Cronbach's alpha coefficient of 0.816. Although this coefficient is considered acceptable, a re-run of the tests was performed which resulted in the deletion of Question ES5, which prompted a re-run of the Cronbach's alpha reliability tests. The final reliability tests after the removal of question ES5 yielded a better Cronbach's alpha coefficient of 0.872. This is considered an acceptable level which is above the minimum acceptable level of 0.65

(Gronum et al., 2012). Results represented in Table 15 show that deleting any more questions would not yield any better Cronbach's coefficient. Therefore, the remaining four questions of the construct were thus deemed appropriate and thus used to test the hypothesis relating to entrepreneurial success construct.

Table 16: Entrepreneurial Business Success Reliability Statistical Test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No of Items
0,872	0,874	4

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ES1: Networking increases the performance of an entrepreneurial organisation	12,58	4,746	0,763	0,622	0,823
ES2: Networking gives my company an added competitive advantage over my competitors	12,62	4,815	0,754	0,609	0,826
ES3: Networking gives an advantage of additional resources that are needed for business success	12,63	5,390	0,726	0,552	0,837
E S4: Business networks drive learning and innovation essential for growth of business	12,69	5,718	0,680	0,498	0,856

5.5.4 Instrument Reliability Test: Women's Perception of Men's Networking Behaviour

The initial reliability test for the construct of women's perception of men's networking behaviour yielded an initial Cronbach's coefficient of 0.855. Subsequently, question WPNMB5 was deleted to improve the Cronbach's alpha coefficient. Therefore, reliability for the construct with six questions is high with a Cronbach's alpha coefficient of 0.862 within an acceptable margin above 0.65 (Gronum et al., 2012). Thus, omitting any more question would not yield higher

reliability as demonstrated in Table 16. The below six questions were therefore deemed reliable and suitable to the construct.

Table 17: Women's Perception of Men's Networking Behaviour Reliability Statistical Test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,862	0,863	6

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
WPNMB1: Male entrepreneurs are more likely to create better business networks than female entrepreneurs	16,6000	18,319	0,765	0,628	0,817
WPNMB2: Men create networks that are more formal, more extensive, more diverse, more abundant in resources, whereas women's networks are homogenous, informal, lack quality and are generally more tied to kins (those close to them)	16,7357	18,844	0,797	0,667	0,812
WPNMB3: Male network contacts positively influence their business performance	16,2119	22,710	0,587	0,414	0,853
WPNMB4: Men are better at face to face networks than women	16,9452	20,911	0,549	0,356	0,858
WPNMB6: Despite the same level of entrepreneurial background and experience, men would still outperform women with regards to creating business networks	16,8500	19,213	0,690	0,503	0,832
WPNMB7: Men have higher social structures that allow them to have better business networks than women	16,6214	20,841	0,568	0,366	0,854

5.6 Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis was undertaken to verify the structure of the factors for the observed questions. Table 18 gives a summary of the statistical output for all the constructs:

Table 18: Confirmatory Factor Analysis Summary Table for all Constructs

Constructs	SRMR	Chi-Square Probability	CFI	RMSEA
ES	0,0451	0,002	0,951	0,225
SFAW	0,0119	0,975	1	0
Net	0,0351	0,11	0,978	0,108
WPMNB	0,0409	0,129	0,982	0,072

5.6.1 CFA: Business Networking for Female Entrepreneurs

Figure 10 illustrates the estimated loading for construct validity for the variables (Net3, Net4, Net5 and Net7) at 0.78, 0.62, 0.68 and 0.67 respectively. These are above the recommended loading of 0.5 suggesting adequate construct validity (Hair et al., 2010). The CFA indices, SRMR, Chi-Square Probability, CFI and RMSEA for the construct are within the acceptable range for the best model fit, based on the standard ranges depicted in Table 8. Therefore, no further items were deleted from the hypothesised construct. The observed questions in Figure 10 below are therefore appropriately loaded to the construct.

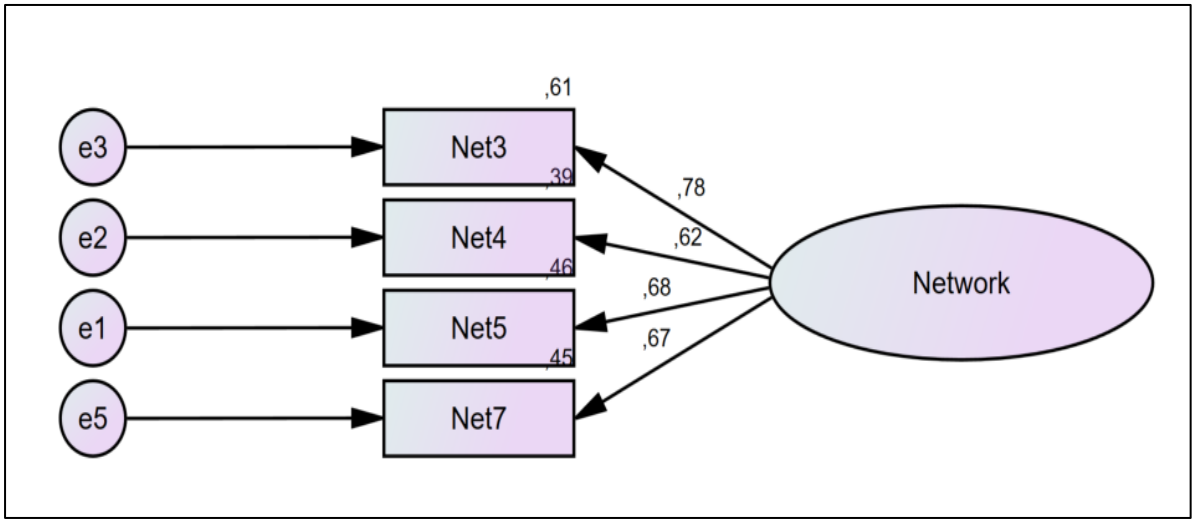

Figure 10: Confirmatory Factor Analysis – Business Networking for Female Entrepreneurs

5.6.2 CFA: Sociological Factors Affecting Women

Figure 11 illustrates the estimated loading for construct validity for the variables (SFAW2, SFAW4, SFAW5, SFAW6 and SFAW7) at 0.49, 0.76, 0.73, 0.71, 0.64 respectively. These are above the recommended loading of 0.5 suggesting adequate construct validity (Hair et al., 2010). The CFA indices, SRMR, Chi-Square Probability, CFI and RMSEA for the construct are within the acceptable range for the best model fit, based on the standard ranges depicted in Table 18. Therefore, no further items were deleted from the hypothesised construct. The observed questions in Figure 11 below are therefore appropriately loaded to the construct.

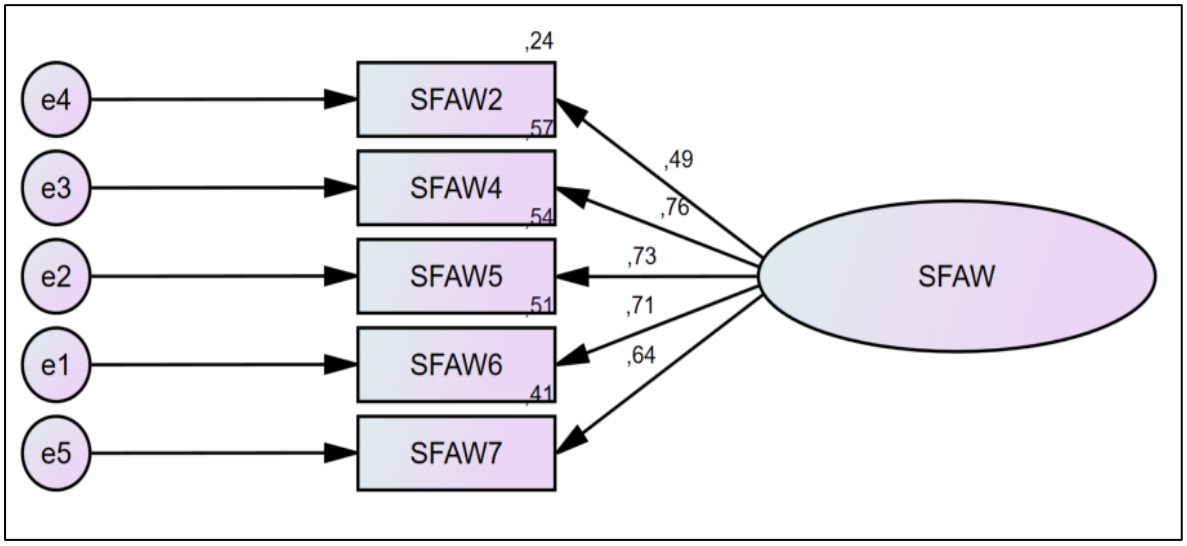

Figure 11: Confirmatory Factor Analysis - Sociological Factors Affecting Women

5.6.3 CFA: Entrepreneurial Success

Figure 12 illustrates the estimated loading for construct validity for the variables (ES1, ES2, ES3 and ES4) at 0.85, 0.84, 0.77 and 0.72 respectively. These are above the recommended loading of 0.5 suggesting adequate construct validity (Hair et al., 2010). The CFA indices, SRMR, Chi-Square Probability, CFI and RMSEA for the construct are within the acceptable range for the best model fil, based on the standard ranges depicted in Table 8. Therefore, no further items were deleted from the hypothesised construct. The observed questions in Figure 12 below are therefore appropriately loaded to the construct.

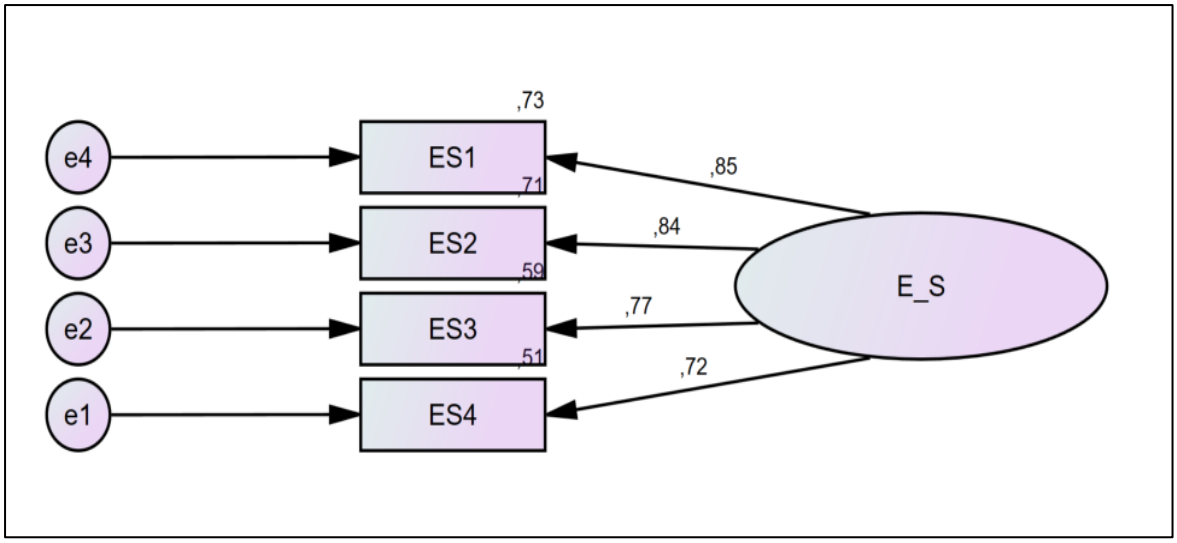

Figure 12: Confirmatory Factor Analysis for Entrepreneurial Success

5.6.4 CFA: Women's Perception of Men's Networking Behaviour

Figure 13 illustrates the estimated loading for construct validity for the variables (WPMNB1, WPMNB2, WPMNB3, WPMNB4 WPMNB6 and WPMNB7) as 0.85, 0.84, 0.88, 0.66, 0.60, 0.72 and 0.60 respectively. These are above the recommended loading of 0.5 suggesting adequate construct validity (Hair et al., 2010). The CFA indices, SRMR, Chi-Square Probability, Comparative Fit Index and RMSEA for the construct are within the acceptable range for the best model fil, based on the standard ranges depicted in Table 8. Therefore, no further items were deleted from the hypothesised construct. The observed questions in Figure 13 below are therefore appropriately loaded to the construct.

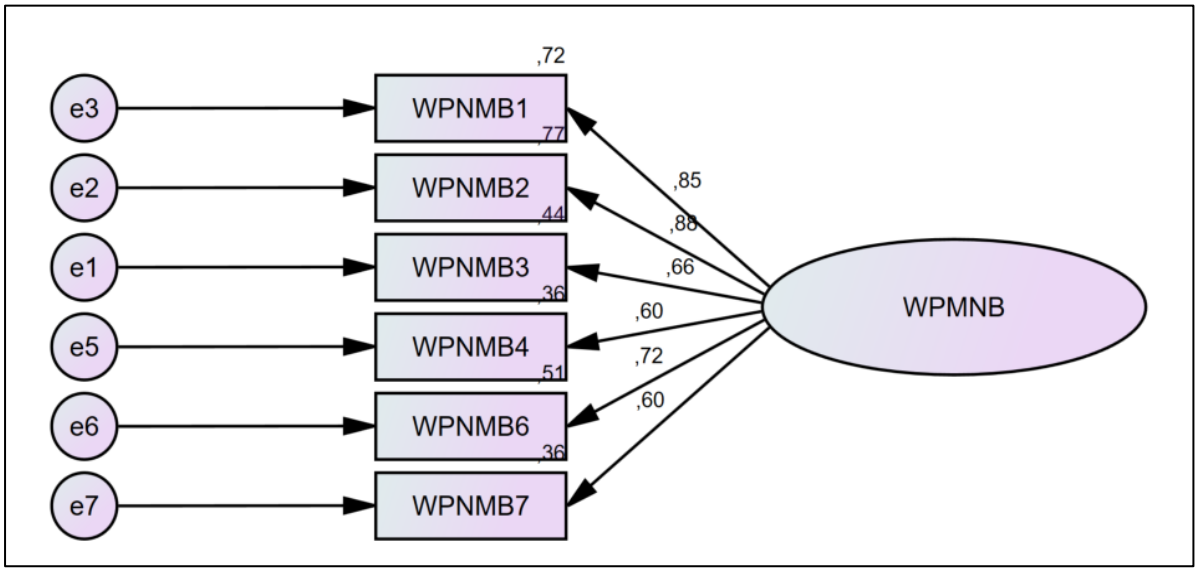

Figure 13: Confirmatory Factor Analysis for Women's Perception of Men's Networking Behaviour

5.7 Exploratory Factor Analysis (EFA)

The exploratory factor analysis (EFA) test analysed the data set with the purpose of variable reduction while also demonstrating the configuration of a large set of data that can be grouped through factor loading to allow for a reasonable hypothesis test. Before performing the exploratory factor analysis, the KMO and The Bartlett's Test of Sphericity measures were tested to measure factorability of questions to the constructs. The requirements for the test are explained in Section 4.10.5. The exploratory factor analysis will determine the ideal number of components required for hypotheses testing.

5.7.1 Exploratory Factor Analysis

a) Kaiser-Meyer-Olkin Measure (KMO) and Bartlett's Test of Sphericity Results for all constructs

The KOM and The Bartlett's Test of Sphericity statistical output for the, all constructs under study, are represented in Tables 19, 20, 21 and 22 below. KMO result for the business networking for female entrepreneurs' construct is 0.756, KMO for sociological factors affecting women construct is 0.833, KMO for entrepreneurial success construct is 0,786, and the KMO for women's perception of men's networking behaviour construct is 0,861. These KMO factors are above the acceptable lower limit of 0.5. The Bartlett's Test of Sphericity for all construct has a significance level of 0.000, which is less than the recommended statistical significance of 0.05 ($\rho<0.05$). Both the KMO and Bartlett's Test of Sphericity results indicates that factor analysis is appropriate for this data.

Table 19: KMO and Bartlett's Test of Sphericity Results – Business Networking for Female Entrepreneurs

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,756
Bartlett's Test of Sphericity	Approx. Chi-Square	112,309
	df	6
	Sig.	0,000

Table 20: KMO and Bartlett's Test of Sphericity Results – Sociological Factors Affecting Women

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,833
Bartlett's Test of Sphericity	Approx. Chi-Square	144,071
	df	10
	Sig.	0,000

Table 21: KMO and Bartlett's Test of Sphericity Results – Entrepreneurial Success

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,786
Bartlett's Test of Sphericity	Approx. Chi-Square	214,575
	df	6
	Sig.	0,000

Table 22: KMO and Bartlett's Test of Sphericity Results – Women's Perception of Men's Networking Behaviour

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,861
Bartlett's Test of Sphericity	Approx. Chi-Square	281,614
	df	15
	Sig.	0,000

b) Anti-Image Matrices for all constructs

The Anti-Image Matrices which measure sample adequacy for all constructs was analysed using SPSS. The tabulated anti-image matrices for all constructs are illustrated in Appendix 8. The measure of sampling adequacy for each variable is shown on the diagonal of the anti-image correlation mix for all constructs. According to (Field, 2013), an anti-image diagonal value of greater than 0.4 is considered acceptable. The minimum anti-image diagonal value for all constructs is 0.51, which is greater than the recommended lower limit of 0.4. Therefore, no variable omission was required.

c) Exploratory Factor Analysis Statistical Output:

Following the KMO and Bartlett's Test of Sphericity analysis, exploratory factor analysis was conducted for each construct. The results are represented below:

5.7.2 EFA: Business Networking for Female Entrepreneurs

The business networking for female entrepreneurs' construct was analysed through the exploratory factor analysis. Using the Principal Component Analysis extraction method, one factor with Eigenvalue of greater than one was extracted as represented in Table 23 below. These are the number of factors to be retained and included in the statistical model. Kaiser's criteria for factor loading states that only factors loading at the Eigenvalue of 1 and above should be retained (Hair et al., 2010). The Eigenvalue is based on the variance of factors which is one based on the correlation matrix factor analysis. The total variance accounted by the one extracted factor is 60.414%. The loading of the factor is based on the most significant

coefficient associated with the factor. A factor coefficient that loads with a value greater than 1 indicates the close association with the factor than variables that load with a value less than 1 (Field, 2013). Table 22 shows one-factor loading for all the questions in the networking construct. The coefficient for each question is greater than 0.7, which is closer to 1, thus indicating a high association of the questions with the factor. This is above the above the minimum suggested a coefficient value of 0.3 (Field, 2013). As a result, all four questions under the networking construct were used for hypothesis testing.

Table 23: Total Variance Explained for Factoring of Business Networking for Female Entrepreneurs Construct

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,417	60,414	60,414	2,417	60,414	60,414
2	0,682	17,058	77,472			
3	0,492	12,298	89,769			
4	0,409	10,231	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix

	Component
	1
Net3	0,828
Net4	0,728
Net5	0,782
Net7	0,768

5.7.3 EFA: Sociological Factors Affecting Women

The sociological factors affecting women construct was analysed through the exploratory factor analysis. Using the Principal Component Analysis extraction method, one factor with Eigenvalue of greater than one was extracted as represented in Table 24 below. The total variance accounted by the one extracted factor is 55.63%. The coefficient value of the questions within this factor is greater than 0.6, above the minimum suggested coefficient value of 0.3 (Field, 2013). A factor coefficient that loads with a value greater than 1 indicates the close association with the factor than variables that load with a value less than 1 (Hair et al., 2010).

