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Research Article

Data Science Podcast and Ability Income Scalability of Woman Entrepreneurship in India

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ABSTRACT

Studies have shown that social businesses may play an essential role in women's economic empowerment in developing countries. Compared to other countries, India remains far behind on many gender equality indicators, especially regarding economic success. While research has been conducted on the critical subject of barrier to entrance, less attention has been paid to the equally pressing issue of expansion. The research demonstrates that female entrepreneurs do worse than their male counterparts regarding profitability and asset ownership. Hence this paper proposes Entrepreneurship Skill Analysis Model (E-SAM) to analyze social enterprises to develop an understanding of the systems and processes they adopt. First, simulating the choices start-ups must make when deciding whether or not to expand. This is followed by an analysis of potential institutional, supply-side, and demand-side impediments that prevent women business owners from expanding their operations. This study identifies three variables that may account for the disproportionate challenges women business owners face when expanding their operations: i) lack of access to markets, ii) an absence of knowledge, and iii) a scarcity of support systems. In addition, policymakers must weigh alternatives regarding stakeholder cooperation, costs, time, and resources. To this purpose, the suggest a range of interventions for each practical solution, from the lightest touch to the most involved, to provide the government with a means of piloting and refining its policy design and implementation strategies before rolling them out on a larger scale.

Keywords: Entrepreneurship, Business model, Data Science, Podcast, Inequality, Social enterprise, Women empowerment

I. OVERVIEW OF WOMEN ENTREPRENEURSHIP IN INDIA

Researchers and professionals worldwide are starting to pay more attention to social entrepreneurship. Academic pedagogies are looking for ways to increase the social financing aspect of this new discipline because of its funding issues. In India, many women are running micro, small, and medium-sized businesses [1]. The Female Founders Monitor 2020 reports that women founded only 15.7% of businesses. From the sample of Indian start-up entrepreneurs, we looked at 40% were women. Women business owners may significantly impact the inclusiveness, diversity, and robustness of the start-up ecosystem's competitiveness. Since a gender-balanced ratio of male to female founders would benefit the business and society, this is an important goal to strive for [2]. A woman entrepreneur in a male-dominated field, with few role models and low self-assurance in some business abilities, increases the inherent dangers of beginning and running a business. For her career to flourish, she must first prove her worth. She needs to build a solid resume if she wants to be successful. Getting the required knowledge and experience to run a business is essential. Prior work experience in a managerial or technical capacity is a plus [3]. Countries with extensive and uniform population records could use governmental population records; therefore, we turned to Statistics India, the Indian government's statistical office, for a continuous dataset on all of India's residents. A species can understand the structural differences between small and large geographic areas [4]. However, it is widely believed that rural women borrowers benefit mainly from micro-credit programs in terms of survival and not skill development as entrepreneurs. As a result, this paper aims to investigate how access to microcredit can encourage entrepreneurial endeavors among rural women [5].

Universities and educational institutes can play a role in the development of women entrepreneurs by, among other things, providing trainers and consultants, conducting direct research on entrepreneurship with a focus on women, and highlighting the contributions of women entrepreneurs to local, regional, and economies. They have created technology to boost productivity and alleviate women's time constraints in some circumstances [6]. Female business owners in India were found via business directories and the snowball sampling method, which involved asking other female business owners for references. Because the gender of the entrepreneur is not indicated in national business records, this method is utilized to identify possible respondents [7]. If these causes aren't identified and addressed, women's human capital may go unused, leading to a cycle of poverty. Entrepreneurship lends itself well to a behavioral economics analysis because of its experimental and exploratory nature. In contrast to the more common practice of using survey data in economic research regarding individuals' actual decision-making processes, which has led to stricter norms and the adoption of costly and inefficient policies. Therefore, we adopt this strategy, combining socio-demographic characteristics with subjective perceptual variables to examine which elements are most closely linked to women's inclination to become entrepreneurs [8-11].

II. RELATED WORKS

Wu, J ea l [12] suggested Fuzzy-set qualitative comparative analysis (fsQCA) to focus on how these four factors interact to explain why female entrepreneurs are underrepresented in 28 countries and serve to confirm rather than exaggerate the difficulties women entrepreneurs experience. Further, we use the fsQCA's asymmetrical way of thinking to investigate the causal recipes for boosting the number of women who start businesses. The results outline four positive and negative potential causes that may lead to a high rate of female entrepreneurship. In addition, the results highlight the importance of requiring in the way of start-up capital to encourage more women to pursue entrepreneurship.

