



Women's interest in Self-employment: Understanding the impact of Entrepreneurial Education, Skills, and Behaviors: Mediating Role of Entrepreneurial Intentions

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ABSTRACT

Entrepreneurs all across the global community are exploring entrepreneurship as a means to build wealth, operate the economy, and satisfy their dream of independence. This research aims to shed light on entrepreneurial skills, entrepreneurial education, perceived behavior control, and perceived family support for the career success of entrepreneurs in Pakistan. A self-administered questionnaire was used to obtain data; all 166 responses were analyzed employing a technique known as partial least squares structural equation modeling (PLS-SEM). The findings of the study show that entrepreneurial skills and education have a more significant favorable impact on women's success in their careers where in the presence of intention, perceived behavior control is a unique predictor of career success make known to by this study. Furthermore, perceived family support is a substantial moderator of entrepreneurial intentions and career success is also another contribution of present study. According to the findings, entrepreneurial intentions are the most significant mediator between entrepreneurial attributes and the career success of women entrepreneurs. The government should implement programs to foster self-employment, provide financial support, and change the rules and regulations to allow individuals of all ages to establish their own businesses as a career. As a result, the labor ministry and social welfare agencies can get fresh insights through this research in order to boost the proportion of women to male labor in the global labor market.

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1. Introduction

Women start enterprises for entirely distinct motives than men, supported by numerous research. Women start their enterprises ten years afterward on average compared to men. More than one-third of female entrepreneurs indicated starting a firm as a result of a traumatic incident, including separation and divorce, gender bias during pregnancy or the business glass barrier, a medical condition of a loved one, or financial constraints like unemployment (Sumathi & Gunasundari, 2016). While researchers examine the factors that contribute to the success of female entrepreneurs, their most common one is personal attributes. Women in advanced nations have a greater probability of having the desire to establish a business than women in nations that are developing. Female entrepreneurs are much more common in Latin and Asian countries compared to Europe and the United States of America. Female entrepreneurs, on the other hand, make considerable contributions to the country's economy concerning employment, creativity, and GDP (Brush & Cooper, 2012). That is widely recognized as entrepreneurship plays an essential role in encouraging prosperity and the creation of employment. Under this context, both policymakers and scholars recognized the importance of increasing

entrepreneurial loyalty, even in colleges and universities, in spreading knowledge as well as the latest techniques.

The governments and private areas rely upon pioneering novel businesses for the creation of employment (Barba-Sánchez & Atienza-Sahuquillo, 2017). Young entrepreneurs are dissatisfied with their jobs after receiving a lot of pressure from organizations (Munawar, Yousaf, Ahmed, & Rehman, 2023). Professionals who express severe job pressure are exhausted by their load, do not have enough time to finish their job tasks as well as frequently required to concentrate on several things at once (Schieman, 2013). These factors contribute to the pressure created by the disparity between the number of tasks to be done and the time available for them. Employees who are subjected to more workplace pressure report higher levels of job unhappiness and anxiousness than their equivalents in less stressful work environments (Simard et al., 2022). Thus, entrepreneurs have been inspired by organizations to begin new ventures to reduce their job pressure.

Entrepreneurship is a field that is proving to be a more and more significant career choice in the lives of a large number of individuals in various parts of every corner of the globe, particularly in a world with significant inequality in wealth in addition to alarmingly high young people's unemployment rate (Sulemana, Nketiah-Amponsah, Codjoe, & Andoh, 2019). Moreover, even though a large percentage of business start-ups are still comparatively small in size, becoming an entrepreneur is not merely a potential means of attaining a paying job and being able to make a living (Falco & Haywood, 2016). Given that the formation of a business is a decision that is made, the intention to start a business is likely to be viewed as a strong indicator of planned behavior toward the creation of businesses to become a successful entrepreneurs (Bird, 1988; Fayolle, 2007). Entrepreneurial intents are the mental states that guide a person's focus, expertise and conduct toward a certain business-related behavior (Bird, 1988; Obschonka, Silbereisen, & Schmitt-Rodermund, 2010).