Table 24: Total Variance Explained for Factoring of Sociological Factors Affecting Women Construct

Total Variance Explained						
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Tot	% of Variance	Cumulative %
1	2,782	55,638	55,638	2,782	55,638	55,638
2	0,732	14,644	70,281			
3	0,584	11,684	81,966			
4	0,456	9,124	91,090			
5	0,446	8,910	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix	
	Component
	1
SFAW2	0,606
SFAW4	0,807
SFAW5	0,793
SFAW6	0,775
SFAW7	0,731

Despite the one factor loading for this construct, the structure of the questions suggested two constructs. Question SFAW4 describes the personal characteristics (traits) about women that force women to create certain informal networking styles that formal networking styles Schoonjans et al. (2013) and Bevelander & Page (2011). Questions SFAW2,5,6,7 measure the effect of cultural factors that form part of the sociological factors affecting women. The validity, therefore, suggested two sub-constructs formed as follows;

(a) Cultural factors affecting women
(b) Women's fearfulness & lack of entrepreneurial audaciousness

These two sub-constructs were used separately for hypotheses testing. The mean of each of the two sub-constructs was calculated as the Total Score and used for hypothesis testing. The resultant sub-constructs are as follows:

Table 25: New Formed Components for Social factors affecting women construct

Cultural factors affecting women	Women's fearfulness & lack of entrepreneurial audaciousness
SFAW2 SFAW5 SFAW6 SFAW7	SFAW4

5.7.4 EFA: Entrepreneurial Success

The entrepreneurial construct was analysed through the exploratory factor analysis. Using the Principal Component Analysis extraction method, one factor with Eigenvalue of greater than one was extracted as represented in Table 26 below. These are the number of factors to be retained and included in the statistical model. All the coefficient values for all the questions in this factor were greater than 0.8. This high coefficient value indicates a high association of the questions with the factor. The total variance accounted by the one extracted factor is 72,553%. As a result, all four questions under the networking construct were used for hypothesis testing.

Table 26: Exploratory Analysis – Entrepreneurial Success

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,902	72,553	72,553	2,902	72,553	72,553
2	0,526	13,141	85,694			
3	0,333	8,315	94,009			
4	0,240	5,991	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix

	Component
	1
ES1	0,870
ES2	0,864
ES3	0,852
ES4	0,820

5.7.5 EFA: Women's Perception of Men's Networking Behaviour

The women's perception of men's networking behaviour construct was analysed through the exploratory factor analysis. Using the Principal Component Analysis extraction method, two factors with Eigenvalue of greater than one was extracted as represented in Table 27 below. These are the number of factors to be retained and included in the statistical model. However, the question WPMNB5 cross loaded too high and thus the question was omitted. This resulted in one component being loaded. All the coefficient values for all the remainder of the questions in this factor are greater than 0.8, which is above the minimum threshold of 0.3 (Field, 2013).

This high coefficient value indicates a high association of the questions with the factor. The total variance accounted by the one extracted factor is 59.88%. As a result, all five questions under the networking construct will be used for hypothesis testing.

Table 27: Exploratory Factor Analysis – Women's Perception of Men's Networking Behaviour

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,593	59,888	59,888	3,593	59,888	59,888
2	0,714	11,900	71,788			
3	0,685	11,410	83,199			
4	0,420	6,998	90,197			
5	0,346	5,765	95,962			
6	0,242	4,038	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix

	Component
	1
WPNMB1	0,862
WPNMB2	0,881
WPNMB3	0,716
WPNMB4	0,675
WPNMB6	0,791
WPNMB7	0,693

5.8 Descriptive Statistics for Questions and Constructs

To quantitatively describe the features of the collected data per question and construct, descriptive statistics were utilised. The features described the number of responses collected per question, denoted by the alphabet "N" in each of the illustrated tables below. For each question, a minimum score and maximum score is described based on the Five-Point Likert scale that was used to select the correct answer. The scale measured as follows; 1-Strongly Disagree, 2- Disagree, 3-Neutral, 4-Agree and 5-Strongly Agree.

The score average of all question is calculated as the score for the construct. To account for missing data when calculating scores for each question, industry averages were used to impute the data Hair et al., (2010), thus giving a mean score for the construct. The mean and standard deviation for each variable is calculated and tabulated in each table. To test for

normality, a standard distribution curve is graphically represented for each construct. Appendix 6 and 7 illustrate further descriptive statistics for each question including the skewness, kurtosis and the Shapiro-Wilk significance level coefficient for each question and construct.

5.8.1 Descriptive Statistics: Business Networking for Female Entrepreneurs

There were nine questions used to measure the descriptive statistics for the networking construct. Respondents were allowed to give a measure of agreement to the question posed, based on the 5-point Likert Scale as discussed in Chapter 4. The frequency tables found in Appendix 4 shows that most of the respondents opted for option 4 showing that they "agree" with the majority of this questions in the construct. Table 29 illustrates the results of the descriptive statistical tests per question and for the networking construct score. The results indicate the highest mean of 4.47 (SD = 0.651) on question FNet1 and the lowest mean of 2.38 (SD =1.078) on question FNet8.

The standard deviation which measures the level dispersion from the mean shows that question FNet9 is highly dispersed (M = 3.36, SD=1.128) versus question FNet1 that has the lowest standard deviation of 0.651. The overall mean for the female networking constructs (M =3.457, SD = 0.76150) is relatively average, just above the midpoint score of 3. This indicates that respondents almost agree with the questions posed to them relating to networking behaviours of females. The overall standard deviation for the overall female networking construct is relatively low at 0.76150, indicating that most of the responses were closer to the mean score.

Table 28: Descriptive Statistics for Business Networking for Female Entrepreneurs

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
Net1: Women play a vital role in the growth and development of economies globally	105	3	5	4,47	0,651
Net2: Women have sufficient personal characteristics that enable them to create efficient business networks to grow their businesses	105	2	5	4,11	0,858
Net3: I am equipped with the right knowledge of potential networks in my sector	105	1	5	3,39	0,935
Net4: I am equipped with the right entrepreneurial background to create essential business networks	105	1	5	3,48	1,029
Net5: I use all forms of networking communications (face to face, internet, voluntary clubs etc.) to maximise my resource acquisitions in business networks	105	1	5	3,50	1,020
Net6: Both formal (contractual agreements, etc.) and informal networks are necessary for the success of my business	105	1	5	4,073	0,979
Net7: My business networks are of good quality and large enough for me to extract good value from them	105	1	5	3,46	0,941
Net8: I can fully operate my business **without** business networks	105	1	5	2,38	1,078
Net9: Women are more risk-averse than men thus limiting their potentials to create business networks	105	1	5	3,36	1,128
Business Networking Construct	105	1,50	5,00	3,4571	0,76150

The histogram represented in Figure 14 represents the frequency distribution of the responses for the business networking for female entrepreneurs' construct. The figure indicates that the data is not entirely normally distributed around the mean. The data represents a double-peak or bimodal distribution. Based on the standard deviation of 0.7615 and the shape of the histogram below, it is evident that the data is relatively dispersed. The data is negatively skewed as illustrated on the histogram.

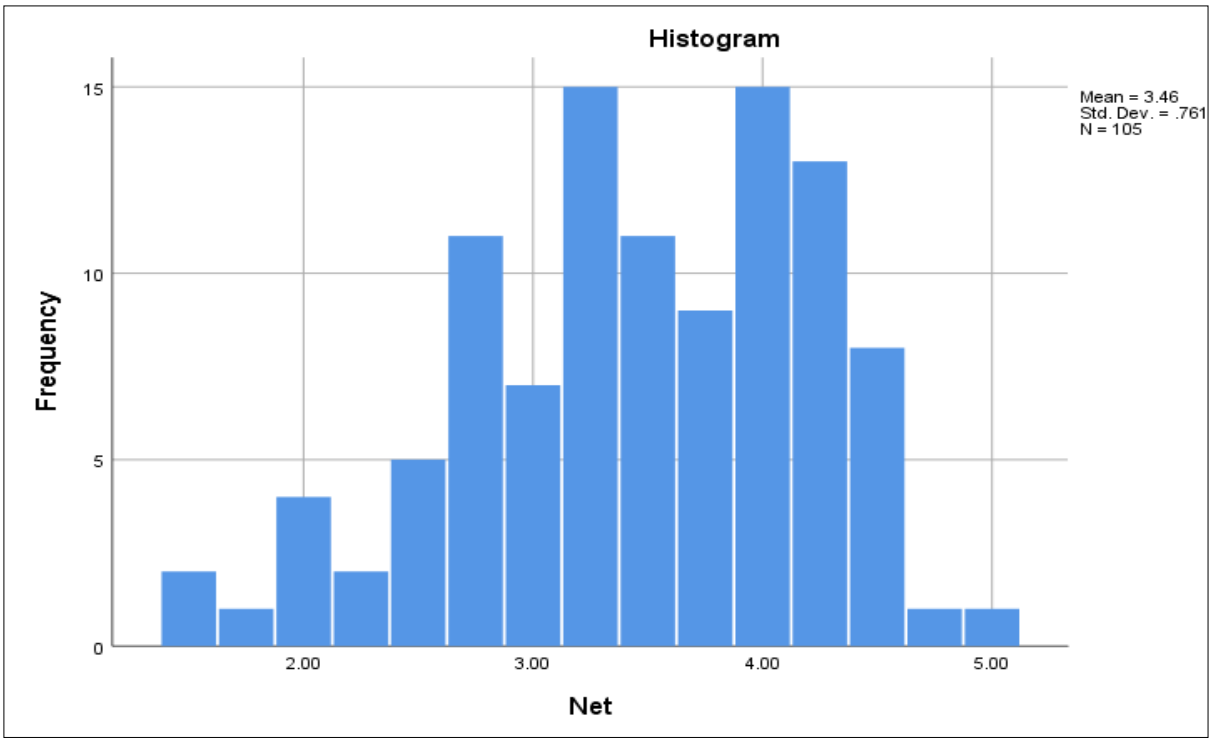

Figure 14: Histogram for Business Networking for Female Entrepreneurs

5.8.2 Descriptive Statistics: Sociological Factors Affecting Women

The seven questions used to measure the sociological factors affecting women construct descriptive statistics are presented in Table 30. The frequency tables in Appendix 4 show that the majority of the respondents opted for option 4, which show that they "agree" with the statements posted around the sociological factors that have an impact on the entrepreneurial journey of female entrepreneurs. Furthermore, the table shows the mean and standard deviation for the overall construct. The results indicate the highest mean (M = 4.15, SD = 0.794) on question SFAW1 and the lowest mean (M = 3.056, SD = 0.989) on question SFAW5. The standard deviation which measures the level of dispersion from the mean shows that question SFAW4 is highly dispersed (M = 3.22, SD=1.168) versus question SFAW1 that has the lowest standard deviation of 0.794. The overall mean for the sociological factors affecting women constructs (M =3.308, SD = 0.796) is relatively average, just above the midpoint score of 3. This indicates that respondents almost agree with the questions posed to them relating to sociological factors affecting women. The standard deviation for the overall construct is relatively low at 0.796, indicating that the data is not highly dispersed and that most of the responses were closer to the mean score.

Table 29: Descriptive Statistics for Sociological Factors Affecting Women

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
SFAW1: Sociocultural factors such as (social segregation, gender inequality, cultural norms, etc.) affect how women create business networks	105	1	5	4,15	0,794
SFAW2: Women create informal business networks more than formal business networks	105	1	5	3,55	0,961
SFAW3: As a female, I am motivated to take risks in order to build relevant business networks	105	2	5	3,89	0,85
SFAW4: I am less willing to approach networks that are outside of my comfort zone	105	1	5	3,22	1,168
SFAW5: I feel isolated from activities around me as a result of limited business networks	105	1	5	3,056	0,989
SFAW6: As a female, juggling work and household activities gives me a limited amount of time to create business networks	105	1	5	3,59	1,115
SFAW7: I feel that I am not taken seriously when attempting to create business networks because I am a woman	105	1	5	3,12	1,10
Social Factors Affecting Women Construct Score	105	1,00	5,00	3,308	0,796

The histogram represented in Figure 15 represents the frequency distribution of the responses for the construct; sociological factors affecting women construct. The histogram indicates that the data is not normally distributed. Just like with the business networking for female entrepreneurs' construct, the data represents a double-peak or bimodal distribution. Based on the standard deviation of 0.7615 and the shape of the histogram below, it is evident that the data is relatively dispersed around the mean. The curve shows a small percentage less than 5% of respondents who are not in agreement about social factors affecting women.

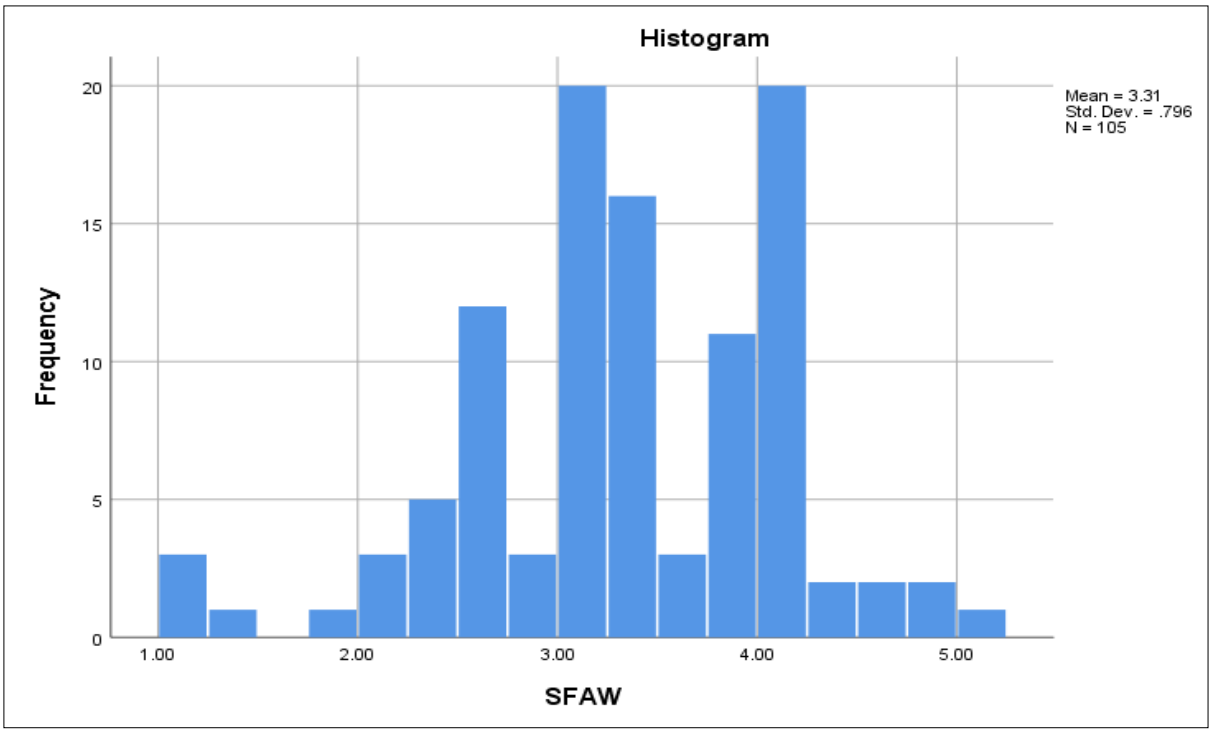

Figure 15: Histogram for Sociological Factors Affecting Women

5.8.3 Descriptive Statistics: Entrepreneurial Success

Table 31 below illustrates the descriptive statistics for the entrepreneurial success construct. The frequency tables in Appendix 4 show that the majority of the respondents opted for option 4 and 5, which show that they "agree" and "strongly agree" with the statements made about entrepreneurial success. All the questions under this construct have meant greater than 4. However, the highest mean (M = 4.52, SD = 0.590) is recorded for question EBS5 showing that women entrepreneurial success is considered an important factor with regards to networking.

The mean score for the entrepreneurial success construct (M = 4.2, SD = 0.74) shows that the data from the respondents is not highly dispersed from the mean, illustrating that the mean is a good representation of the responses of each question.

Table 30: Descriptive Statistics for Entrepreneurial Business Success

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
ES1: Networking increases the performance of an entrepreneurial organisation	105	1	5	4,26	0,951
ES2: Networking gives my company an added competitive advantage over my competitors	105	1	5	4,22	0,940
ES3: Networking gives an advantage of additional resources that are needed for business success	105	1	5	4,21	0,817
ES4: Business networks drive learning and innovation essential for growth of business	105	1	5	4,15	0,769
ES5: The right levels of networking will increase the success of women entrepreneurship	105	3	5	4,52	0,590
Entrepreneurial Business Success Scores	105	1,00	5,00	4,2095	0,74204

The histogram represented in Figure 16 represents frequency distribution of the responses for the entrepreneurial success construct indicate that the data is not normally distributed, and it is negatively skewed. Based on the standard deviation of 0.742 and the shape of the histogram below, it is evident that the data is relatively dispersed around the mean of 4.2. The curve illustrates a percentage of less than 5% who are not in agreement with the statements posted around entrepreneurial success.

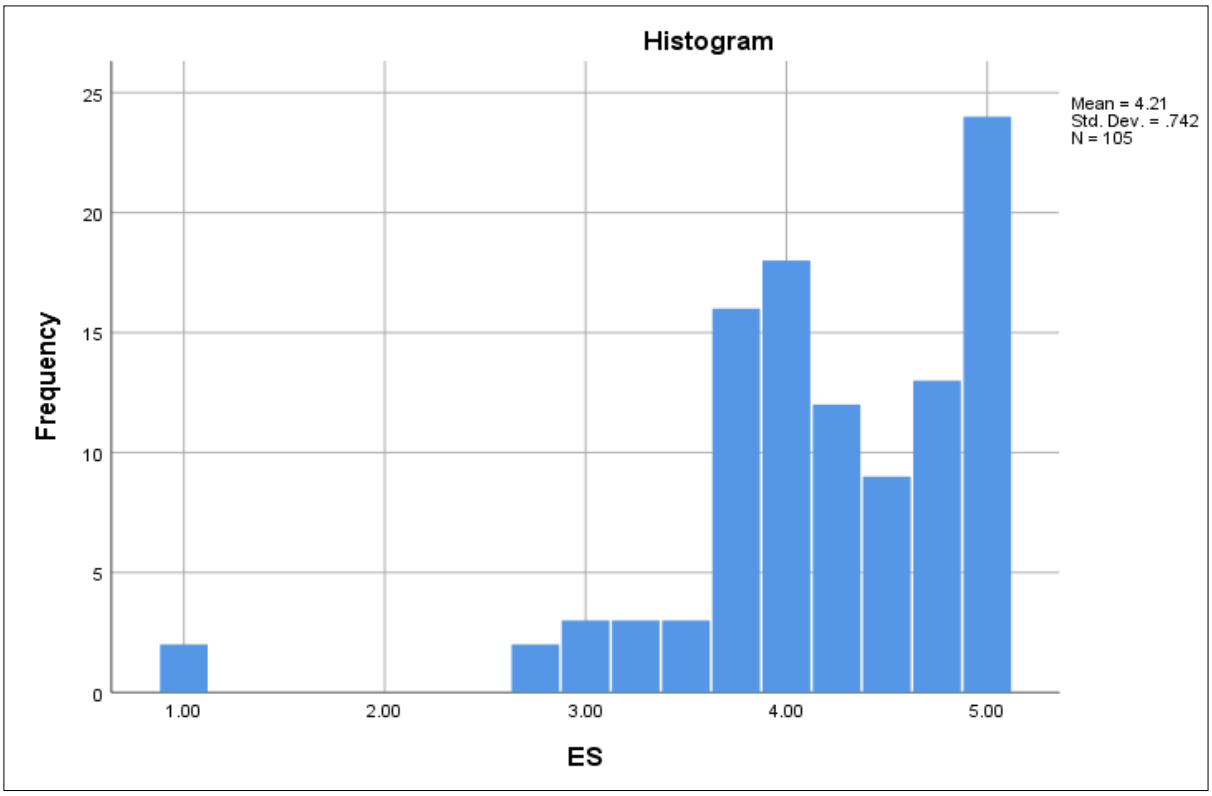

Figure 16: Histogram for Entrepreneurial Business Success

5.8.4 Descriptive Statistics for Women's Perception of Men's Networking Behaviour

In order to understand the women's perception of men's networking behaviour construct, seven questions relating to the construct were used. The frequency statistical analysis presented in Appendix 4 shows an interesting un-uniform pattern of responses that are mostly populated around the options 2 (disagree), 3 (neutral) and 4 (agree). Table 32 demonstrate the descriptive statistics per question and for the overall construct. The overall mean for the construct (M = 3.33, SD = 0.885) shows that the respondents are relatively neutral about the statements and questions relating to the women's perception of their male counterparts networking behaviour. The standard deviation is slightly high, showing that the data from respondents is more dispersed, indicating that the mean is not entirely a representation of the respondent's answers.