Ciampi F et al. [13] used survey responses from 253 UK businesses, combining Partial Least Squares Structural Equation Modelling (PLS-SEM) techniques to evaluate the suggested model. Our research shows that BMI improves directly and indirectly due to Big Data Analytics Capabilities (BDAC), with the latter effect being mediated by an entrepreneurial mindset. These findings contribute to the expansion of the Big Data innovation management canon by demonstrating the crucial role that BDAC play in the value creation processes of businesses and the satisfaction of their stakeholders.

Huang, Y et al. [14] examined the myriad factors that motivate women to start their businesses. They found that high entrepreneurial expectation and capability perception (CP) are deprived conditions for high Entrepreneurial Initiatives by Women(EIW) and that three distinct pathways drive high EIW. High and low EIW has oppositely oriented driving routes. They suggest three strategies to encourage women to pursue business ownership: fostering solid female entrepreneurial role models, enhancing women's CP, and optimizing women's psychological cognition.

Kiani Mavi, R et al. [15] employed the Adaptive Neuro-Fuzzy Inference System (ANFIS) to solve many real-world problems, but it was not yet incorporated into the study of entrepreneurship. This study was to create an ANFIS model for predicting the effectiveness of corporate entrepreneurship (CE) in manufacturing enterprises. They offer a conceptual model of CE success that includes critical success criteria and critical failure variables. This study includes the input of 464 MBA alums currently employed by manufacturing firms. The results show that the ANFIS testing error on the training data is 0.057103, and on the checking data, it is 0.03342. Therefore, the created fuzzy inference system is highly applicable and predictable regarding CE success.

Di Vaio et al. [16] explored the connections between artificial intelligence, the recent explosion of machine learning technology, and the pursuit of eco-friendly business models (AIML-SBMs). The specific goal was to learn if this area of computer science may affect production and consumption patterns in ways that lead to sustainable resource management in line with Sustainable Development Goals (SDGs). This paper focuses on Knowledge Management Systems (KMS) and their significance in the cultural shift toward adopting AIML-SBMs. The results demonstrate that the innovation issue has ethical, social, economic, and legal dimensions. Consequently, given that AI's potential for development is tied to the UN 2030 Agenda for SD, namely SDG#12, our findings also explain the framework of the existing literature on AI and SDGs, particularly SDG#12, including AI's association with the cultural drift (CD) in the SBMs.

III. PROPOSED METHODOLOGY

Businesses with a social mission seek out societal issues and work to solve them by producing monetary and social benefits. These groups materialize because the government isn't doing enough to aid individuals from low-income backgrounds struggling economically and socially due to a lack of appropriate institutions. To aid its members in their financial endeavors, social enterprises may use business concepts and marketing strategies. However, making members' lives better via the development of social values is the end goal. Some Indian non-profits have begun assisting female customers with their market purchases. Women get services and inputs designed to boost their productivity and, by extension, their earnings. Three social companies that engaged in initiatives to increase female agency were profiled, and their successes were emphasized. It adds to the literature on social businesses by focusing on their role in advancing women's status. The study develops a conceptual framework to debate and analyze the activities of the three social businesses.

Present hints that female entrepreneurs in the informal sector experience significant scaling challenges compared to their male counterparts. Show further that the selection of industries or the locations of firms cannot account for these discrepancies. The suggested model first considers start-up founders' choices at the entrance and scaling levels. To better understand the challenges women business owners experience in expanding their operations is important to examine the supply-side, demand-side, and institutional obstacles that may stand in their way. Three reasons may explain the unique difficulties women business owners encounter in expanding their operations: i) a lack of market connections, ii) a lack of knowledge and iii) a lack of access to social networks. All of these systems work together and are heavily influenced by cultural norms.

Fig.1. Reasons of Women Becomes Entrepreneur

Figure 1 explores the reasons women become an entrepreneur. Women are increasingly venturing into business ownership for various reasons, including a desire for independence, the hope of receiving praise and admiration, and the pursuit of a professional objective. Women seek out these careers because they allow them to tap into their latent strengths and abilities on the way to personal fulfillment. It may help them make the most of their free time. However, due to family unemployment and divorce, women's bleak financial circumstances might push them toward entrepreneurship. Starting a business requires access to capital. Female business owners in the area must access information about the numerous financial institutions that provide grants, loans, and other assistance specifically geared toward female business owners. New market entry calls for experience, insight, and connections. Unfortunately, women are typically disadvantaged in the marketplace because they lack the education and expertise to promote their wares effectively. The high cost of establishing new professional connections and collaborations in a new location or market may be a substantial barrier, especially for women-owned businesses. Fewer opportunities exist for women to pursue technical and vocational education. Women have lower educational attainment rates than males, even though a solid elementary and secondary education is necessary for developing technical and vocational competence.

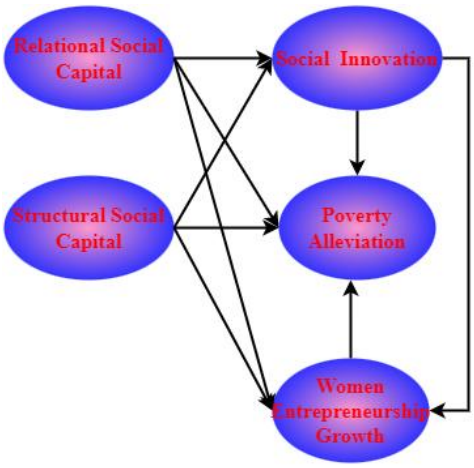

Fig.2. Women Entrepreneurship Growth Analysis

Figure 2 expresses the women entrepreneurship growth analysis. This research aimed to determine the role that social capital, the empowerment of women via entrepreneurs, and social innovation play in reducing poverty, as well as the processes behind these effects. A route analysis combined with a research model has been used. The economic well-being of India and its citizens is directly tied to the number of women who own their businesses. While there are just three indicators of relational social capital. The development of women business owners is also being tracked using three indicators. Sales growth, ROI growth, and market adoption growth were some indicators used to evaluate the growth success of entrepreneurs. Three more factors were also included in our measurements.

The proposed model uses a mathematic model (MM) to capture inclinations for entrepreneurs and the value placed on earnings pleasure. This MM simulates the dispersion of incomes and options for starting businesses, considering mobile nodes throughout a person's life. Individual jrisk-neutral, decides between providing labor in the paid sector Cjs=0 and the entrepreneurship sector Cjs=1 at each time point S=0,1,..., Sjbeginning with the last year of school and ending with retirement. After settling on a certain industry, earnings shocks are recognized and flow payoffs are collected. By making sectoral decisions in the absence of this information, the person is also assuming that there is no way to prevent the occurrence of negative shocks in advance. This is compatible with a society with some economic risk over time, such as from loss of employment or changes, or if wages, even in the paid sector, rely partly on bonuses or revenue sharing.

Where Cjs=0indicates that picking the paid sector will have the highest predicted flow utility.

$$Vcjs = 0, Tjs, js0 = 1F1 - \tau ZZjs|Tjs + js0 \ (1)$$

As shown in equation (1) expected flow utility has been described. Where Tjs is a summary of the individual personal employment record, sectorial encounter, age and belief systems about entrepreneurship at time s, Zjs is compensation earnings in the paid sector, 1-τZ is a tax modification component for paid income explained and js0 is a transitory taste shock for choosing paid work undiscovered by the econometrician. Parameter 1 converts monetary gains into utility a value proportional to the magnitude of the flavor shock. Working in the paid sector for free is assigned the anticipated use as a means of standardizationFjs0.

Future financial gain anticipated as a result of going the entrepreneurial route Cjs=1 shown in equation (2)

$$Vcjs = 1, Tjs, js1 = 0j + 1F1 - \tau OOjs|Tjs + 2cjs - 1 = 0j + 3cjs = 0j + js1 \ (2)$$

As found in equation (2) expected flow utility has been expressed. Undiscovered appetite or opportunities shock, one it; is a pleasure from predicted entrepreneurial earnings, js1 the usefulness of functioning in entrepreneurship0j; costs to establishing innovation proportionate to baseline salaries in paid labor, 1-τO flow utility from working in entrepreneurship; j; There is no long-term trend in the value of the random parameter 0j, although it does change from person to person. Those whose Ojs is more than 0 are more likely to forego a salary in favor of self-employment, whereas those whose 0j is less than 0 are more likely to forego a salaried position if the expected profits from self-employment are higher.