Table 31: Descriptive Statistics for Women's Perception of Men's Networking Behaviour

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
WPNMB1: Male entrepreneurs are more likely to create better business networks than female entrepreneurs	105	1,00	5,00	3,39	1,27
WPNMB2: Men create networks that are more formal, more extensive, more diverse, more abundant in resources, whereas women's networks are homogenous, informal, lack quality and are generally more tied to kins (those close to them)	105	1	5	3,26	1,160
WPNMB3: Male network contacts positively influence their business performance	105	1	5	3,78	0,855
WPNMB4: Men are better at face to face networks than women	105	1	5	3,05	1,180
WPNMB5: I believe that male entrepreneurs possess unique personal characteristics that allow them to be better at networking	105	1	5	2,81	1,210
WPNMB6: Despite the same level of entrepreneurial background and experience, men would still outperform women with regards to creating business networks	105	1	5	3,14	1,236
WPNMB7: Men have higher social structures that allow them to have better business networks than women	105	1	5	3,37	1,162
Women's Perceptions of Men's Networking Behaviour	**105**	**1,17**	**5,00**	**3,332**	**0,885**

A review of the histogram shows that the data is mostly is not normally distributed. The high standard deviation (M = 3.32, SD = 0.885) is further illustrated on the curve showing the highly dispersed data around the mean. The curve further illustrates that the sample of respondents under study are generally diversely opinionated on matters of the women's perception of men's networking behaviour.

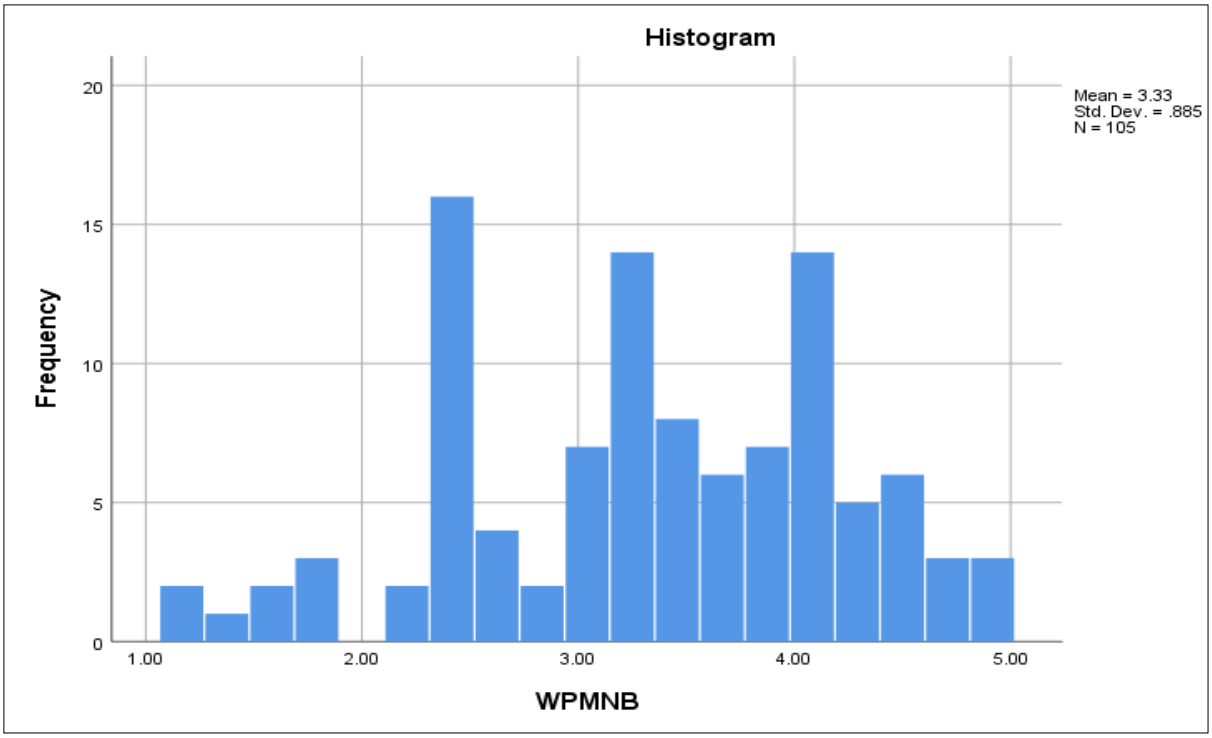

Figure 17: Histogram for Women's Perception of Men's Networking Behaviour

5.9 Results for the Hypotheses Tests

Non-parametric Spearman's correlation test was conducted in SPSS to test the relationship between the constructs in the hypotheses outlined in Chapter 3. The results of each hypothesis test are tabulated to illustrate the essential measures needed to make the conclusive statement on whether there is a significant relationship between the constructs or not. The correlation coefficient (r) can range in value from −1 to +1 (Saunders & Lewis, 2012). A negative coefficient denotes a negative relationship, zero coefficient denotes no relationship, and a positive coefficient denotes a positive relationship. The larger the absolute value of the coefficient, the stronger the relationship between the variables. The 2-tailed Sig value above the 0.05 confidence level ($\rho>0.05$) indicates that there is no significant relationship between networking and entrepreneurial success and below 0.05 ($\rho<0.05$) indicates a relationship. The scatterplot graphs illustrating the relationships are presented for constructs in each hypothesis.

Furthermore, Cohen's D table was used to indicate how strong the relationship between the variables is, as represented in Table 32 below (Field, 2013). The null and alternate hypotheses are presented, followed by the statistical results. The assumptions considered when conducting the Spearman's correlation test are presented in Section 4.10.9.

Table 32: Cohen's D table of Association Strength

Coefficient Value	Strength of Association
0.1< |*r*| <0.3	Small/Weak Correlation
0.31< |*r*| <0.50	Medium/Moderate Correlation
|*r*| >0.51	Large/Strong Correlation

5.9.1 Spearman's Correlation Test: Hypothesis 1

Correlation between the constructs: Business Networking for Female Entrepreneurs and Entrepreneurial Success

H_0 (1): There is no statistically significant positive correlation between business networking for female entrepreneurs and entrepreneurial success

H_1 (1): There is a statistically significant positive relationship correlation between business networking for female entrepreneurs and entrepreneurial success

Spearman's correlation was used to analyse the relationship between the constructs; networking and entrepreneurial success. The independent variable for this hypothesis is networking, and the dependent variable is an entrepreneurial success. The statistical output of the test is tabulated in Table 33.

Table 33: Spearman's Correlation Test: Hypothesis 1

			Net	ES
Spearman's rho	Net	Correlation Coefficient	1	0,049
	ES	Sig. (2-tailed)		0,62
		N	105	105

- No significant correlation observed between business networking and entrepreneurial success, r (103) = 0.049, ρ = 0.62.
- Based on the graphical representation of the relationship between networking and entrepreneurial success in Figure 17, the points are scattered randomly on the curve, thus indicating that there is no relationship between the two constructs under study.
- The Spearman's coefficient 0.049 is below the minimum of 0.1, based on Cohen's D table of association strength, as seen in Table 32. Therefore, the correlation between networking and entrepreneurial success is considered weak.

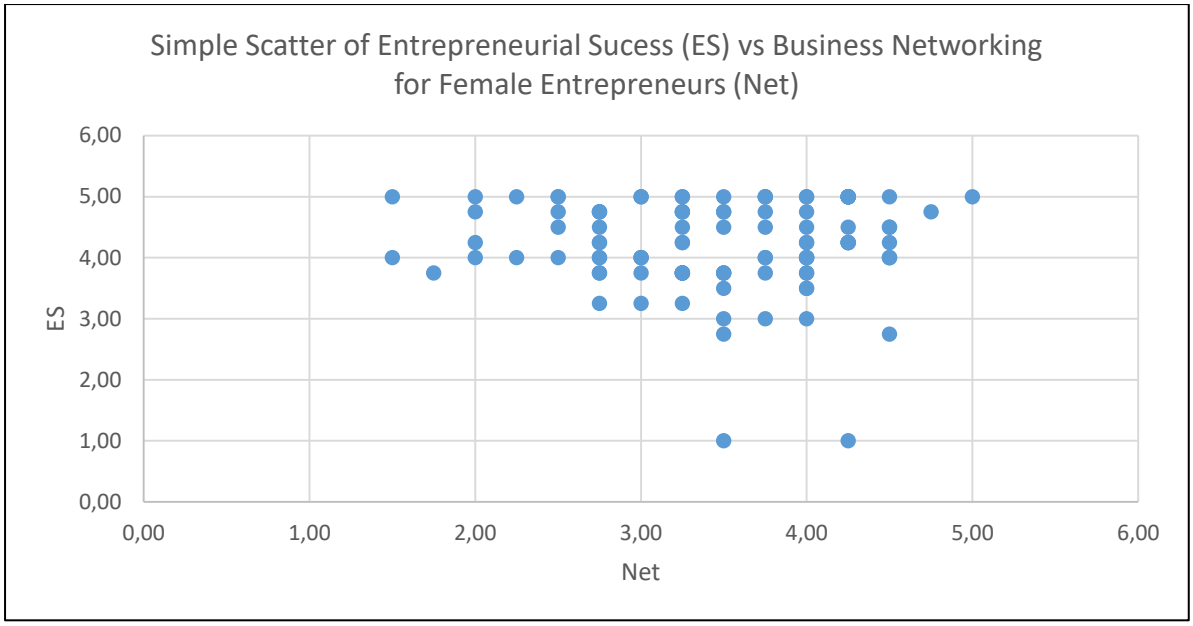

Figure 18: Business Networking for Female Entrepreneurs vs Entrepreneurial Success Scatter Plot

5.9.2 Spearman's Correlation Test: Hypothesis 2

Correlation between sociocultural factors affecting women and business networking for female entrepreneurs

H_0 (2): There is no statistically significant negative correlation between sociocultural factors affecting women and business networking for female entrepreneurs

H_1 (2): There is a statistically significant negative relationship correlation between sociocultural factors affecting females and business networking for female entrepreneurs

Based on the outcome of the exploratory factor analysis, two sub-components illustrated in the exploratory factor analysis section 5.7.1 above for the sociological factors affecting women were formulated, as follows:

(a) Cultural factors affecting women
(b) Women's fearfulness & lack of entrepreneurial audaciousness

- **Hypothesis 2a: Correlation between cultural factors affecting women and business networking for female entrepreneurs**

The hypothesis based on the new sub-constructs are as follows:

H_0 (2a): There is no statistically significant negative correlation between cultural factors affecting women and business networking for female entrepreneurs

H_1 (2a): There is a statistically significant negative relationship correlation between cultural factors affecting females and business networking for female entrepreneurs

Spearman's correlation was used to analyse the relationship between the constructs; business networking for female entrepreneurs and cultural factors affecting women. The independent variable for this hypothesis is business networking for female entrepreneurs, and the dependent variable is cultural factors affecting women. The statistical output of the test is tabulated in Table 34 below.

Table 34: Spearman's Correlation Test: Hypothesis 2(a)

			Cultural Factors_SFAW	Net
Spearman's rho	Cultural Factors_SFAW	Correlation Coefficient	1,000	-.380**
		Sig. (2-tailed)		0,000
		N	105	105
	Net	Correlation Coefficient	-.380**	1,000
		Sig. (2-tailed)	0,000	
		N	105	105

*. Correlation is significant at the 0.05 level (2-tailed).

- The significant negative correlation observed between cultural factors affecting women and business networking for female entrepreneurs, r (103) = -0.380, ρ = 0.000.

- Based on the graphical representation of the relationship between business networking for female entrepreneurs and cultural factors affecting women in Figure 19, the points follow a trend line with a negative slope. This indicates that the relationship is negative because as one variable increases, the other decreases. Therefore, as cultural factors affecting women increases, business networking for female entrepreneurs' declines.

- The absolute Spearman's coefficient 0.380 is between 0.31 and 0.5 based on Cohen's D table of association strength, as seen in Table 30. Therefore, the correlation between business networking for female entrepreneurs and cultural factors is considered moderate.

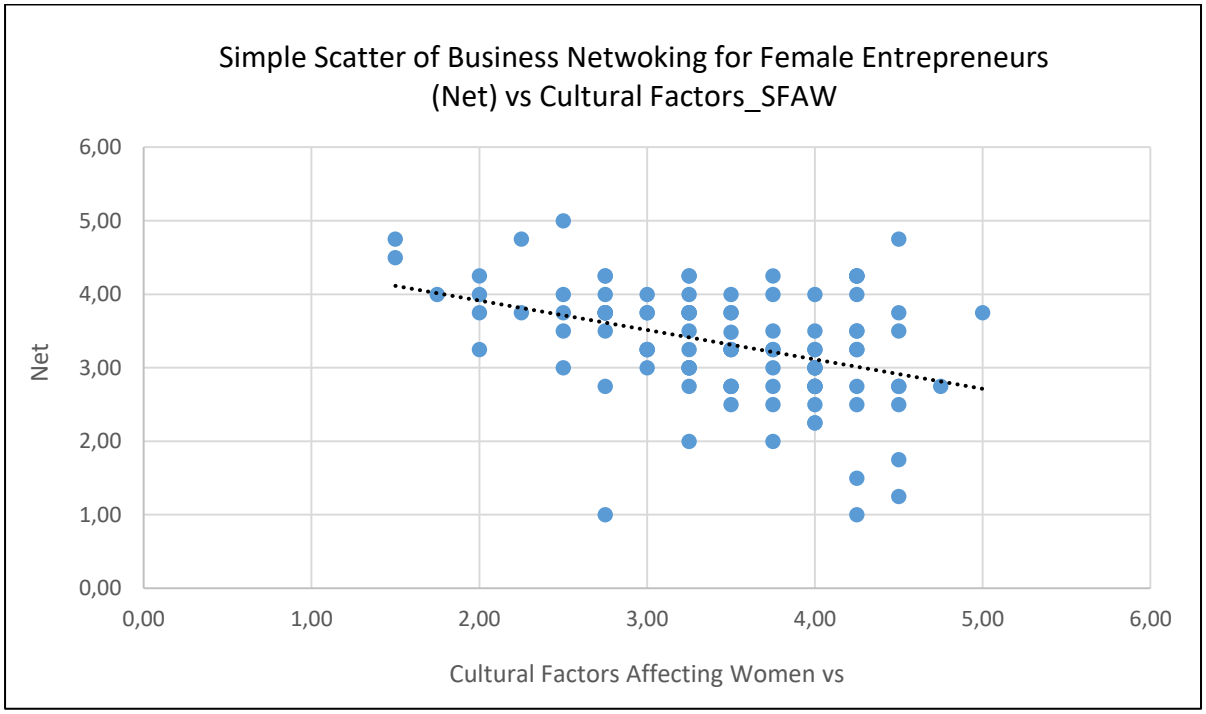

Figure 19: Business Networking for Female Entrepreneurs (Net) vs Cultural Factors Affecting Women Scatter Plot

- **Hypothesis 2b: Correlation between women's fearfulness & lack of entrepreneurial audaciousness and business networking for female entrepreneurs**

The hypothesis based on the new sub-constructs are as follows:

H_0 (2b): There is no statistically significant negative correlation between women's fearfulness & lack of entrepreneurial audaciousness and business networking for female entrepreneurs

H_1 (2b): There is a statistically significant negative relationship correlation between women's fearfulness & lack of entrepreneurial audaciousness and business networking for female entrepreneurs

Spearman's correlation was used to analyse the relationship between the constructs; women's traits and networking. The independent variable for this hypothesis is business networking for

female entrepreneurs, and the dependent variable is between women's fearfulness & lack of entrepreneurial audaciousness. The statistical output of the test is tabulated in Table 35.

Table 35: Spearman's Correlation Test: Hypothesis 2 (b)

			Women's fearfulness & lack of entrepreneurial audaciousness_SFAW	Net
Spearman's rho	Women's fearfulness & lack of entrepreneurial audaciousness _SFAW	Correlation Coefficient	1,000	-.227*
		Sig. (2-tailed)		0,020
		N	105	105
	Net	Correlation Coefficient	-.227*	1,000
		Sig. (2-tailed)	0,020	
		N	105	105

*. Correlation is significant at the 0.05 level (2-tailed).

- The significant negative correlation observed between women's fearfulness & lack of entrepreneurial audaciousness and business networking for female entrepreneurs, r (103) = -0.227, ρ = 0.020.

- Based on the graphical representation of the relationship between women's fearfulness & lack of entrepreneurial audaciousness and business networking for female entrepreneurs in Figure 19, the points follow a trend line with a negative slope. This indicates that the relationship is negative because as one variable increases, the other decreases. Therefore, as women's fearfulness and lack of audaciousness increases, business networking for female entrepreneurs' declines.

- The absolute Spearman's coefficient 0.227 is below 0.3 based on Cohen's D table of association strength, as illustrated in Table 30. Therefore, the correlation between women's fearfulness & lack of entrepreneurial audaciousness and business networking for female entrepreneurs is considered weak.