A parameter quantifies the opportunity cost of starting a business 2. When modeling borrowing limits about wealth assume that initial outlays are proportionate to baseline paid earnings capacity. Capital expenditures, the effort costs of launching a new endeavor, the missed profits associated with changing occupations, and the ex-ante psychological costs of uncertainty regarding a new firm may all be captured by these simplified entry costs. Those venturing into self-employment may find that some of these expenses are more than they bargained for newcomers with no business expertise, the yOjs=0 costs are captured by the 3 factors. They develop an adaptable parametric model for profits across all markets. Suppose the agent has a job in the paid sector. In that case, his income is determined by the sum of his paid enterprise professional experience yzjs and his entrepreneurial professional experience yOjsas well as his fixed individual paid sector earnings ability a temporary shock Nsand a persistent log shock Qjs=Qs-1s. Commissions are provided by

$$Zjs = expj + Hzyzjs, yOjsQjsNjs \qquad (3)$$

As found in equation (3) paid earning have been deliberated. Log-normal distributions hold for the shocks js and Njs with js~M0,2and lnNjs~M0,2 respectively. It is assumed that people entering the model have complete knowledge of their own log earnings potential derived from a normal distribution j~M,2. Assuming people have had enough unpaid job experience to confidently predict their abilities before joining the paid sector is a similar assumption that indicates an information imbalance across sectors.

The appendix details the tax adjustment, which involves using a polynomial to calculate projected revenues over income levels. The method for calculating the predicted pre-tax profits in each industry will be known to many readers. During period s paid workforce earned before taxes a total of

$$FZjs|Tjs = expj + Hzyzjs, yOjs + \varphi logQjs - 1 + 2 + N22 \qquad (4)$$

As obtained in equation (4) before tax has been evaluated. Where 2+N22 represents the first-moment implied volatility correction for the normal log distribution.

This forecast requires the lagged value of the persisting shock jand the postponed value of years of professional experience in the paid industry and entrepreneurship. When agents engage in independent labor, they think Qjs will continue to decline but will not see any significant technological advances. As a result of the ongoing shock in the waged sector, agents with low Qjs may momentarily find self-employment more appealing, affecting their decisions to enter and exit the entrepreneurial sector.

In terms of money, business owners may expect to make

$$Ojs = expj + HOyzjs, yOjsjs \qquad (5)$$

As deliberated in equation (5) business owners' earnings have been explored. Where js is a temporary shock with a log-normal distribution js~M0,2and j~Mm,2log entrepreneurial capabilities. A self-employed person's income potential is not the same as a person's earning potential in a waged position. Most crucially, individuals are aware of the dispersion of j even though they are expected to know j with absolute confidence. They make it possible for j and jto be associated, which leads to employees basing their first views regarding jon their knowledge of j and then refining those ideas as they gain experience in consciousness. Furthermore, entrepreneurial earnings have no long-term stochastic aspect; profits depend exclusively on a short-term shock. This is a pragmatic assumption since a lasting shock would make it harder for agents to utilize their profits from business ventures to revise their prior assumptions about j. Employment disruptions are captured partly by the persistent disruption in the paid sector, but they have less impact on the self-employed. Lastly, the function Ho (.) rather than Hw (.) describes how years of experience influence salaries in various fields.

To restate, one's expectations for financial success as an entrepreneur hinge on their perception of entrepreneurial prowess. People who have never started a business tend to believe things based on j. To quantify this connection supposes that j and j have a bivariate normal distribution with correlation; this form is a good match for the data and makes it easy to compute the conditional probability of j and j.

$$j0 = m + mj - \qquad (6)$$

As initialized in equation (6), conditional prior mean distribution has been expressed. The average and variance of this conditioned prior areρ02=21-2. With xRit decades of experience as a businessman, the average belief is jywhich is revised using Bayes' rule. As a result,

$$jy = 2j0 + yOjs\rho02logOjs - 1YOjs\rho02 + 2 \qquad (7)$$

As explored in equation (7) bayes rule has been demonstrated. The area where logOjs-1accounting for the Ho (.) experiences pattern in entrepreneurial is the median of the remaining log income history in entrepreneurial behavior between experience levels 0 and Ojs-1. Regular, predictable adjustments are made to the preceding distribution's variance. For Ojs-1>0 the prior variance decreases tojy22yZjsjy2+2. Earnings are important to risk-free participants in this situation. In business, one may estimate one's potential before-tax profits by