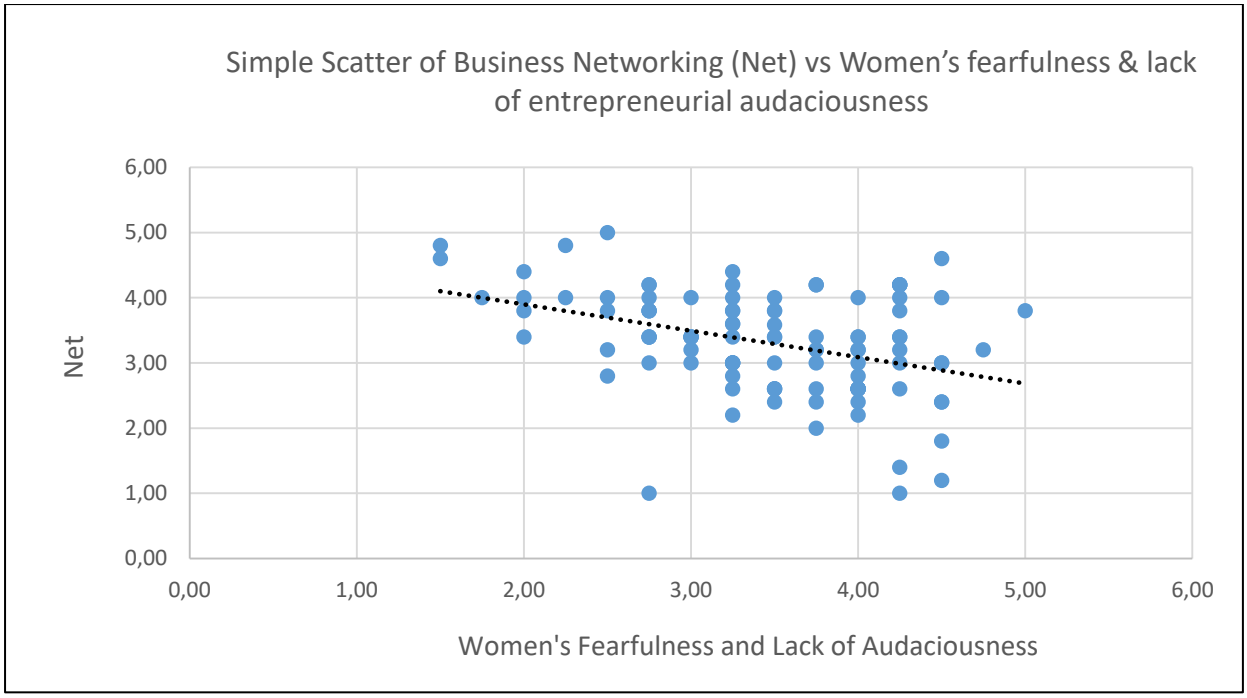

Figure 20: Business Networking for Female Entrepreneurs (Net) vs Women's Fearfulness and Lack of Audaciousness Scatter Plot

5.9.3 Spearman's Correlation Test: Hypothesis 3

Correlation between sociological factors affecting women and women's perception of male's networking behaviour

H_0 (3) There is no statistically significant positive correlation between sociocultural factors affecting women and the women's perception of male's networking behaviour

H_1 (3) There is a statistically significant positive relationship correlation between sociocultural factors affecting women and the women's perception of male's networking behaviour

This hypothesis requires that the two sub-constructs developed for sociological factors affecting women be correlated with women's perception of male's networking behaviour:

(a) Cultural factors affecting women
(b) Women's fearfulness & lack of entrepreneurial audaciousness

- **Hypothesis 3a: Correlation between women's perception of male's networking behaviour and cultural factors affecting women**

The hypothesis based on the new sub-constructs are as follows:

H_0 (3a): There is no statistically significant positive correlation between women's perception of male's networking behaviour and cultural factors affecting women

H_1 (3a): There is a statistically significant positive relationship correlation between women's perception of male's networking behaviour and cultural factors affecting women

Spearman's correlation was used to analyse the relationship between the constructs; women's perception of male's networking behaviour and cultural factors affecting women. The independent variable for this hypothesis is women's perception of male's networking behaviour, and the dependent variable is cultural factors affecting women. The statistical output of the test is tabulated in Table 36 below.

Table 36: Spearman's Correlation Test: Hypothesis 3(a)

			Cultural Factors_SFAW	WPMNB
Spearman's rho	Cultural Factors_SFAW	Correlation Coefficient	1,000	.568**
		Sig. (2-tailed)		0,000
		N	105	105
	WPMNB	Correlation Coefficient	.568**	1,000
		Sig. (2-tailed)	0,000	
		N	105	105

**. Correlation is significant at the 0.05 level (2-tailed).

- The significant positive correlation observed between women's perception of male's networking behaviour and cultural factors affecting women, r (103) = 0.568, ρ = 0.000.
- Based on the graphical representation of the relationship between cultural factors affecting women and women's perception of men's networking behaviour in Figure 20, the points follow a trend line with a positive slope. This indicates a positive linear relationship between the two constructs. Therefore,

as cultural factors affecting women increases, women's perception of men's networking behaviour increases.

- The absolute Spearman's coefficient 0.568 which is greater than 0.5 based on Cohen's D table of association strength, as seen in Table 30. Therefore, the correlation between cultural factors affecting women and women's perception of men's networking behaviour is considered active.

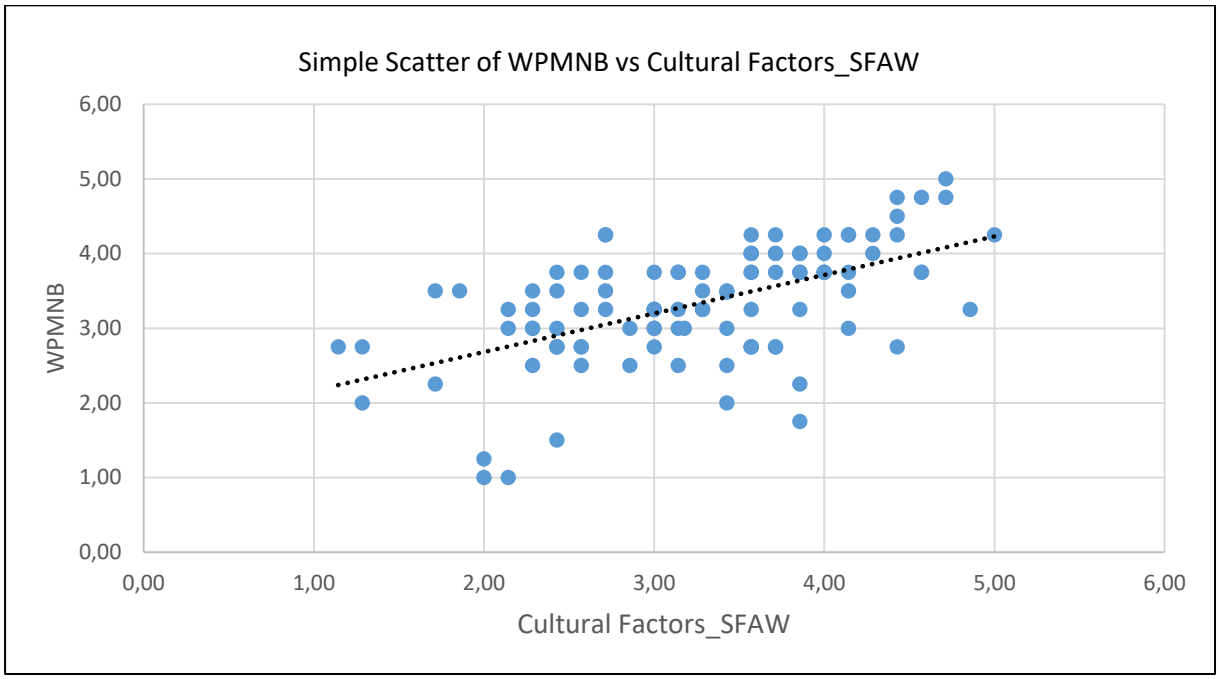

Figure 21: WPMNB vs Cultural factors affecting women Scatter Plot

- **Hypothesis 3b: Correlation between women's perception of male's networking behaviour and women's fearfulness & lack of entrepreneurial audaciousness**

The hypothesis based on the new sub-constructs are as follows:

H_0 (3b): There is no statistically significant positive correlation between women's perception of male's networking behaviour and women's fearfulness & lack of entrepreneurial audaciousness

H_1 (3b): There is a statistically significant positive relationship correlation between women's perception of male's networking behaviour and women's fearfulness & lack of entrepreneurial audaciousness

Spearman's correlation test was used to analyse the relationship between the constructs; women's fearfulness & lack of entrepreneurial audaciousness and women's perception of male's networking behaviour. The independent variable for this hypothesis is women's perception of male's networking behaviour, and the dependent variable is between women's fearfulness & lack of entrepreneurial audaciousness. The statistical output of the test is tabulated in Table 37 below.

Table 37: Spearman's Correlation Test: Hypothesis 3(b)

			Women's fearfulness & lack of entrepreneurial audaciousness	WPMNB
Spearman's rho	Women's fearfulness & lack of entrepreneurial audaciousness	Correlation Coefficient	1,000	.642**
		Sig. (2-tailed)		0,000
		N	105	105
	WPMNB	Correlation Coefficient	.642**	1,000
		Sig. (2-tailed)	0,000	
		N	105	105

**. Correlation is significant at the 0.05 level (2-tailed).

- The significant positive correlation observed between women's perception of male's networking behaviour and women's fearfulness & lack of entrepreneurial audaciousness $r(103) = 0.642$, $\rho = 0.000$

- Based on the graphical representation of the relationship between women's fearfulness & lack of entrepreneurial audaciousness and the women's perception on men's networking behaviour in Figure 22, the points follow a trend line with a positive slope. This indicates a positive linear relationship between the two constructs.

- The absolute Spearman's coefficient of 0.642 is greater than 0.5 based on Cohen's D table of association strength, as seen in Table 30. Therefore, the correlation between women's fearfulness & lack of entrepreneurial audaciousness and the women's perception of men's networking behaviour is considered active.

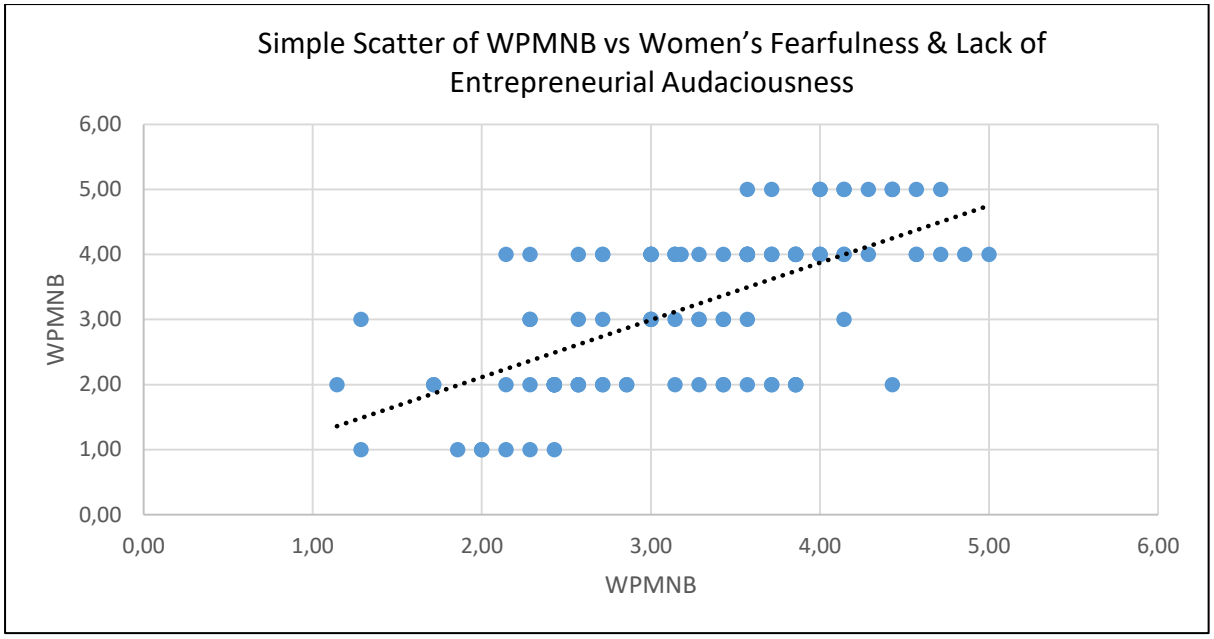

Figure 22: WPMNB vs Women's Fearfulness & Lack of Entrepreneurial Audaciousness Scatter Plot

5.10 Conclusion

Hypothesis 1 revealed that there is no statistically significant relationship between business networking for female entrepreneurs and entrepreneurial success

Hypothesis 2 revealed that both the sub-constructs; cultural factors affecting women and women's fearfulness & lack of entrepreneurial audaciousness yielded statistically significant negative correlation with business networking for female entrepreneurs. This, therefore, mean that there is a statistically significant negative correlation between sociocultural factors affecting women and business networking for female entrepreneurs.

Hypothesis 3 revealed that there is a statistically significant positive correlation between the two sub-constructs of sociological factors (cultural factors affecting women and women's fearfulness & lack of entrepreneurial audaciousness) with women's perception of male's networking behaviour. This means that there is a statistically significant positive relationship between sociological factors affecting women and women's perception of male's networking behaviour.

The discussion of the results of the study conducted in Chapter 5 in conjunction with the problem statement discussed in Chapter 1 and the literature review conducted in Chapter 2; will be discussed in Chapter 6.

CHAPTER 6: DISCUSSION OF RESEARCH RESULTS

6.1 Introduction

This research study sought to determine the extent of the role of business networking on the success of female entrepreneurs. The purpose of this chapter is to analyse the results of the data obtained in Chapter 5 in conjunction with the problem statement postulated in Chapter 1 as well as the literature review outlined in Chapter 2. The results of the hypotheses testing outlined in Chapter 5 will form the basis for the analysis in this chapter to observe whether or not the research objectives have been met. This analysis will create a foundation towards understanding the role of networking in female entrepreneurial success, by either supporting or contracting the existing literature studies.

This chapter firstly discusses the demographics of the sample under study to provide insightful information of the participants. Secondly, the results of the statistical test conducted on each construct are analysed in conjunction with the construct literature review conducted in Chapter 2. These constructs are networking, entrepreneurial success, sociological factors affecting women and women's perceptions of male networking behaviour.

Lastly, the results of the hypotheses test suggesting correlations between different constructs are discussed. The rationale behind this section is to infer the results from the hypotheses statistical tests to the research findings supported by the review of the literature. This chapter is concluded with a summary of the research findings that will enable the researcher to conclude the set research objective.

6.2 Sample Demographics

The population of this research study consisted of female entrepreneurs living in South Africa over the legal working age of 18 years' old who own and run enterprises of different sizes in different industries or sectors. Furthermore, the female entrepreneurs came from different races, having different educational backgrounds and having been in operation of their business for any length of the period. The eight demographic categories for this study were intended to classify the correct female entrepreneurs to match the criteria set for the population under study. Based on the population set out, the responses from the sample were classified in demographics to demonstrate the factual properties of the respondents that will give insights to the research study.

The age group demographics were considered essential to study as it would give an understanding of the impact of age on the ability to develop and foster business networks. The age group statistics was relatively balanced with 49.52% of the total respondents falling between the ages 26 and 35 years old, followed by the respondents from the age group 36 to 45 years old at 36.05%. This composition may not have been anticipated as the initial sample drawn through the purposive and the sampling snowballing techniques for this research study was sent circulated without knowledge of respondents' ages. However, these high figures could be explained by the natural enthusiasm towards trying new adventures by individuals who are younger. The drastic drop from the age group 36 to 45 years old to the group 46-55 (8.57%) can be potentially explained by insights from The Real State of Entrepreneurship 2017 (SA) survey conducted by The Seed Academy. The survey indicates that fewer individuals over the age of 45 are starting their businesses, while respondents classified as the youth between the ages of 16 and 44 are becoming entrepreneurs as a result of the challenges of unemployment in the country (SeedAcademy, 2017).

The second lowest number of respondents were female entrepreneurs from the age group of 18 to 25 constituting 1.90% of the total respondents. In the South African context, most individuals between the ages 18 and 25 are still completing their tertiary studies and not fully-fledged entrepreneurs. Thus it is expected that the responses are low. Also, the low figures could signify the lack of participation by individuals from this age group in entrepreneurial activities. Although the demographics of female South African entrepreneurs was not initially attained at the beginning of this research study, it was not surprising that the respondents from age group 56 and above constituted only 0.95 % of the total population. This claim could be explained by the fact that older generations are late adopters to entrepreneurial activities (SeedAcademy, 2017). Besides, this low response could easily be due to older respondents not being inclined to completing surveys with enthusiasm as younger respondents would.

It was intriguing to understand the racial demographics of the respondents. Race statistics for this study was drastically imbalanced and skewed towards respondents from the African/Black race constituting 80% of the total sample under study. This segment is illustrative of the demographics of the population of South Africa and thus not astounding. The 10.48% constituting "other" could potentially be races within South Africa such as Chinese, Pakistanis, and Ethiopians who run businesses within the borders of South Africa.

A demographic analysis of the industry or sectors the respondents participate in revealed that the highest number of respondents were from the "other" and public or private services. The respondents from the "other" sector constituted 26.67% of the total sample while respondents from the private or public sector constituted 21.90% of the total sample under study. The

"other" comprised of industries that were not included in the questionnaire for the simple purpose of making the questionnaire short as there are multiple industries in South Africa. However, industries not specified in the questionnaires include health, financial services, telecommunications and others. The services industry as the second highest constituting 21.9%, followed by the retail industry with 16 respondents constituting 15.24% of the sample. These high percentages of respondents could be because female entrepreneurs in South Africa tend to be concentrated within sectors that have low barriers to entry such as the service and retail sector, although the trend is growing into other sectors StatsSA (2017). The researcher noted the biases that can be associated with having a homogenous population. However, the study was extended to all industries operating in South Africa. It was pleasantly surprising to observe the industrial /mining / engineering/tech industry constituted 13.33% of the total sample. According to StatsSA (2017), there is skewness in the demographic profiles of South Africa which have a strong bias towards males than females due to the country's historical past. Technical industries such as mining, technology, engineering and industrial are male-dominated, thus making it difficult for females to penetrate.

The education level of entrepreneurs is considered an essential demographic to observe as it influences the success of entrepreneurs (SeedAcademy, 2017). The educational profile of the respondents is relatively diverse and intriguing to realize the high levels of educated female entrepreneurs from the stated population. Majority of the respondents have a national diploma constituting 25.71% of the respondents, followed by respondents who have honours degree and master's degree who constituted equally at 20.95%. Although studies by Duflo, (2012) reveal that there is still widespread discrimination towards educating women in developing nations, it is satisfying to observe the high educational levels attained by these female entrepreneurs. The drive towards educating females in developing countries is reflected in these results. Only 12.38% of the respondents have school-leaving matriculation, indicating that either females would instead pursue higher educational studies than pursue entrepreneurship at a younger age, or they did not consider being an entrepreneur. There were no respondents with educational levels below the matriculation level.

The length of operation demographic category was considered essential to include in this study as it demonstrated the amount of experience each respondent has as an entrepreneur. This further demonstrated the level of stability of the enterprise. The majority of the respondents (55.24%) have been operating their businesses for less than five years. This high number may be a limitation to the research study as the low level of experience in the

entrepreneurial field may influence the responses on behaviour and style of networking conducted.

Lastly, the annual turnover of the enterprise was considered an essential demographic category to consider for this study as it measured the financial health of the enterprise. The majority of the sample respondents have annual turnovers of less than R100 000, constituting 37.14% of the total respondents. While this is a concerning figure, it corresponds with the enterprises that have been in operation for five years or less, which constitute 55.24% of the total sample. It was further interesting to observe a substantial percentage of respondents that have annual enterprise turnover of over R5 million. Such enterprises could be beneficial in formulating concluding thoughts for the role of networking and entrepreneurial success.

6.3 Overview of the Constructs

The below constructs are analysed based on the statistical test results obtained in Chapter 5 in conjunction with the literature review conducted in Chapter 2.

6.3.1 Business Networking for Female Entrepreneurs

According to Ford and Mouzas (2013), business networking is defined as a process that involves resources and business activities within an organisation that can be developed through relationships. Prior literature has extensively discussed the economic benefits associated with the process of creating networks (Moensted, 2010 and Stam, Arzlanian, & Elfring, 2014). Studies reveal that entrepreneurs who lack efficient business networks lack the necessary resources and knowledge needed to facilitate their business effectively (Gronum, Verreynne, & Kastelle, 2012).

The problem statement of this research study outlined in Chapter one highlights networking as a fundamental concern in female entrepreneurial activities, Bardasi et al. (2011). This construct is, therefore, an essential piece of this research study that can be used to conclude the rationale behind the lack of ability of female entrepreneurs in creating business network essential for the success of their enterprises.