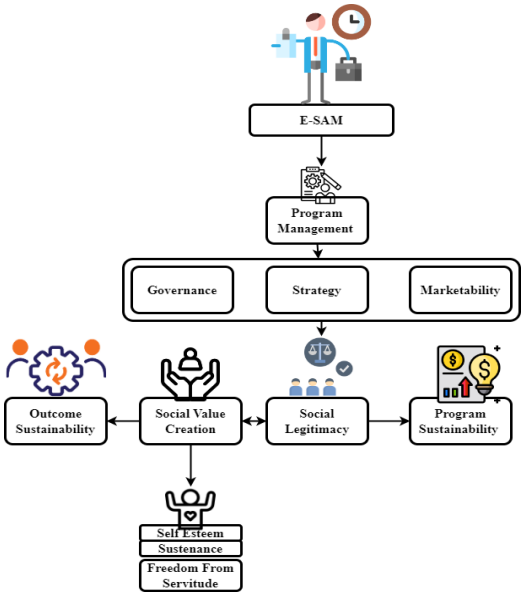

Fig. 3. E-SAM

By emphasizing the three pillars of program management—governance, strategy, and marketability—E-SAM demonstrated how the government might evolve into a model of social enterprise design. Finally, it forges a coalition both within and outside the local community to meet the ever-shifting demands of modern society. Women's talents to drive social entrepreneurship were recognized, marking a significant departure from the previous approach based on a welfare model (Figure 3).

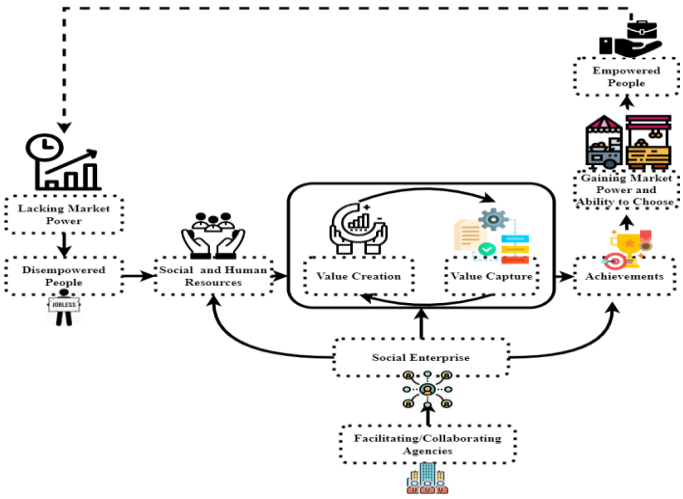

Fig. 4. Social Enterprise

Figure 4 deliberates the social enterprise. As a result, social businesses have formed to lead initiatives that specifically benefit women from marginalized groups. These businesses sought to improve the accessibility of goods

made by women producers to markets where the conditions of trade were unfavorable and to publicize the contributions of women whose efforts had previously been overlooked. Social entrepreneurs accomplish these goals by determining whether or not their targeted women already possess the skills necessary to create the products or services in need by the market. After that, social businesses started teaching women how to become efficient factory workers. Suppose a social company doesn't have the resources to train its female members. In that case, it may seek out collaborative or facilitating organizations to assist them in improving the skills of female manufacturers who already have them, however rudimentarily. Finally, social companies use society's preexisting economic, social, and human resources. People may get these things via their social connections to things like family, communities, and marketplaces. People in disadvantaged areas often lack the financial, social, and human capital necessary to engage in independent economic activity and reap the benefits of market exchanges because of their low incomes and lack of political and social influence.

IV. RESULT AND DISCUSSIONS

This research aims to improve women's lives on the fringes of society by examining how a government-run E-SAM for entrepreneurialism might lead to shifts in public customer service. The results suggest that implementing specialized management for welfare schemes is key in ensuring their popularity with the general people.

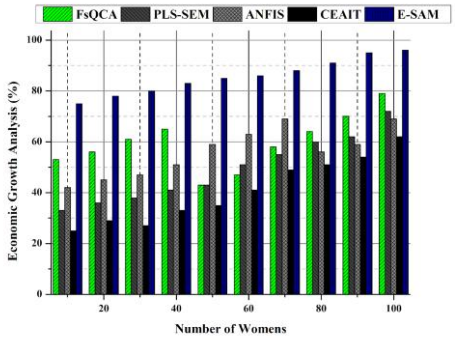

Fig. 5. Economic growth analysis

An analysis of economic growth is shown in Figure 5. Compared to fsQCA, PLS-SEM, ANFIS, and CEAIT, Our proposed method E-SAM is found to have a bigger contribution to inequality, with certain exceptions. There are a few possible causes for this discrepancy, one of which is that the E-SAM value is larger for Other existing approaches, where the empirical model explains 17.5% of the variation in real economy incomes. To put it in perspective, PLS-SEM, ANFIS, and CEAIT only add up to 6.2%, 6.3%, and 6.2%, respectively. This suggests that most of the variation in the inequality for fsQCA, PLS-SEM, ANFIS, and CEAIT is contained in the remaining contribution within-group inequality, as described by the error component in the model. For high-capability entrepreneurs, the price of forming a corporation may be enough to dissuade them from using E-SAM. There are no strong incentives for or against incorporation for those with lower incomes, but there may be tax credits for those with greater incomes who are also entrepreneurs. However, as far as we can tell from our research, these shifts have appreciably affected overall workforce disparity. The simulation analysis found an Economic growth analysis of 95.01%, demonstrating that the proposed framework is reliable based on the statistics.