To further study this construct, questions were adapted from literature conducted by Vissa, (2012); Schoonjans et al. (2011); Ascher (2012). The adaptation from these studies was considered essential as they focused on entrepreneurship which is relevant to this study. The

questions were based on how respondents perceive networking as a function of their business operations

Based on the analysis of the collected data, business networking for female entrepreneurs' construct illustrated the mean score of just above midpoint value on the Likert scale score of 3 (M = 3.457, SD = 0.762), representing that on average they are neutral about the questions posed to them regarding networking being essential for entrepreneurial success. Furthermore, their level of awareness of networking as an integral part of their business is average. This means that on average female entrepreneurs did not consider networking had a significant impact on their day to day entrepreneurial activities. The standard deviation of 0.762 was relatively low, indicating that the majority of the respondents were not entirely convinced that networking as an essential tool for their business operations.

Although fairly dispersed, question Net3 (*I am equipped with the right knowledge of potential networks in my sector*) which attained the minimum ranking based on the mean (M =3.48, SD = 1.029) indicated that some respondents were not aware of networks around them that are beneficial to their businesses. A study by Markham et al. (2001) confirms these results as they note that women do not participate in activities that increase their knowledge of the networks they need. They base their argument on the less involvement of women in a voluntary forums that are essential for attaining resources, ideas and knowledge needed for their businesses.

Question Net4 (*I am equipped with the right entrepreneurial background to create essential business networks*) indicated that female entrepreneurs are neutral on the surety of their entrepreneurial background and how it can impact their businesses (M = 3.50, SD = 1.020) Based on the frequency tables in Appendix 6, only 38% agree to this question, while the rest of the responses are dispersed amongst other questions. These results are in agreement with the 55.24% of the respondents discussed in the demographics Section 5 above, who indicated that they have been in operation for less than five years, inferring that they lack the entrepreneurial background and experiences to create the right level of networks.

Interestingly, the purpose of asking question Net23 (*Women play a vital role in the growth and development of economies globally*) was to understand the perception women have on their contribution towards economic growth on a global scale. With the (M = 4.47, SD =0.651) female entrepreneurs strongly believed that their economic activities are essential in growing global economies. This notion is supported by authors such as Acs et al. (2011) and Estrin and Mickiewicz (2011) who state that the increasing number of female participation in entrepreneurial activities that enable communities and contribute towards the economy cannot be underestimated.

Through the assessment of the survey questions for the networking construct, questions relating to the types of networking were surprisingly contributing to the lowering of the validity and reliability of the construct. The reliability Cronbach's alpha coefficient for these questions was below 0.5, suggesting they were not a reliable measure of the construct resulting in their omission. The mean scores of these questions differed largely from the construct mean. These questions were adapted from Schoonjans et al. (2013), Vissa (2012), Hoffmann (2007), Egbert (2009), Jaafar, Abdul-Aziz, and Sahari (2009), who extensively studied the benefits of networking in association with entrepreneurship. It was thus surprising that these questions had to be omitted from the survey in further statistical analysis and for hypothesis testing. Only four questions relating to how women network observed high factorability, thus remained in the scale for hypothesis testing. A gender-based entrepreneurial networking study by Bevelander & Page, (2011), indicates that women draw strength for their networking capabilities from their characteristics. Thus, the researcher deems the remainder of the questions relevant to test the hypotheses in this study.

6.3.2 Entrepreneurial Success

Although entrepreneurial success can be measured in different ways, for this study, entrepreneurial success was measured as a function of the economic benefits an enterprise would attain as a result of having essential networks. The research was particularly interested in drawing insights around enablers such as innovation, resource acquisition and competitive advantage as themes that are closely linked to the success of entrepreneurs. This was driven by studies conducted by authors such as Sahut & Peris-Ortiz, (2014), Greve (2009) and Powell (2008), who perceive these factors essential for entrepreneurs. Furthermore, these factors necessitate the attainment of entrepreneurial success within an enterprise. It is therefore highly significant that entrepreneurs be equipped with the right networks that enable them to have the right levels of entrepreneurial success.

The mean score for the entrepreneurial success construct (M = 4.2095, SD =0.74204) indicates that on average the respondents agreed to consider factors such as resource acquisition, innovation and competitive advantage essential in driving entrepreneurial success. The relatively low standard deviation indicates that the responses from the participants were close to the mean. Less than 5% of the respondents were not particularly in agreement with this notion. Greater insights could be studied further to understand the

rationale behind female entrepreneurs who disagree with the benefits of obtaining the essential factors for entrepreneurial success.

Based on the frequency tables in Appendix 6, the data illustrates that most participants selected option 4 and 5 on the Likert scale used for measuring this construct. This indicates that the majority of the participants believe the existence of the networking blockades can result in their firm capabilities declining due to lack of resources, innovation and competitive advantage. For the researcher, this can be a particularly great concept that brings more insights and learnings into the study of networking and how it relates to entrepreneurial success for female entrepreneurs.

Five questions adopted from the literature were used for the entrepreneurial success construct. However, only one question ES5 (*The right levels of networking will increase the success of women entrepreneurship*) measured low correlation for validity. While 55.6% of the respondents strongly agreed with this question, it was deemed not a reliable measure of the construct and thus omitted for hypotheses testing. The researcher believes that the question could have been structured in a manner that is not linked to networking in order to avoid omission. Nardi (2007) suggests that structuring research survey questions in a manner that will not drive biases, allows respondents to make a meaningful analysis of the question and answer the question without enforced preconceptions.

6.3.3 Sociological Factors Affecting Women

The study of sociological factors affecting women as a construct for this research was deemed highly imperative. According to De Vita et al. (2014), deep-rooted cultural norms and behaviours still affect women in business. The researcher believes that studying these sociological factors in conjunction with networking will illuminate one of the most structurally entrenched traditional and religious norms as barriers that affect networking for not only female entrepreneurs, but also other aspects of the business too. The focus of this research highlighted particular stereotypes that exist within societies and communities that consider women to be inferior, thus not able to participate in economic activities Barakat et al. (2014). The questions further highlight the role of women in society which also acts as a barrier towards full participation in economic activities like their male counterparts Chen et al. (2015).

A review of the validity of the questions in measuring the construct of sociological factors affecting women yielded a Pearson's correlation of greater than the recommended Pearson's correlation coefficient of 0.3, indicating a significant association, thus making all questions valid (Hair et al., 2010). A series of reliability test were undertaken to improve the Cronbach's alpha coefficient, which resulted in the omission of questions SFAW1&3. The omission of question SFAW1 (*Sociocultural factors such as social segregation, gender inequality, cultural norms, affect how women create business networks*) was surprising as it highlights societal matters that vastly affect women in business De Vita et al. (2014) and Yang & Aldrich, (2014). This question scored the highest mean in this construct (M = 4.15, 0.794) indicating that the respondents identify more with the statement made regarding sociological factors that affect women. A review of the frequency tables shows that the majority of the respondents agree with this question with 44.4% of the respondents answering "Agree" while 35.2% of the respondents answered "Strongly Agree" on the Likert scale.

While authors like Nga & Shamuganathan, (2010) and Barakat et al. (2014) may deem risk averseness as a contributing factor towards the failure of females in creating business networks, the question (SFAW3 - *As a female, I am motivated to take risks in order to build relevant business networks*) was omitted as it was considered unreliable to measure this construct. Through the factor analysis test, two components (sub-constructs) were formed that were later used to test the hypotheses. The two sub-constructs were titled "Cultural Factors" and "Women's fearfulness & lack of entrepreneurial audaciousness" based on the theme around the questions.

Based on the data collected for this construct, the descriptive statistical results show a mean that is just above the midpoint on the Likert scale (M = 3.308, SD = 0.796). This means that the respondents are on average "neutral" about linking sociological factors as a contributing factor towards the ability of business networking for female entrepreneurs. This is not entirely surprising as Gedikli, (2008) state that as more and more females are economically active, educated and move to urban areas, they are less likely to be influenced by social and cultural norms. Also, as women are given opportunities to be economically active (whether in the corporate environment or an entrepreneurial space), they are empowered to be on the same level as men Lee & Marvel (2014). However, according to Thebaud (2010), entrepreneurship is still dominated by men and also considered a male "job". The scored standard deviation illustrates that there is a diverse view of sociological factors affecting women in an entrepreneurial environment.

It was not surprising to observe a high percentage (38.9%) of females who agreed with question SAWF6 (*As a female, juggling work and household activities gives me limited amount of time to create business networks).* This is in agreement with literature by Chen et al. (2015), who state that women who play multiple roles in their household and communities tend to be excluded from activities that involve creating economic benefits. The researcher believes that while women are naturally care-givers, men need to participate in household activities too to allow women the needed time to network.

In excess of 55% percent of the respondents agree (41.7% “agree” and 13.90% “strongly agree”) that are more inclined to build informal business networks as opposed to formal networks. This finding is supported by literature that women build informal networks that are largely based on their kins (Bevelander & Page, 2011). This however disadvantages women as they cannot source proper resources from their informal networks only.

6.3.4 Women’s Perception of Men’s Networking Behaviour

In understanding the barriers associated with networking that prevents women from successfully running their businesses, the researcher found it intriguing to understand further the perception that women may have of their male networking behaviours. Literature in this specific field is minimal. However, a study into male networking behaviour has indicated that men are considered to be better network developers than women, Chen et al., (2015). The power of perception can influence how women view themselves in the business environment. According to Thebaud (2010), women perceive men to be better entrepreneurs than them. While this negative self-reflection can be considered a limiting factor that allows women to always consider themselves secondary in entrepreneurial performance, it can also affect how they view their networking behaviour compared to men. Furthermore, the researcher found it interesting to study how women perceive men's networking styles to be the ultimate way of networking or not. Also, this would allow an understanding of whether women believe they should learn from men in order to better their networking styles and behaviours.

While there is a limited study on this specific construct in general, the researcher adopted questions for the survey from several literature sources that involve a gender-based entrepreneurial examination. Some of the questions were not entirely related to networking. However, the researcher adapted the questions to meet the objectives of this study. There is a significant focus on gender-based networking in literature, with authors such as Chen et al. (2015) and Loscocco et al. (2009) emphasising the general empirical conclusions relating to networking size, types and methods used. Thus, the literature allowed for an adoption of

questions that would allow a full analysis of how women perceive men's networking styles compared to theirs. A validity analysis of the construct indicates that the Pearson's correlation coefficient for all questions is greater than the 0.3 standard, therefore it can be concluded that all questions in this construct are valid. The Cronbach's test for reliability for this construct resulted in the omission of question WPNMB5 (*I believe that male entrepreneurs possess unique personal characteristics that allow them to be better at networking*), which resulted in better reliability and internal consistency. A gender-based study on personal characteristics that influence entrepreneurship conducted on Slovenian entrepreneurs by Širec and Močnik, (2012) consider personal characteristics to be more widely contributing factors towards business success. While this question may have been initially considered to be valid for this study based on literature by Širec & Močnik (2012), Goktan & Gupta (2015) and Gupta, (2015), a counter study by (Watson, 2012) indicate that male and females do not necessarily have different characteristics. Both genders are more similar, but considered different based on embedded traditional customs. A more critical entrepreneurial literature by Nga and Shamuganathan (2010) state that while personal characteristics are essential, external factors such as the business environment, institutional support are essential for a successful enterprise. However, the researcher was convinced that the omission of this question was valid and would not distort the meaningfulness of this study. A factor analysis study conducted on the remainder of the questions yielded factorability for the rest of the other questions and thus used for hypotheses testing.

The total mean score of the construct, women's perception of men's networking behaviour (M = 3.332, SD = 0.885) indicate that on average the respondents are "neutral" about men's networking behaviour relative to their own. Furthermore, a review of the frequency tables shows a diverse spread of answers across the Likert Scale, as confirmed by a higher standard deviation of 0.885. There could be several reasons that influenced the respondents to answer the questions in this manner. Firstly, this could be an indication of women not deeming themselves to be inferior to men which countered a study by Thebaud (2010), who states that women perceive men to be superior to them in business-related activities. However, the fact that the data points were not centred around the "strongly disagree" point, this could be interpreted as a lack of surety and uncertainty on what women perceive men to be. Secondly, this "neutral" mean could be interpreted as women rejecting to accept what may be a possible reality of patriarchy especially in developing countries such as South Africa. Deep-rooted patriarchal settings within most African/Black communities (considering the majority of the respondents were African/Black) is still relevant, and it influences personal characteristics of both men and women (Sadi & Al-Ghazali, 2009). This influence could be translated into the business environment, resulting in women considering men to be superior to them.

The concept of women's perception of men in entrepreneurial space can be considered one of the most significant expansions of gender-based entrepreneurship. Minimal research in this field indicates that networking for female entrepreneurs remains an under-studied topic which should be explored further.

6.4 Hypotheses Discussions

Hypothesis One: The relationship between business networking for female entrepreneurs and entrepreneurial success

This section discusses the results of hypothesis one presented in Chapter 3. The purpose of this hypothesis analysis is to understand the relationship between business networking for female entrepreneurs and entrepreneurial success. Extensive academic literature has established networking as one of the most important drivers of entrepreneurial success (Vissa, 2012). However, limited empirical studies have been conducted on networking for female entrepreneurs and its effects on their entrepreneurial success. The following hypotheses were thus formulated to test the relationships accordingly:

H_0 (1): There is no statistically significant positive correlation between business networking for female entrepreneurs and entrepreneurial success

H_1 (1): There is a statistically significant positive relationship correlation between business networking for female entrepreneurs and entrepreneurial success

The role of networking on adding value to the enterprise has been greatly emphasised through academic literature (Vissa, 2012). Authors such as Moensted, (2010) and Stam, Arzlanian, & Elfring, (2014) have conducted multiple studies indicates that businesses benefit vastly from the networks they create in order to be successful. Schoonjans et al. (2013) suggest that networking is particularly essential for entrepreneurs as it enables learning, innovation and resource acquisition. Resources and knowledge are considered a firm's vital assets that help to create a compelling competitive advantage over other players in the market, thus making the entrepreneur successful (Hillmann & Aven, 2011). However, the focus of this research study is mainly focused on female entrepreneurs and the role of networking in the success of their businesses, and not generalised to entrepreneurship.

A Spearman's correlation test was run to assess the relationship between business networking for female entrepreneurs and entrepreneurial success. Interestingly, based on the survey feedback for this research study, there is no significant correlation between networking for female entrepreneurs and entrepreneurial success. Table 33 shows a Spearman's coefficient of 0.049 and the 2-tailed Sig value of 0.620 ($r(103) = 0.049$, $\rho = 0.62$.), both of which are not within the recommended standard for a positive association. Therefore, the null hypothesis [H_0 (1)] stated above can be accepted, and the alternate hypothesis [H_1 (1)] is rejected.

These findings indicate that business networking is not essential for the success of female entrepreneurs. The findings may seem to be inconsistent with the literature conducted on networking and its positive impact on the success of enterprises as discussed above. However, it is imperative to note that literature makes no distinction on the effects of networking on males or females entrepreneurship. Literature objectively ascertains networking as an essential factor for the success of entrepreneurs in general. The findings of this research paper, which refer to female entrepreneurs, are however consistent with studies conducted by authors such as Naudé (2010) and Egbert (2009) who highlight a different perceptive of networking, by claiming that networking does not entirely have a positive impact on the success of an entrepreneur. They argue that that academic literature performed on business networking do not give a compelling case for non-functioning markets such as the African market. According to their studies, networking in these markets can be detrimental to the business when it involves unethical behaviour and corruption through bribes, lack of governmental support. The research, however, argues that there are little empirical studies conducted on the adverse effects of networking and therefore this case cannot be entirely used as a conclusive argument for this negative association.

Hypothesis Two: The relationship between sociological factors affecting women and business networking for female entrepreneurs

This section discusses the results of hypothesis two presented in Chapter 3. The purpose of this hypothesis analysis is to broaden an understanding of the impact of sociological factors affecting women on the female entrepreneurs' ability to create and foster business networks. Sociocultural factors within the business environment have been known to limit the success of females. Academic literature by Yang & Aldrich (2014) states that social structures within societies affect how women or men create a business network. It was therefore deemed necessary to understand how these social structures affect female entrepreneurs who are

attempting to make a success of their business. The following hypothesis was thus formulated to test the relationships accordingly:

H_0 (2): There is no statistically significant negative correlation between sociological factors affecting women and business networking for female entrepreneurs

H_1 (2): There is a statistically significant negative relationship correlation between sociological factors affecting women and business networking for female entrepreneurs

While female entrepreneurship has grown drastically over the years, women are still affected by social factors such as traditions, cultural expectations, religious oppression, gender inequalities and stereotypes against women that limit their full participation in the entrepreneurial environment. Historically, women have been subjected to societal injustices that have prevented them from fully participating in economic activities (Bushell, 2008). While governments across the globe are attempting to empower women, there remain sociocultural elements that continue to restrain women from being successful, particularly within the entrepreneurial arena (Elam & Terjesen, 2010).

Following the exploratory factor analysis test, two sub-constructs for sociological factors affecting women were formulated as follows:

(a) Cultural factors affecting women

(b) Women's fearfulness & lack of entrepreneurial audaciousness

As a result, the hypothesis relating to the construct; "sociological factors affecting women" were reformulated based on the new developed sub-constructs above. These sub-constructs were tested using the Spearman's correlation test, and the findings are discussed below.

- **Hypothesis 2a: Correlation between cultural factors affecting women and business networking for female entrepreneurs**

H_0 (2a): There is no statistically significant negative correlation between cultural factors affecting female entrepreneurs and business networking for female entrepreneurs

H_1 (2a): There is a statistically significant negative relationship correlation between cultural factors affecting females and business networking for female entrepreneurs

A Spearman's correlation test was run to assess the relationship between cultural factors affecting female entrepreneurs and business networking for female entrepreneurs. The results indicated that there is a moderate statistical negative relationship between cultural factors affecting female entrepreneurs and business networking for female entrepreneurs. A Spearman's coefficient of -0.38 and the 2-tailed Sig value of 0.000, both of which are within the recommended limits for a significant association. While the relationship is significant, it is important to note that it is negative, which corresponds to hypothesis 2 (a). Therefore, the null hypothesis [H_0 (2a)] stated above is rejected, while the alternate hypothesis [H_1 (2a)] is accepted.

The correlation detected in this hypothesis is consistent with literature studies by authors such as Yang & Aldrich (2014) and Agénor & Agénor (2014) who claim that the prevalence of and practice of cultural norms are the inhibiting factors that prevent women from being bold enough in their entrepreneurial endeavours. This confirms the assertions by Cabrera and Mauricio (2017) who claim that women's business venturing particularly in developing countries is prohibited by multiple factors such as sociocultural norms and believes. According to Sadi and Al-Ghazali (2009), patriarchal culture base often penetrates the work environment, resulting in women who are conditioned to feel inferior to men. These notions indicate that cultural misperceptions about females undermine women's abilities to execute their roles as corporate and business leaders.

Deep-rooted cultural factors have obligated women to play multiple non-economic roles such as being primary caregivers in their households and communities. Chen et al. (2015) state that women who juggle family, work and other social duties can be isolated from the professional activities that involve creating economic benefits. Reeves (2017) confirms the assertions by Sadi and Al-Ghazali (2009), by emphasising that women often choose household demands first before their workforce or economic demands.

The correlation found in this hypothesis was considered relevant to the context of hypothesis 2 which measures the relationship between sociological factors affecting women and female entrepreneurs' ability to create a business network.

- **Hypothesis 2b: Correlation between women's fearfulness & lack of entrepreneurial audaciousness and business networking for female entrepreneurs**

H_0 (2b): There is no statistically significant negative correlation between women's fearfulness & lack of entrepreneurial audaciousness and business networking for female entrepreneurs

H_1 (2b): There is a statistically significant negative relationship correlation between women's fearfulness & lack of entrepreneurial audaciousness and business networking for female entrepreneurs

Research studies have been conducted to demonstrate the impact of sociological factors on women's confidence levels in how they conduct their businesses. Because women have always been subjected to sociocultural philosophies that have always placed them inferior to men, this has affected how they conduct business (Reeves, 2017). According to Cacciotti and Hayton (2015), confidence levels and audaciousness in men and women are considered one of the determining factors towards success in entrepreneurship. Stating that just like competencies and capabilities, confidence, fearlessness and entrepreneurial audaciousness are critical to the success of an entrepreneur.

A Spearman's correlation test was run to assess the relationship between women's fearfulness & lack of entrepreneurial audaciousness and business networking for female entrepreneurs. The results indicated that there is a negative statistical relationship between women's fearfulness & lack of entrepreneurial audaciousness and business networking for female entrepreneurs. A Spearman's coefficient of -0.227and the 2-tailed Sig value of 0.0020, both of which are within the recommended limits for a significant association. While the relationship is significant, it is important to note that it is negative, which corresponds with hypothesis 2 (b). Therefore, the null hypothesis [H_0 (2b)] stated above is rejected, while the alternate hypothesis [H_0 (2b)] is accepted.

There are no different correlations between hypothesis 2 (a) and 2 b). Both sub-constructs are significantly correlated with business networking for female entrepreneurs. By establishing the correlations for hypothesis 2(a) and 2(b), the researcher was, therefore, able to conclude that there is a significant negative correlation between sociocultural factors affecting women and the female entrepreneurs' ability to create a business network.

Hypothesis Three: The relationship between sociological factors affecting women and women's perception of male's networking behaviour

This section discusses the results of hypothesis three presented in Chapter three. The purpose of this hypothesis analysis is to have an elaborative understanding on the impact of sociological factors affecting women on how women perceive men's networking behaviour. The following hypothesis three was thus formulated to test the relationships accordingly:

H_0 (3) There is no statistically significant positive correlation between sociocultural factors affecting females and the women's perception of male's networking behaviour

H_1 (3) There is a statistically significant positive relationship correlation between sociocultural factors affecting females and the women's perception of male's networking behaviour

In the problem statement outlined in Chapter 1, the researcher referred to research conducted by Thebaud (2010) that indicated the extent to which cultural beliefs influence gender-based entrepreneurship and the role this plays in determining the success of men and women in business. This notion has captivated the research to study further how women perceive the behaviour of men in an entrepreneurial setting, mainly focusing on networking. Multiple academic studies have been conducted to demonstrate the differences between men and women's way of conducting entrepreneurial activities (Thebaud, 2010), (Chen, Tan, & Tu, 2015) and (Yang & Aldrich, 2014). Also, several empirical studies have been conducted in illustrating the gender-based networking in entrepreneurial settings (Loscocco et al., 2009). However, it is perplexing to note the lack of research on how women perceive men's behaviour in networking and vice versa. How women perceive me, may have an unconscious impact on how they generally conduct their business. Perhaps this may answer some of the questions surrounding gender discrimination that affects women in business. The extent to which gender discrimination is imposed on women has, unfortunately, forced women to perceive men to be superior to them in different aspects of life including business settings (Zondi, 2010). Also, this research study will attempt to illustrate if the sociological factors discussed in hypothesis two have any influence on how women perceive men.

Following the exploratory factor analysis test, two sub-constructs for sociological factors affecting women were formulated as follows: Cultural factors affecting female entrepreneurs and women's confidence levels. Thus, new hypotheses were created as follows:

- **Hypothesis 3a: Correlation between women's perception of male's networking behaviour and cultural factors affecting women**

H_0 (3a): There is no statistically significant positive correlation between cultural factors affecting females and women's perception of male's networking behaviour

H_1 (3a): There is a statistically significant positive relationship correlation between cultural factors affecting females and women's perception of male's networking behaviour

A Spearman's correlation test was run to assess the relationship between cultural factors affecting women and women's perception of male's networking behaviour. The results indicated that there is a strong statistical positive relationship between cultural factors affecting females and women's perception of male's networking behaviour. A Spearman's coefficient of 0.568 and the 2-tailed Sig value of 0.000, both of which are within the recommended limits for the significant association are an indication of the significant positive relationship. Therefore, the null hypothesis [H_0 (3a)] stated above is rejected, while the alternate hypothesis [H_1 (3a)] is accepted.

The findings of this hypothesis are a concerning matter that continues to face women in the economic environment. These discoveries are consistent with studies by Thebaud (2010) who indicated the relevance of culture and its inherent discrimination that causes a barrier to entrepreneurial success for women. Although his studies were not focused on networking, it is reasonable to make an inference of the study to this hypothesis for learning purposes.

The correlation between cultural factors affecting females and women's perception of male's networking behaviour indicates that sociocultural factors are the reasons behind the way women perceive their male counterparts. According to the correlation results, women think that men build better networks than them and they believe that despite the same level of entrepreneurial background and experience, men would still outperform women with regards to creating business networks (Aterido and Hallward-Driemeier, 2011). This stems from deep-rooted cultural believes that have always made women believe that men are better than them. Therefore, as women perceive men to have better networking capabilities, they unconsciously place themselves second and thus are not able to execute networking activities well. Furthermore, these perceptions will always drive women to be limited in their entrepreneurial actions.

- **Hypothesis 3b: Correlation between women's perception of male's networking behaviour and women's fearfulness & lack of entrepreneurial audaciousness**

H_0 (3b): There is no statistically significant positive correlation between women's fearfulness & lack of entrepreneurial audaciousness and women's perception of male's networking behaviour

H_1 (3b): There is a statistically significant positive relationship correlation between women's fearfulness & lack of entrepreneurial audaciousness and women's perception of male's networking behaviour

A Spearman's correlation test was run to assess the relationship between women's fearfulness traits in business and women's perception of male's networking behaviour. The results indicated that there is a strong statistical positive relationship between women's fearfulness traits in business and women's perception of male's networking behaviour. A Spearman's coefficient of 0.642 and the 2-tailed Sig value of 0.000, both of which are within the recommended limits for the significant association are an indication of the significant positive relationship. Therefore, the null hypothesis [H_0 (3b)] stated above is rejected, while the alternate hypothesis [H_1 (3b)] is accepted.

The researcher finds it captivating that women's fearfulness & lack of entrepreneurial audaciousness has an impact of how women perceive men's networking behaviour. This finding may imply that women who are fealful and lack the entrepreneurial audacity in business believe that men have high standards of networking than them. Fearlessness is considered one of the most important necessities in entrepreneurship Cacciotti and Hayton (2015). Entrepreneurs who are fearless possess high levels of confidence levels to execute their business activities. Research states that entrepreneurs who fear to take risks and explore new opportunities are often not successful in business (Renko, Bullough, and Saeed, 2015). The researcher believes that having an audacious mindset and being fearless when approaching potential business networks, can help the business to attain the necessary resources, knowledge and information required in the business.

There are no different correlations between hypothesis 3 (a) and b b). Both sub-constructs are significantly correlated with business networking for female entrepreneurs. By establishing the

correlations for hypothesis 3(a) and 3(b), the researcher was, therefore, able to conclude that there is a positive relationship correlation between sociological factors affecting women and women's perception of male's networking behaviour.

6.5 Conclusion

This chapter highlighted the findings of the empirical tests conducted to analyse the hypotheses outlined in Chapter three. It was determined that business networking is negatively correlated to female entrepreneurial success, indicating that the majority of the females who undertook the study do not find networking to be essential for their business success. Academic literature confirms empirical studies that positively link business networking to entrepreneurial success. The findings of this study may seem to contradict academic literature. However, it is important to note that limited academic studies are referring to the positive effects of networking on female entrepreneurs specifically. Also, the study indicated a positive correlation between social factors affecting women and creating business networks. While literature does not link sociological factors to networking, some studies indicate the adverse effects of sociological factors affecting women to their entrepreneurial success. Furthermore, the findings of this research study indicate that there is a positive correlation between women's perception of male networking behaviour and sociological factors affecting women. Cultural and religious practices, entrepreneurial audaciousness and fearfulness are indicated to be the reasons women perceive men to have better networking conduct than them.

CHAPTER 7: CONCLUSION AND RECOMMENDATIONS

7.1 Introduction

The overarching objective of this study conducted through explanatory research aimed to establish the role business networks play on the success of female entrepreneurship. The study sought to gain an understanding of the impact of cultural and sociological beliefs that influence the ability of females in creating business networks, while also establishing how female entrepreneurs perceive male networking behaviour. The rationale behind conducting this research study was based on the need to expand literature studies conducted on female entrepreneurship, particularly on their business networking behaviour. Through the review of the literature, the researcher attempted to develop an elaborate understanding of female entrepreneurship and their impact on global economic growth through the lens of developing and nurturing business networks. The researcher endeavored to develop a contribution into the academic field towards the broader theoretical studies of female entrepreneurship, while also expounding on the business and entrepreneurial aspects that would assist in cultivating the success of female entrepreneurs.

This chapter highlights the main findings and pulls the research together into a cohesive set of findings to demonstrate if the objectives of the study have been met. Business, policy and academic implications are presented, followed by limitations to the study. The chapter concludes with a recommendation for future research.

7.2 Principal Findings

The key findings of the study yielded rather interesting results:

- *Hypothesis One: There is statistically significant positive relationship correlation between business networking for female entrepreneurs and entrepreneurial success*

The results of the first hypothesis indicate that there is a negative correlation between networking and the success of female entrepreneurs. Although there is limited research on networking for female entrepreneurs, it is worth noting that this research contradicts the findings by authors such as Moensted, (2010) and Stam, Arzlanian, & Elfring, (2014), who

through their studies have established a positive correlation between creating business networks and entrepreneurial success. However, it is equally important to note that literature makes no distinction on the effects of networking on entrepreneurial success for males or females. Literature's findings are somewhat generic and cannot be blindly adopted into this study. Therefore, based on the findings of this research, it can be considered safe to conclude that networking does not yield the same beneficial results for females compared to their male counterparts.

- *Hypothesis Two: There is statistically significant negative relationship correlation between sociocultural factors affecting women and business networking for female entrepreneurs*

Other key additional findings of this research study to be noted are that sociological factors play a role in how women conduct their business networking. Based on the statistical analysis for the sociological factors affecting women construct outlined in hypothesis two, two sub-constructs were determined to be cultural factors affecting women as well women's lack of entrepreneurial audaciousness and fearfulness in entrepreneurship. The findings indicate a negative correlation between the identified sub-constructs and business networking. Firstly, cultural factors affecting women identified within the context of deep-rooted cultural and religious practices that have always diminished the role of women in society, play a role in the manner in which women create and foster business networks. General studies support this finding by Yang & Aldrich (2014), who attributes these demeaning cultural factors to the lack of confidence women possess, particularly in the entrepreneurial field. Secondly, the fearfulness and lack of audaciousness in entrepreneurial activities play a significant role in women's ability to execute their entrepreneurial activities. Much like cultural factors, fearfulness and lack of audaciousness result in the lack of confidence necessary to make appropriate approaches towards building business networks.

- *Hypotheses Three: There is statistically significant positive relationship correlation between sociocultural factors affecting females and the women's perception of male's networking behaviour*

The testing of hypothesis three yielded findings that indicate that sociological factors indeed do affect the perception women have on their male counterpart's networking behaviours. The two sub-constructs of sociological factors were again used to expand this hypothesis by testing cultural factors affecting women as well as women's fearfulness and lack of audaciousness in

entrepreneurial activities against women's perception on men's networking behaviour. Culturally, when women feel secondary to men, they will tend to believe that whatever men do is superior to what they would do Yang & Aldrich (2014). It can thus be concluded that women who consider themselves inferior to men will perceive men's networking behaviour to be superior to theirs. Secondly, through the review of the literature on gender-based entrepreneurship, the researcher found that men outperform women in entrepreneurial activities (Aterido & Hallward-Driemeier, Whose business is it anyway? Closing the gender gap in entrepreneurship in Sub-SaharanAfrica, 2011).

Furthermore, men are deemed to have more self-efficacy, higher self-esteem and are more willing to take risks than women (Nga & Shamuganathan, 2010). This explains the research findings that indicate that women who are fearful in their entrepreneurial endeavours and lack entrepreneurial audaciousness will perceive men's networking behaviours to be better than theirs. Based on this study, women consider men to create formal networks that are diverse, yield better resources and a positive influence on business performance. Therefore, from this research study, the researcher can infer that broader sociological factors that affect women in societies, do have an impact on how women perceive men's networking behaviour. This is an interesting finding as it can ultimately infer that the inferiority complex of women can affect their ability to be successful in entrepreneurship. This can further explain the notion of men having better performance in entrepreneurship than women.

7.3 Study Implications

- **Implications for Academia:**

The research motivation of this study has been clearly articulated in Chapter one of this paper. Academically, there exists an extensive body of work conducted in the literature on the field of entrepreneurship. Furthermore, the field of female entrepreneurship is evolving and continuously researched. Networking as a theoretical concept is well established. However, there is a limited amount of literature on the effects of networking on the success of female entrepreneurs. This research study has contributed towards the body of knowledge in the theoretical field of entrepreneurship by establishing a critical finding on the relationship between business networking and female entrepreneurship. The study established that business networking does not have an impact on the success of female entrepreneurs, contrary to academic literature findings by authors as stated above. This contradicting finding has raised the relevance of female entrepreneurship in literature. Furthermore, the findings

have provided a foundation for further research on the association between networking and female entrepreneurial success.

The consideration of other crucial factors such as sociological factors that affect women that influence the success of female entrepreneurs is an enhancement to the literature of female entrepreneurship. While there is vast literature conducted on sociological and socio-cultural phenomenon on women, there lacks literature on the impact of sociological factors on how women conduct their businesses. This study thus serves to expand the literature on how sociological factors can affect the ability of women to create and foster business networks.

Lastly, the paper has contributed to the advancement of the academic study on female networking capabilities and how they can be differentiated from men in an entrepreneurial context. The lack of literature on women's perception of men's networking behaviour and the impact on women's networking capabilities has created the need to expand literature in this field further. This will further elevate the academic research on female entrepreneurship

- **Implications for Business:**

Building business networks has been proven by multiple studies to be one of the essential prerequisites to build businesses that perform well as stated above. However, based on this study, it is not entirely safe to think that female entrepreneurs need to create and foster business networks that will ensure they acquire the necessary resources and knowledge required to grow their businesses. The contradicting findings of this study on female entrepreneurs imply that business networks are not essential for entrepreneurial success, however sociological factors and women's perception of men's networking behaviour has been essential considerations in this research as they impact the manner in which women build associations which could ultimately impact the manner in which women view business networks. The implications of these findings on female entrepreneurs could be viewed in a two-fold manner.

Firstly, the findings could imply that women do not trust that they can develop appropriate business networks for their businesses. As a result, they have perpetually remained under-resourced, lacking the necessary knowledge and information that result from business networks, thus resulting in businesses that do not perform well. Furthermore, the findings may

imply that women do not create and build the right business networks for their businesses. Formal networks of strategic nature are required in business.

Secondly, the findings could imply that there aren't structural and institutional support functions within the business environment that support women to build better networks for their businesses as supported by literature conducted by Naudé, (2014).

Sociological factors impacting women will remain a challenge of many global societies (Aterido et al.,). The findings indicate that sociological factors have a negative impact on how women develop business networks. These deep-rooted cultural and religious practices have unfavourable implications that hinder women from becoming full economic participants in the economy. As the female emancipation continues across the globe, women will become more and more confident to rise above the sociological barriers and become successful in their entrepreneurial endeavours. Also, women's perception of men in business has been found to impact the confidence levels of women. This can allow women to continuously think that men are superior to them in both the corporate and entrepreneurship environment. The negative implications associated with this phenomenon is that women will continue to build an informal business network, take fewer risks when developing networks and have less courage to participate in forums that increase their network base.

7.4 Limitations of the Research

The following limitations for this research study were identified in addition to the methodology limitations outlined in Chapter 4:

- Quantitative research with an online survey was used for this study. A study of this nature requires in-depth responses from participants to understand the reasoning and rationale behind every question asked. While the questionnaire could have been considered comprehensive, it lacked the necessary elements that could have highlighted significant insights into the responses as with a qualitative study. For example, the literature clearly states that men build better business networks than women. Therefore, questions developed for this research study were in line with the literature, which could have developed an element of biases towards men when designing the questions. Therefore, a qualitative study would require women’s point of view and reasoning against the stated literature facts.

- The data collection for this research was done through a purposive sample as the primary sampling method, followed by the snow-balling method. While this method was effective in getting the required sample size, it limited the diversity of the sample due to the biases of the researcher.

- The factor analysis statistical test required a sample size of 300 for realistic results. The sample used for this study is 105, therefore considered weak for conducting confirmatory factor analysis. A number of factors drove the small sample size. Firstly, the scope of the research was female entrepreneurs in South Africa, which is a developing economy. However, the scope could have been expanded to entrepreneurs on a global scale from different industries, including developed nations. This would have allowed for a better-diversified sample that gave insights into global views of female entrepreneurs. Also, this would have avoided distorting the findings through generalization of the South African context to the global arena.

- Eighty percent (80%) of the respondents were African/Black female entrepreneurs, which corresponded well with the demographics of South Africa. However, African/Black female entrepreneurs have been afforded the opportunity to participate in economic activities much later than female entrepreneurs from other races. Thus, the results could lack the in-depth analysis required to make rational academic research conclusions. Also, 55.25% of respondents have been operating their business for five years or less. While this may be good as networks are generally developed in the start of the business, the lack of experience in this aspect could yield partial results that distort the research study.

- The majority of the respondents, constituting 37.14% of the total respondents, have an annual turnover of R100 000 or less. This is a turnover of roughly R8500 per month, implying that the majority of the sample could have been deemed start-ups. This could limit the generalizability of the study beyond the sample.

- In order to account for missing data in the collected data, the research study undertook the process of data imputation using responses from industry averages. This can distort the results of the data analysed as not all industries were represented in the questionnaire, with the unspecified "other" industries accounting as the majority at 26.67%.

7.5 Suggestion for Future Research

This research study has provided an empirically tested foundation into the study of the role of networking on female entrepreneurial success for further research expansion. The following suggestions for future research should be considered that will aid in expanding the literature on female entrepreneurship:

- Explore using a mixed method research methodological choice. The quantitative study would allow for a larger sample size, while the alternative qualitative study would allow for deep insights into the challenges and barriers associated with networking faced by women. This adoption can be conducted through an in-depth structured or semi-structured interviews with respondents using open-ended questions where respondents can give reasoning to their responses while adding even more insight insights into the barriers that affect females' networking capabilities.

- Identifying other essential factors within the female entrepreneurial field that could have an impact on women's ability to develop and nurture business networks. Factors to be considered at microeconomic level could include institutional barriers such as bureaucracy and red tape processes that limit access to the relevant networks, unethical processes that hinder females from morally engaging in appropriate networks or educational background as the hindrance towards getting the right networks for the business.

- Networking is a general phenomenon, and therefore its meaning can be lost when researches are conducted. Future research could consider dissecting this phenomenon into its elements and concentrating on researching the effects of these elements on the success of female entrepreneurs. These elements could include resource acquisition, knowledge and information acquisition, innovation capabilities gained from networking, amongst others. This could result in more detailed insights that would yield precise recommendations.

- Based on this study, the sample contained female entrepreneurship from South Africa. Researchers should consider expanding the scope of the research to an African or

global context. This would present results that are reliable, applicable to all economies and could be used as learning platforms for economies that are still developing.