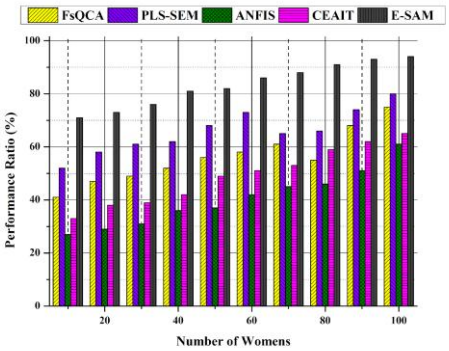

Fig. 6. Performance ratio (%)

Fig 6 shows the performance ratio. Women company owners often rely heavily on their families' encouragement and help to keep them going through tough times and the inevitable setbacks. According to studies conducted in patriarchal nations, societal practices and religious traditions limit women's participation in business. Each of the five women we spoke to for our case studies has found some business success; as a result, they are bringing in more money and improving their families standard of living. Their experiences show that successful female businesswomen could play a considerably larger role in propelling the entrepreneurship of other women. Several concerns, such as the significance of timing for women entrepreneurs and the involvement of partners in their entrepreneurial path, have been brought to light by this research that has been largely ignored in the literature. The results of the research studies demonstrate conclusively that women company owners inject vitality into rural Omani society and that substantial economic gains could be made if more women were encouraged to enter the business world. Although there hasn't been a lot of research done on rural women entrepreneurs in a country setting, this study can give a general idea of the challenges they face and the resources they'll need to overcome them. Based on the results of the simulated analysis, it can be concluded that the proposed framework is statistically reliable, with a Performance ratio of 92.0%.

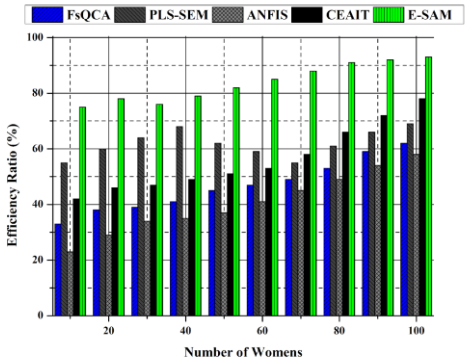

Fig. 7. Efficiency ratio (%)

Fig 7 shows the efficiency ratio. Companies can boost their efficiency by testing the waters of analytics in their day-to-day operations with the help of these providers. In India, women only make up 14% of business owners, and most new ventures run solely on personal savings; this indicates that women business owners are not given the tools they need to succeed. This is useful for businesses that want to reap the rewards of Data Science -derived insights, but they should still take a data-driven strategy to the service itself. Data analytics is crucial for any business that wants to expand sustainably and naturally. For a business to make educated decisions that will help them expand its market share, it is crucial to analyze data provided by its customers. However, their actions appear to have only a small positive effect on the local economy and, by extension, the economy. A statistically significant effect of training for E-SAM entrepreneurs is found while controlling for variables for fundamental ability, as shown by the better strength. Simulation analysis found an efficiency ratio of 94.1%, demonstrating that the proposed framework is efficient.

V. CONCLUSION

This study aims to analyze an E-SAM of governmental entrepreneurship to enhance women's status at the margins of society via changes in public customer service. According to the findings, implementing specialized administration for welfare programs drives their acceptance and success among the public. An E-SAM emerges from external and internal governance mechanisms, focusing on investing in people's talents and abilities and using available resources to create change in their communities. Slavery may be overcome when people get more power over their economic circumstances via increased marketability. Freedom can be achieved through the saturation of a geographic area, which produces political and economic participation. Together, the government and the poor may embrace the opportunities presented by citizen-centric government entrepreneurship to meet the ever-shifting needs of society. The impoverished and excluded rural women may benefit from an E-SAM to policymaking that aims to end the phenomenon of widespread exclusion. This research offers a template to show how the government may help the poor from the margins become active participants in development processes and beneficiaries themselves.

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