- The findings of this study state that networking does not yield entrepreneurial success for women. The literature states that networking is beneficial for business performance. While this paper's findings may seem to be contradicting literature, it can be noted that literature concentrates on entrepreneurship as a whole and thus no distinction is made between the effects of entrepreneurship on males or females. Therefore, future research should consider making a distinction by assessing the impact of networking on males or females.

7.6 Recommendations

In an attempt to positively utilize this research study to developing female entrepreneurship, the researcher draws the following recommendations:

- The key finding states that business networking has no impact on the success of female entrepreneurs. Women should evaluate the manner in which they create and foster business networks and employ different tactics that will improve their business networks creation.

- To stimulate the participation of female entrepreneurs in networking forums; governments, particularly in developing nations, should create institutions that encourage women to network. These institutions should contain the necessary resources needed by female entrepreneurs such as funding networks, potential clients, amongst others.

- There is a moderate statistical negative relationship between cultural factors affecting female entrepreneurs and business networking for female entrepreneurs. Governments and societies should continue to enforce the emancipation of women from unnecessary cultural practices that continue to put women in lesser positions than men.

- There is a statistical negative relationship between women's fearfulness & lack of entrepreneurial audaciousness and business networking for female entrepreneurs. From early developmental stages, women should be taught to be fearless and encouraged to participate in activities that are traditionally considered masculine, e.g. sport. This will later build the audaciousness and fearfulness needed in entrepreneurship.

7.7 Conclusion

This research study has achieved its overarching research objective of ascertaining the relationship between business networking and entrepreneurial success of women. By analysing the impact of business networks on female entrepreneurial success through a descriptive quantitative study, the researcher found distinct results than those found in the literature. This research suggests that networking has no impact on female entrepreneurial success. This finding extends the literature on female entrepreneurship, while also illuminating the effects of networking as one of the prerequisites towards entrepreneurial success. The study further uncovered the role of sociological influences as barriers towards conducting networks for females. This is an important finding to note as it may be one of the underlying reasons behind the negative impact of networking on female entrepreneurial success. Furthermore, the findings indicated a negative impact of sociological factors on women's perception of men's networking conduct.

In conclusion, this research has thus highlighted new insights into the overall study of female entrepreneurship as one of the most crucial contributing influences into global economies. To overcome the challenges of female entrepreneurship, future studies must be drawn from this study and undertaken to explore drivers that influence the lack of impact of business networking on female entrepreneurial success.

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APPENDICES

APPENDIX 1: CONSENT LETTER

Consent Letter

Dear Respondent

I am conducting a research study on the ability for female entrepreneurs to create business networks. This study will help academia to better understand limiting factors that affect the success of female entrepreneurships. To that end, you are therefore requested to look at a website and complete a survey on a set number of questions.

The survey should take no more than 20 minutes of your time. Your participation is voluntary, and you can withdraw at any time without penalty. Your participation is anonymous and only aggregated data will be reported. By completing the survey, you indicate that you voluntarily participate in this research. If you have any concerns, please contact my supervisor or me.

Thank you for your time and contribution towards the study of female entrepreneurship!

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APPENDIX 2: ELECTIONIC QUESTIONNAIRE

SECTION A: Demographics and Business Background

The demographics of this study will help with establishing and understanding the background and context of the entrepreneurship in question.

Question Number	Questions	Answer
1	Gender • Male • Female • Other	
2	Age Group • 18-25 • 26-35 • 36-45 • 46-55 • 56 and above	
3	Race • African/Black • Indian • Coloured • White • Other	
4	Education Level - None - Less than matric - Matric (Grade 12) - National Diploma - B Tech Degree - Bachelor Degree - Honours Degree - Masters Degree - Doctorate Degree	
5	Industry/Sector of Business • Services (Public or Private) • Industrial/manufacturing/mining/engineering/Tech • Retail • Commercial • Education/Research • Transport • Entertainment/Media • Other	
6	Size of your company (measured by the number of employees) • 0-10 • 11-50 • 51-100	

	• 101-500 • >500	
7	What is your business' annual turnover? • Less than R100 000 • R100 001 – R500 000 • R500 001 – R1 000 000 • R1 000 001 – R5 000 000 • >R5 000 001	
8	How long has your business been in operation (years)? • Less than 5 years • 6-10 • 11-15 • 16-20 • >21	

SECTION B: This section measures the impact of networking on business growth?

Question Number	**Statement**	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Networking increases performance of an entrepreneurial organization	1	2	3	4	5
2	Networking gives my company an added competitive advantage over my competitors	1	2	3	4	5
3	Networking gives an advantage of additional resources that are needed for business success	1	2	3	4	5
4	Business networks drive learning and innovation essential for growth of business	1	2	3	4	5
5	The right levels of networking will increase the success of women entrepreneurships	1	2	3	4	5

SECTION C: This section measures the impact of networking on the performance of female owned businesses?

Question Number	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Both formal (contractual agreements, etc) and informal networks are necessary for the success of my business	1	2	3	4	5
2	My business networks are of good quality and large enough for me to extract good value from them	1	2	3	4	5
3	I can fully operate my business without business networks	1	2	3	4	5
4	Women play a vital role in the growth and development of economies globally	1	2	3	4	5
5	Women have sufficient personal characteristics that enable them to create efficient business networks to grow their businesses	1	2	3	4	5
6	I am equipped with the right knowledge of potential networks in my sector	1	2	3	4	5
7	I am equipped with the right entrepreneurial background to create essential business networks	1	2	3	4	5
8	I use all forms of networking communications (face to face, internet, voluntary clubs etc) to maximize my resource acquisitions in business networks	1	2	3	4	5
9	Women are more risk averse than men thus limiting their potentials to create business networks	1	2	3	4	5

SECTION D: This section measures the impact of sociological beliefs and stereotypes on the female's ability to create business network?

Question Number	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Sociocultural factors such as (social segregation, gender inequality, cultural norms, etc) affect how women create business networks	1	2	3	4	5
2	Women create informal business networks more than formal business networks	1	2	3	4	5
3	As a female, I am motivated to take risks in order to build relevant business networks	1	2	3	4	5
4	I am less willing to approach networks that are outside of my comfort zone	1	2	3	4	5
5	I feel isolated from activities around me as a result of limited business networks	1	2	3	4	5

6	As a female, juggling work and household activities gives me limited amount of time to create business networks	1	2	3	4	5
7	I feel that I am not taken seriously when attempting to create business networks because I am a woman	1	2	3	4	5

SECTION E: This sections intends to find out if women perceive men to build better business networks than them

Question Number	**Questions**	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Male entrepreneurs are more likely to create better business networks than female entrepreneurs	1	2	3	4	5
2	Men create networks that are more formal, larger, more diverse, richer in resources, whereas women's networks are homogenous, informal, lack quality and are generally more tied to kins (those close to them)	1	2	3	4	5
3	Male network contacts positively influence their business performance	1	2	3	4	5
4	Men are better at face to face networks than women	1	2	3	4	5
5	I believe that male entrepreneurs possess special personal characteristics that allow them to be better at networking	1	2	3	4	5
6	Despite the same level of entrepreneurial background and experience, men would still outperform women with regards to creating business networks	1	2	3	4	5
7	Men have higher social structures that allow them to have better business networks than women	1	2	3	4	5

APPENDIX 3: ETHICAL CLEARANCE

Gordon Institute of Business Science
University of Pretoria

07 June 2018

Makofane Tshegofatso

Dear Tshegofatso

Please be advised that your application for Ethical Clearance has been approved.

You are therefore allowed to continue collecting your data.

Please note that approval is granted based on the methodology and research instruments provided in the application. If there is any deviation change or addition to the research method or tools, a supplementary application for approval must be obtained

We wish you everything of the best for the rest of the project.

Kind Regards

GIBS MBA Research Ethical Clearance Committee

APPENDIX 4: DATA IMPUTATION

Sector	ES1	ES2	ES3	ES4	ES5
Other	4,1	4,1	4,3	4,2	4,4
Industrial/manufacturing/mining/engineering/Tech	4,4	4,5	4,4	4,1	4,4
Retail	4,4	4,4	4,4	4,3	4,8

Sector	Net1	Net2	Net3	Net4	Net5	Net6	Net7	Net8	Net9
Other	4,5	4,1	3,6	3,8	3,8	4,2	3,7	2,4	3,8
Industrial/manufacturing/mining/engineering/Tech	4,4	4,3	3,6	3,4	3,9	4,3	3,9	2,3	3,2
Retail	4,8	3,8	2,9	3,2	3,1	3,6	3,1	1,9	3,1

Sector	SFA W1	SFA W2	SFA W3	SFA W4	SFA W5	SFA W6	SFA W7
Other	4,3	3,7	4,0	3,2	2,9	3,5	3,1
Industrial/manufacturing/mining/engineering/Tech	4,2	3,4	4,0	3,2	2,9	3,4	3,4
Retail	4,1	3,8	3,6	3,4	3,3	4,0	3,2

Sector	WPN MB1	WPN MB2	WPN MB3	WPN MB4	WPN MB5	WPN MB6	WPN MB7
Other	3,3	3,4	3,8	3,5	3,1	3,2	3,4
Industrial/manufacturing/mining/engineering/Tech	3,2	3,1	3,6	3,2	2,8	3,0	3,2
Retail	3,9	3,4	4,1	2,8	2,7	3,0	3,6

APPENDIX 5: DESCRIPTIVE STATISTICS

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	105	100,0 %	100,0	100,0

Age Group					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	2	1,9 %	1,9	1,9
	26-35	52	49,5 %	49,5	51,4
	36-45	41	39,0 %	39,0	90,5
	46-55	9	8,6 %	8,6	99,0
	56 and above	1	1,0 %	1,0	100,0
	Total	105	100,0 %	100,0	

Race					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	African/Black	84	80,0 %	80,0	80,0
	Coloured	2	1,9 %	1,9	81,9
	Indian	7	6,7 %	6,7	88,6
	Other	1	1,0 %	1,0	89,5
	White	11	10,5 %	10,5	100,0
	Total	105	100,0 %	100,0	

Education Level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	B Tech Degree	4	3,8 %	3,8	3,8
	Bachelor's degree	15	14,3 %	14,3	18,1
	Doctorate Degree	2	1,9 %	1,9	20,0
	Honours Degree	22	21,0 %	21,0	41,0
	Master's degree	22	21,0 %	21,0	61,9
	Matric (Grade 12)	13	12,4 %	12,4	74,3
	National Diploma	27	25,7 %	25,7	100,0
	Total	105	100,0 %	100,0	

Industry/Sector of Business					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Commercial	5	4,8 %	4,8	4,8
	Education/Research	10	9,5%	9,5	14,3
	Entertainment/Media	5	4,8 %	4,8	19,0
	Industrial/manufacturing/mining/engineering/Tech	14	13,3 %	13,3	32,4
	Other	28	26,7 %	26,7	59,0
	Retail	16	15,2 %	15,2	74,3
	Services (Public or Private)	23	21,9 %	21,9	96,2
	Transport	4	3,8 %	3,8	100,0
	Total	105	100,0 %	100,0	

Size of your company (measured by the number of employees)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>500	4	3,8 %	3,8	3,8
	0-10	76	72,4 %	72,4	76,2
	101-500	5	4,8 %	4,8	81,0
	11-50	14	13,3 %	13,3	94,3
	51-100	6	5,7 %	5,7	100,0
	Total	105	100,0 %	100,0	

What is your business' annual turnover?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>R5 000 001	23	21,9 %	21,9	21,9
	Less than R100 000	39	37,1 %	37,1	59,0
	R1 000 001 – R5 000 000	18	17,1 %	17,1	76,2
	R100 001 – R500 000	12	11,4 %	11,4	87,6
	R500 001 – R1 000 000	13	12,4 %	12,4	100,0
	Total	105	100,0 %	100,0	

How long has your business been in operation (number of years)?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>21	5	4,8 %	4,8	4,8
	11-15	10	9,5 %	9,5	14,3
	16-20	5	4,8 %	4,8	19,0
	6-10	27	25,7 %	25,7	44,8
	Less than 5 years	58	55,2 %	55,2	100,0
	Total	105	100,0 %	100,0	

APPENDIX 6: FREQUENCY TABLES

Frequency Table – Entrepreneurial Business Success

ES1 : Networking increases performance of an entrepreneurial organization

		Frequency	Percent
Valid	1 - Strongly Disagree	3	2,8 %
	2 - Disagree	1	0,9 %
	3 - Neutral	16	14,8 %
	4 - Agree	31	28,7 %
	5 - Strongly Agree	54	50,0 %
	Total	105	100 %

ES2: Networking gives my company an added competitive advantage over my competitors

		Frequency	Percent
Valid	1 - Strongly Disagree	2	1,9 %
	2 - Disagree	5	4,6 %
	3 - Neutral	10	9,3 %
	4 - Agree	39	36,1 %
	5 - Strongly Agree	49	45,4 %
	Total	105	100 %

ES3: Networking gives an advantage of additional resources that are needed for business success

		Frequency	Percent
Valid	1 - Strongly Disagree	2	1,9 %
	2 - Disagree	1	0,9 %
	3 - Neutral	11	10,2 %
	4 - Agree	50	46,3 %
	5 - Strongly Agree	41	38,0 %
	Total	105	100 %

ES4: Business networks drive learning and innovation essential for growth of business

		Frequency	Percent
Valid	1 - Strongly Disagree	2	1,9 %
	3 - Neutral	12	11,1 %
	4 - Agree	57	52,8 %
	5 - Strongly Agree	34	31,5 %
	Total	105	100 %

ES5: The right levels of networking will increase the success of women entrepreneurships

		Frequency	Percent
Valid	2 - Disagree	2	2,8%
	3 - Neutral	3	4,6 %
	4 - Agree	40	37,0 %
	5 - Strongly Agree	60	55,6 %
	Total	105	100 %

Frequency Table – Female Networking

Net1: Women play a vital role in the growth and development of economies globally

		Frequency	Percent
Valid	3 - Neutral	9	8,3
	4 - Agree	38	35,2
	5 - Strongly Agree	58	53,7
	Total	105	100 %

Net2: Women have sufficient personal characteristics that enable them to create efficient business networks to grow their businesses

		Frequency	Percent
Valid	2 - Disagree	7	6,5 %
	3 - Neutral	12	11,1 %
	4 - Agree	48	44,4 %
	5 - Strongly Agree	38	35,2 %
	Total	105	100 %

Net3: I am equipped with the right knowledge of potential networks in my sector

		Frequency	Percent
Valid	1 - Strongly Disagree	1	0,9 %
	2 - Disagree	20	18,5 %
	3 - Neutral	31	28,7 %
	4 - Agree	43	39,8 %
	5 - Strongly Agree	10	9,3 %
	Total	105	100 %

Net4: I am equipped with the right entrepreneurial background to create essential business networks

		Frequency	Percent
Valid	1 - Strongly Disagree	3	2,8 %
	2 - Disagree	17	15,7 %
	3 - Neutral	28	25,9 %
	4 - Agree	41	38,0 %
	5 - Strongly Agree	16	14,8 %
	Total	105	100 %

Net5: I use all forms of networking communications (face to face, internet, voluntary clubs etc) to maximize my resource acquisitions in business networks

		Frequency	Percent
Valid	1 - Strongly Disagree	5	4,6 %
	2 - Disagree	14	13,0 %
	3 - Neutral	21	19,4 %
	4 - Agree	53	49,1 %
	5 - Strongly Agree	12	11,1 %
	Total	105	100 %

Net6: Both formal (contractual agreements, etc) and informal networks are necessary for the success of my business

		Frequency	Percent
Valid	1 - Strongly Disagree	4	3,7 %
	2 - Disagree	4	3,7 %
	3 - Neutral	11	10,2 %
	4 - Agree	48	44,4 %
	5 - Strongly Agree	38	35,2 %
	Total	105	100 %

Net7: My business networks are of good quality and large enough for me to extract good value from them

		Frequency	Percent
Valid	1 - Strongly Disagree	2	1,9 %
	2 - Disagree	13	12,0 %
	3 - Neutral	39	36,1 %
	4 - Agree	37	34,3 %
	5 - Strongly Agree	14	13,0 %
	Total	105	100 %

Net8: I can fully operate my business without business networks

		Frequency	Percent
Valid	1 - Strongly Disagree	21	19,4 %
	2 - Disagree	46	42,6 %
	3 - Neutral	19	17,6 %
	4 - Agree	15	13,9 %
	5 - Strongly Agree	4	3,7 %
	Total	105	100 %

Net9: Women are more risk averse than men thus limiting their potentials to create business networks

		Frequency	Percent
Valid	1 - Strongly Disagree	6	5,6 %
	2 - Disagree	19	17,6 %
	3 - Neutral	28	25,9 %
	4 - Agree	35	32,4 %
	5 - Strongly Agree	17	15,7 %
	Total	105	100 %

Frequency Table – Sociological Factors Affecting Women

SFAW1: Sociocultural factors such as (social segregation, gender inequality, cultural norms, etc) affect how women create business networks

		Frequency	Percent
Valid	1 - Strongly Disagree	1	1,35 %
	2 - Disagree	1	1,35 %
	3 - Neutral	17	17,7 %
	4 - Agree	48	44,4 %
	5 - Strongly Agree	38	35,2 %
	Total	105	100%

SFAW2: Women create informal business networks more than formal business networks

		Frequency	Percent
Valid	1 - Strongly Disagree	3	3,80%
	2 - Disagree	11	11,90%
	3 - Neutral	31	28,70%
	4 - Agree	45	41,70%
	5 - Strongly Agree	15	13,90%
	Total	105	100%

SFAW3: As a female, I am motivated to take risks in order to build relevant business networks

		Frequency	Percent
Valid	2 - Disagree	9	8,3 %
	3 - Neutral	18	19.4 %
	4 - Agree	54	50,0 %
	5 - Strongly Agree	24	22,2 %
	Total	105	100%

SFAW4: I am less willing to approach networks that are outside of my comfort zone

		Frequency	Percent
Valid	1 - Strongly Disagree	7	7,3 %
	2 - Disagree	29	26,9 %
	3 - Neutral	15	15,9 %
	4 - Agree	42	38,9 %
	5 - Strongly Agree	12	11,1 %
	Total	105	100%

SFAW5: I feel isolated from activities around me as a result of limited business networks

		Frequency	Percent
Valid	1 - Strongly Disagree	6	8,4 %
	2 - Disagree	24	22,2 %
	3 - Neutral	39	36,1 %
	4 - Agree	30	27,8 %
	5 - Strongly Agree	6	5,6 %
	Total	105	100%

SFAW6: As a female, juggling work and household activities gives me limited amount of time to create business networks

		Frequency	Percent
Valid	1 - Strongly Disagree	6	5,6 %
	2 - Disagree	12	13,9 %
	3 - Neutral	23	21,3 %
	4 - Agree	42	38,9 %
	5 - Strongly Agree	22	20,4 %
	Total	105	100%

SFAW7: I feel that I am not taken seriously when attempting to create business networks because I am a woman

		Frequency	Percent
Valid	1 - Strongly Disagree	6	8,36 %
	2 - Disagree	29	26,9 %
	3 - Neutral	26	24,1 %
	4 - Agree	34	31,5 %
	5 - Strongly Agree	10	9,3 %
	Total	105	100%

Frequency Table – Women's Perceptions of Men's Netowking Behaviour

WPMNB1: Male entrepreneurs are more likely to create better business networks than female entrepreneurs

		Frequency	Percent
Valid	1 - Strongly Disagree	11	10,2 %
	2 - Disagree	15	13,9 %
	3 - Neutral	24	22,2 %
	4 - Agree	32	29,6 %
	5 - Strongly Agree	23	21,3 %
	Total	105	100%

WPMNB2: Men create networks that are more formal, larger, more diverse, richer in resources, whereas women's networks are homogenous, informal, lack quality and are generally more tied to kins (those close to them)

		Frequency	Percent
Valid	1 - Strongly Disagree	10	9,3 %
	2 - Disagree	18	18,7 %
	3 - Neutral	24	22,2 %
	4 - Agree	41	38,8 %
	5 - Strongly Agree	12	11,1 %
	Total	105	100%

WPMNB3: Male network contacts positively influence their business performance

		Frequency	Percent
Valid	1 - Strongly Disagree	1	2,9 %
	2 - Disagree	5	4,9 %
	3 - Neutral	31	28,7 %
	4 - Agree	47	43,9 %
	5 - Strongly Agree	21	19,4 %
	Total	105	100%

WPMNB4: Men are better at face to face networks than women

		Frequency	Percent
Valid	1 - Strongly Disagree	9	10,8 %
	2 - Disagree	28	25,9 %
	3 - Neutral	32	29,6 %
	4 - Agree	21	19,4 %
	5 - Strongly Agree	15	13,9 %
	Total	105	100%

WPMNB5: I believe that male entrepreneurs possess special personal characteristics that allow them to be better at networking

		Frequency	Percent
Valid	1 - Strongly Disagree	16	14,8 %
	2 - Disagree	32	29,6 %
	3 - Neutral	21	19,4 %
	4 - Agree	28	25,9 %
	5 - Strongly Agree	8	9,8 %
	Total	105	100%

WPMNB6: Despite the same level of entrepreneurial background and experience, men would still outperform women with regards to creating business networks

		Frequency	Percent
Valid	1 - Strongly Disagree	15	13,9 %
	2 - Disagree	17	17,7 %
	3 - Neutral	22	20,8 %
	4 - Agree	40	37,0 %
	5 - Strongly Agree	11	10,6 %
	Total	105	100%

WPMNB7: Men have higher social structures that allow them to have better business networks than women

		Frequency	Percent
Valid	1 - Strongly Disagree	6	7,6 %
	2 - Disagree	24	22,2 %
	3 - Neutral	16	14,8 %
	4 - Agree	43	39,8 %
	5 - Strongly Agree	16	14,8 %
	Total	105	100%

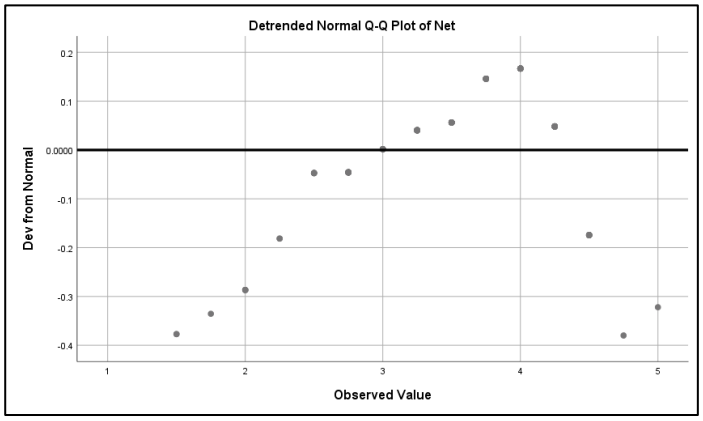
APPENDIX 7: SUMMARY OF DESCRIPTIVE STATISTICS

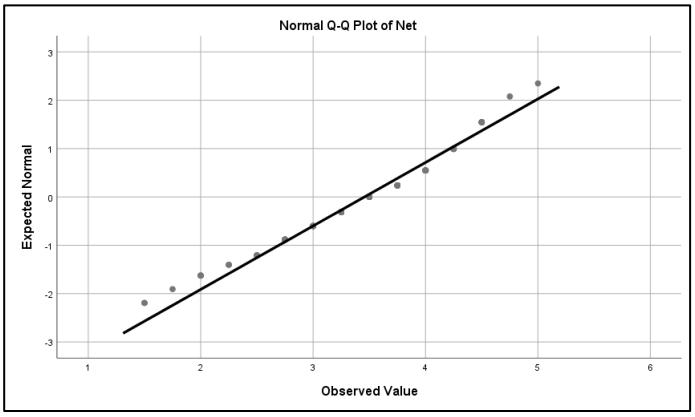
Descriptive Statistics									
	N	Range	Min	Max	Mean	Std. Deviation	Variance	Skewness	Kurtosis
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
ES1	105	4	1	5	4,26	0,951	0,904	0,236	2,144
ES2	105	4	1	5	4,22	0,940	0,884	0,236	1,815
ES3	105	4	1	5	4,21	0,817	0,667	0,236	3,220
ES4	105	4	1	5	4,15	0,769	0,592	0,236	3,780
ES5	105	2	3	5	4,52	0,590	0,348	0,236	-0,308
Net1	105	2	3	5	4,47	0,651	0,424	0,236	-0,365
Net2	105	3	2	5	4,11	0,858	0,737	0,236	0,322
Net3	105	4	1	5	3,39	0,935	0,875	0,236	-0,677
Net4	105	4	1	5	3,48	1,029	1,060	0,236	-0,509
Net5	105	4	1	5	3,50	1,020	1,041	0,236	0,044
Net6	105	4,00	1,00	5,00	4,07	0,979	0,958	0,236	2,152
Net7	105	4	1	5	3,46	0,941	0,885	0,236	-0,283
Net8	105	4	1	5	2,38	1,078	1,161	0,236	-0,283
Net9	105	4	1	5	3,36	1,128	1,272	0,236	-0,690
SFAW1	105	4	1	5	4,15	0,794	0,630	0,236	1,265
SFAW2	105	4	1	5	3,55	0,961	0,923	0,236	0,043
SFAW3	105	3,000	2,000	5,000	3,89	0,854	0,730	0,236	0,013
SFAW4	105	4	1	5	3,22	1,168	1,365	0,236	-1,065
SFAW5	105	4,000	1,000	5,000	3,056	0,989	0,978	0,236	-0,460
SFAW6	105	4	1	5	3,59	1,115	1,244	0,236	-0,207
SFAW7	105	4	1	5	3,12	1,098	1,206	0,236	-0,900
WPMNB1	105	4,00	1,00	5,00	3,393	1,267	1,604	0,236	-0,811
WPMNB2	105	4	1	5	3,26	1,160	1,347	0,236	-0,686
WPMNB3	105	4	1	5	3,78	0,855	0,730	0,236	0,122
WPMNB4	105	4	1	5	3,05	1,180	1,392	0,236	-0,843
WPMNB5	105	4	1	5	2,81	1,210	1,463	0,236	-1,063
WPMNB6	105	4	1	5	3,14	1,236	1,527	0,236	-0,915
WPMNB7	105	4	1	5	3,37	1,162	1,351	0,236	-0,889
ES	105	4,00	1,00	5,00	4,210	0,742	0,551	0,236	5,053
SFAW	105	4,00	1,00	5,00	3,308	0,796	0,633	0,236	0,548
Net	105	3,50	1,50	5,00	3,457	0,761	0,580	0,236	-0,307
WPMNB	105	3,83	1,17	5,00	3,332	0,885	0,784	0,236	-0,509

APPENDIX 8: TEST FOR NORMALITY

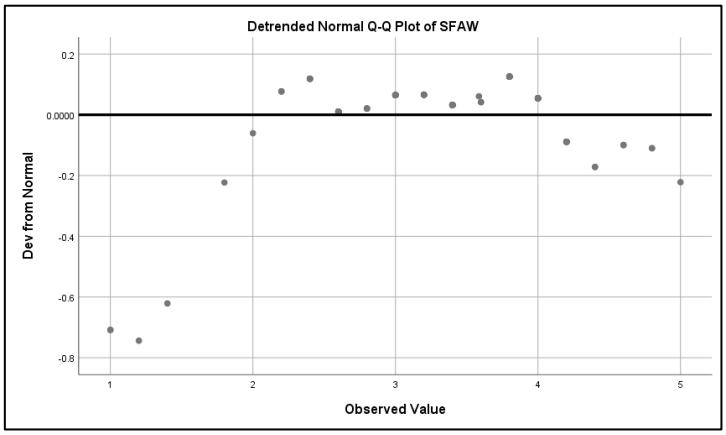
Tests of Normality						
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
ES1	0,297	105	0,000	0,749	105	0,000
ES2	0,264	105	0,000	0,766	105	0,000
ES3	0,265	105	0,000	0,767	105	0,000
ES4	0,288	105	0,000	0,763	105	0,000
ES5	0,362	105	0,000	0,702	105	0,000
Net1	0,346	105	0,000	0,725	105	0,000
Net2	0,266	105	0,000	0,807	105	0,000
Net3	0,247	105	0,000	0,882	105	0,000
Net4	0,237	105	0,000	0,896	105	0,000
Net5	0,305	105	0,000	0,851	105	0,000
Net6	0,289	105	0,000	0,778	105	0,000
Net7	0,204	105	0,000	0,896	105	0,000
Net8	0,276	105	0,000	0,871	105	0,000
Net9	0,209	105	0,000	0,906	105	0,000
SFAW1	0,243	105	0,000	0,810	105	0,000
SFAW2	0,251	105	0,000	0,885	105	0,000
SFAW3	0,293	105	0,000	0,837	105	0,000
SFAW4	0,262	105	0,000	0,877	105	0,000
SFAW5	0,182	105	0,000	0,907	105	0,000
SFAW6	0,253	105	0,000	0,879	105	0,000
SFAW7	0,207	105	0,000	0,903	105	0,000
WPMNB1	0,208	105	0,000	0,893	105	0,000
WPMNB2	0,244	105	0,000	0,891	105	0,000
WPMNB3	0,249	105	0,000	0,867	105	0,000
WPMNB4	0,173	105	0,000	0,912	105	0,000
WPMNB5	0,205	105	0,000	0,901	105	0,000
WPMNB6	0,242	105	0,000	0,883	105	0,000
WPMNB7	0,268	105	0,000	0,879	105	0,000
ES	0,144	105	0,000	0,844	105	0,000
SFAW	0,094	105	0,024	0,967	105	0,011
Net	0,124	105	0,000	0,964	105	0,007
WPMNB	0,076	105	0,152	0,975	105	0,046

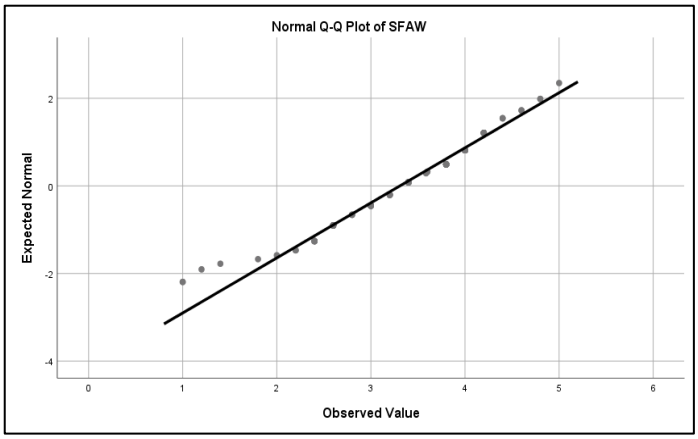
Normality Curves for Networking Construct



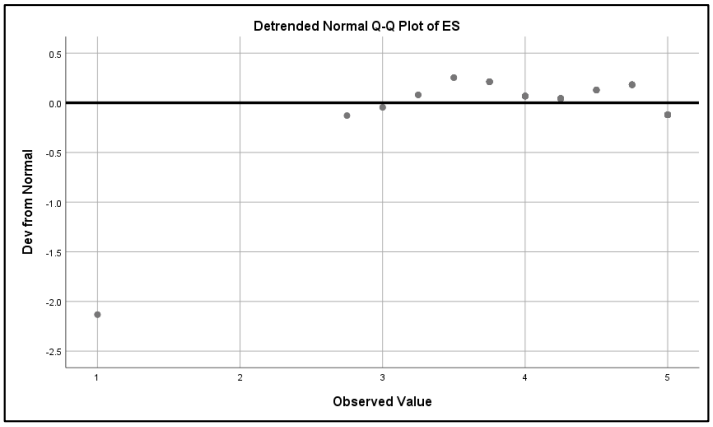


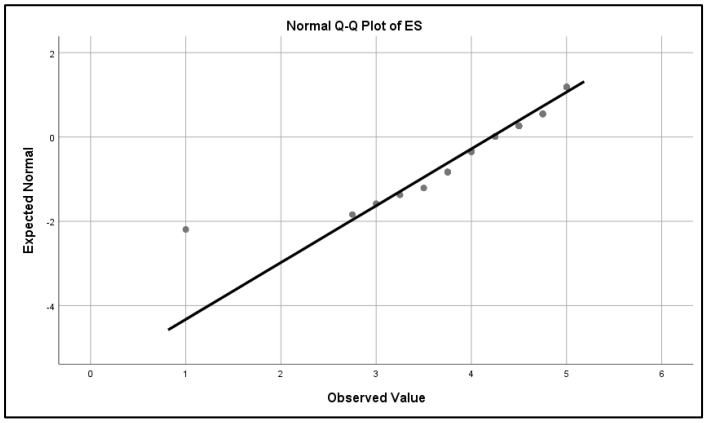
Normality Curve for Social Factors Affecting Women



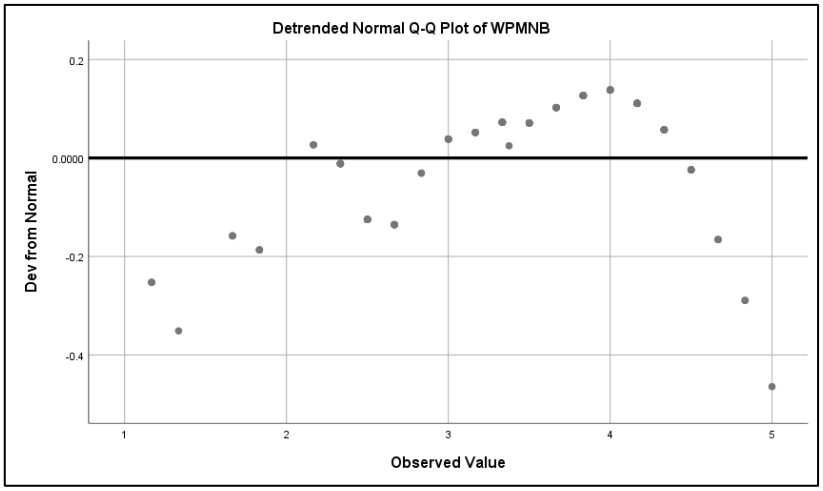


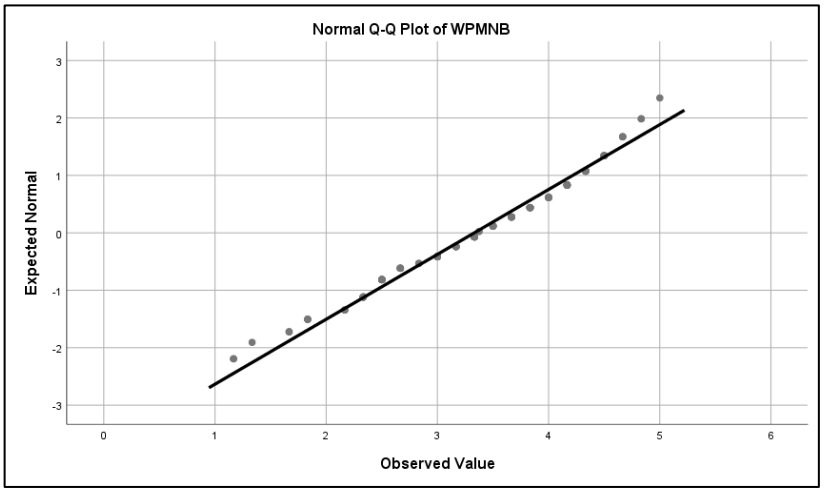
Normality Curve for Entrepreneurial Success





Normality Curve for Women's Perception of Male networking Behaviour





APPENDIX 9: EXPLORATORY FACTOR ANALYSIS RESULTS

Anti-Image matrices – Entrepreneurial Success

Anti-image Matrices

		ES1	ES2	ES3	ES4
Anti-image Covariance	ES1	.378	-.220	-.111	-.037
	ES2	-.220	.391	-.054	-.086
	ES3	-.111	-.054	.448	-.212
	ES4	-.037	-.086	-.212	.502
Anti-image Correlation	ES1	.760[a]	-.571	-.270	-.085
	ES2	-.571	.769[a]	-.128	-.193
	ES3	-.270	-.128	.807[a]	-.448
	ES4	-.085	-.193	-.448	.818[a]

a. Measures of Sampling Adequacy(MSA)

Anti-Image matrices – Business Networking for Female Entrepreneurs

Anti-image Matrices

		Net3	Net4	Net5	Net7
Anti-image Covariance	Net3	.563	-.240	-.130	-.185
	Net4	-.240	.686	-.115	-.023
	Net5	-.130	-.115	.640	-.219
	Net7	-.185	-.023	-.219	.641
Anti-image Correlation	Net3	.733[a]	-.386	-.217	-.308
	Net4	-.386	.761[a]	-.173	-.034
	Net5	-.217	-.173	.779[a]	-.341
	Net7	-.308	-.034	-.341	.756[a]

a. Measures of Sampling Adequacy(MSA)

Anti-Image matrices – Social Factors Affecting Women

Anti-image Matrices

		SFAW2	SFAW4	SFAW5	SFAW6	SFAW7
Anti-image Covariance	SFAW2	.806	-.107	-.091	-.058	-.073
	SFAW4	-.107	.563	-.140	-.155	-.161
	SFAW5	-.091	-.140	.583	-.181	-.116
	SFAW6	-.058	-.155	-.181	.604	-.087
	SFAW7	-.073	-.161	-.116	-.087	.673
Anti-image Correlation	SFAW2	.891[a]	-.159	-.132	-.084	-.099
	SFAW4	-.159	.813[a]	-.244	-.265	-.261
	SFAW5	-.132	-.244	.820[a]	-.306	-.185
	SFAW6	-.084	-.265	-.306	.823[a]	-.136
	SFAW7	-.099	-.261	-.185	-.136	.853[a]

a. Measures of Sampling Adequacy(MSA)

Anti-Image matrices – Women's Perception of Men's Networking Behaviour

Anti-image Matrices

		WPNMB1	WPNMB2	WPNMB3	WPNMB4	WPNMB6	WPNMB7
Anti-image Covariance	WPNMB1	.372	-.147	-.119	-.023	-.082	-.077
	WPNMB2	-.147	.333	-.122	-.136	-.083	-.032
	WPNMB3	-.119	-.122	.586	.005	.033	-.054
	WPNMB4	-.023	-.136	.005	.644	-.116	.034
	WPNMB6	-.082	-.083	.033	-.116	.497	-.175
	WPNMB7	-.077	-.032	-.054	.034	-.175	.634
Anti-image Correlation	WPNMB1	.853[a]	-.418	-.256	-.047	-.190	-.159
	WPNMB2	-.418	.829[a]	-.275	-.294	-.205	-.069
	WPNMB3	-.256	-.275	.882[a]	.008	.062	-.089
	WPNMB4	-.047	-.294	.008	.882[a]	-.205	.054
	WPNMB6	-.190	-.205	.062	-.205	.867[a]	-.311
	WPNMB7	-.159	-.069	-.089	.054	-.311	.884[a]

a. Measures of Sampling Adequacy(MSA)

Gordon Institute of Business Science
University of Pretoria

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