According to research conducted within Pakistan, there isn't a viable advancement approach to encourage females to get involved in business operations, and thus making them reluctant to take on an integral part in the success of female entrepreneurs (Batool & Ullah, 2017). Raising the percentage of women-owned businesses can lead to higher employment opportunities, yield growth, income from taxes, and the availability of a greater number of products and services. As women entrepreneurs play an important role in the development of society and the economy (Audretsch, Keilbach, & Lehmann, 2006). According to Tominc and Rebernik (2007), women entrepreneurs' participation in business is 28 to 33 percent in European countries; however, the scenario is worse within Pakistan as a result of discrimination based on gender causes; females are restricted from going outdoors related to conflicts between work and family fears. According to KHAN (2013) Pakistani women experience discrimination based on gender as a result of the male population's unprofessional mindsets. According to the World Bank Country Sex Profile of Pakistan, the socioeconomic status of women in the Islamic Republic of Pakistan is regarded as one of the lowest in the entire world. These conditions are undeniably disturbing, and failing to deal with them may result in burnout, which, in turn, may cause the country's economy to suffer. Then why women stay at home? All of the above factors contribute to gender discrimination, making it nearly impossible for women to pursue careers. As a result, it is timely to conduct a study to evaluate that what significant attributes (education, talents, and perceived behavior control) as well as their intentions to start a new enterprise in achieving women career success?

2. Literature Review

2.1. Theory of Planned Behavior

The examination of entrepreneurial intentions is now widely recognized as a critical component of successful entrepreneurship studies. It tries to comprehend the fundamental elements that motivate individuals to establish their own enterprises, as intentions have been empirically shown to accurately predict later behavior in the entrepreneurial field. Researchers are interested in highlighting the contribution of favorable psychological attributes to both the development and achievement of one's business intentions, integrating the Theory of Planned Behavior (TPB) using concepts within the field of positive psychology. These types of characteristics are included within the Theory of Perceptual Behavior (TPB) model as psychological variables that are capable of having a proximal and indirect impact on

behavior and intentions via the impact that they have on behavioral belief systems, social norms, as well as control beliefs (Ajzen, 1991). Our research is interested in perceived behavior control, entrepreneurial skills, and entrepreneurial education based on personal differences between individuals. Furthermore, it is suggested that a lack of perceived family support might be one having the prerequisites that can help with the realization of entrepreneurial intentions.

2.2. Entrepreneurial Education and Career Success

Among the most suitable and relevant concepts that help to explain the causal link connecting entrepreneurial education and the intentions of a successful business owner include a combination of the human capital theory and the person-to-environment approach (Sahinidis & Tsaknis, 2020). Entrepreneurial education has come a long way becoming a method of educating the twenty-first-century workplace by providing alumni with entrepreneurial skills in almost every field that they choose to pursue or discipline. Entrepreneurial intentions have to be learned and practiced in entrepreneurship education in order to be successful regardless of how the workforce requirements evolve over the course of time. It is noted that, while today's young people respect the idea of business ownership, they believe that it's beyond their range. It is not enough to offer academic institutions, yet higher education institutions, society as a whole, and administrations are required to be entrepreneurial in order to persuade them differently and equip them to succeed in the successful establishment of their own firms (Bauman & Lucy, 2021). However, the following hypothesis proposed:

H1: Entrepreneurial education has positive influences on career success

2.3. Entrepreneurial Skills and Career Success

To develop an economically viable business, creative individuals recognize an exceptional possibility and integrate the expertise and skills of professionals (Nieuwenhuizen & Groenewald, 2008). The research presented here provided convincing proof that entrepreneurial skills are required for a successful career in today's job environment. Because of our present-day complications and unpredictable nature of things, the same sort of skill is required to drive international, advancements in digital technology, produce useful goods, and innovate innovative solutions as a collective effort (Jardim, 2021). Because those skills are essential for successful talented individuals to achieve success as entrepreneurs in the field of art to be described in the existing literature, the present study relied on the factors responsible for the failure of businesses and the success of entrepreneurship. Although entrepreneurial skills are recognized as vital for securing profitable and long-term careers in the creative sectors (Thom, 2016). Every person can acquire an innovative mindset and abilities that are necessary for their own business as a meaningful career if the information they need is supplied in the most suitable setting, in the correct way, and at the correct point in time. The acquisition of the skills, knowledge, and behaviors required for a career in the field creative sectors (White, 2015). Thus the following hypothesis is proposed:

H2: Entrepreneurial skills have positive influence on career success

2.4. Perceived Behavioral Control and Career Success

Perceived Behavior Control is made up of a sense of self-confidence and controlled behavior, and it captures both the present circumstance and the people's anticipation of successfully doing the desired behavior. PBC was an effective predictor of one's career intentions (Seonwoo & Jeong, 2021). In several previous career-focused research based on TPB, it was found that its generality and resiliency have been confirmed in the sense that it was found to be used to accurately predict college students' intentions to take up career paths in the areas of accounting, business management, education as well as Medical, tourism, and serving in the military (Mokhlis, Hussin, Nizam, & Noor, 2022). Although substantial quantitative research shows that the theory may be utilized as a framework for researchers to accurately determine one's career there has been currently a limited number of research studies that employ the theory of planned behavior to study business entrepreneurs' goals toward a future in commerce. It is also observed that the brief, technologically hard, however effective training that focused on real-life experiences produced a significant and beneficial effect on respondents' beliefs; as a result, they found that they were significantly more inclined to pursue cybersecurity as a career shortly (Melnikovas et al., 2023). Yet, the proposed hypothesis:

H3: Perceived behavior has significant positive influences on career success

2.5. Entrepreneurial Attributes, Intentions and Career Success

On one side, entrepreneurial attributes are being given distinct importance universally, meanwhile, new businesses are falling behind in Pakistan (Global Entrepreneurship Monitor, 2012). Entrepreneurial intentions are perhaps the greatest indicator of enterprising conduct; subsequently, extraordinary thought ought to be given to investigating the causes behind an entrepreneur's goals. The previous studies agreed that entrepreneurs should need some unique entrepreneurial attributes Şahin, Karadağ, and Tuncer (2019) with entrepreneurial intentions to begin the new venture, this helps the entrepreneurs to be independent, self-employed, and achieve success in their career.

2.5.1. Entrepreneurial education and intentions

Entrepreneurial education plays a critical part in improving entrepreneurs' skills and knowledge and the opportunities for their employment (Bazkiaei, Heng, Khan, Saufi, & Kasim, 2020). Numerous institutions attempted to make entrepreneurs advance enterprising beliefs by inspiring them to take entrepreneurial education; so that, it would sustain them with expanding capacities and abilities needed for supporting a more useful and inventive economy in the long time ahead (Mei, Lee, & Xiang, 2020). Subsequently, it sounds like more exploration attempts to stress the assessment of entrepreneurial education and its effect on the business to acquire an intention to generate a new venture (Anwar, Saleem, Islam, Thoudam, & Khan, 2020).

2.6. Perceived Behavior Control and Entrepreneurial Intentions

According to Davidsson (1995), perceived behavioral control is one of the most significant individual effects on intent, including the effect of societal norms as well as beliefs towards the behavior likely to be largely mediated via PBC. Even in the context of the hypothesis of planned behavior, such an outcome appears plausible. The choice of whether or not to open up an additional business has far greater implications for one's well-being than any of the behaviors that have historically been researched utilizing the TPB as the primary interpretive model (Ajzen, 1991). Deciding whether or not to sign up for afresh with Business has a lot more significant ramifications than, for instance, say, voting, abstaining from cigarettes, planning recreation times, or losing diet. Furthermore, a person's decision-making authority over the process of establishing an innovative project is significantly lower when compared to, for example, casting a vote in a presidential campaign. As a result, the function of perceived behavioral control is predicted to be considerably more relevant with the choice as to whether to enter your own business than it would be for, for instance, the selection to cast a vote. As a result, a number of hypotheses are given, with reference to Ajzen's model of planned behavior:

2.7. Entrepreneurial Skills and intentions

Entrepreneurial skills constitute critical components in achieving success in business. Being able to recognize them is critical in recognizing the critical function of entrepreneurship in riskier or unpredictable contexts. Previous study has highlighted the importance of their connection to entrepreneurial intent as well as discovered that there is a beneficial connection across these characteristics (Asad, Shabbir, Salman, Haider, & Ahmad, 2018). According to research, strengthening entrepreneurship skills may favorably improve entrepreneurial intention because possibilities can be identified and generated in the most times of uncertainty (Mbanefo & Ebokab, 2017). Entrepreneurial skills supply the concept of recognizing people's aptitude and skills in order to launch fresh ideas (Chatterjee & Das, 2016). The purpose of the development of entrepreneurial skills is to improve efficiency and offer an understanding of entrepreneurial intent, even though it is currently being researched in peer-reviewed literature (Seuneke, Lans, & Wiskerke, 2013). Among students in higher education, Lián Linan (2008) discovered a substantial beneficial relationship between entrepreneurial skills and intention perpetual progress in a particular area is possible with skills (Collins, Hannon, & Smith, 2004). They are designed to assist in the development of new items that provide economic riches and benefit the owner of the business (Michelacci, 2003).

2.7.1. Entrepreneurial Intention and Career Success

The investigation of entrepreneurial intentions has a few theories intended to improve the comprehension of intentions (Jena, 2020; Munir, Jianfeng, & Ramzan, 2019). Among these theories, the most utilized one was the "theory of entrepreneurial event", "Institutional Economic

Theory", and the Theory of Planned Behavior Díaz-Casero, Ferreira, Hernández Mogollón, and Barata Raposo (2012). Analogized to other frameworks, the Theory of Planned Behavior has a more insightful ability (Feola, Vesce, Botti, & Parente, 2019). In this way, it is one of the most utilized theories to clarify the antecedent and consequential of entrepreneurial intentions (Linan, 2008). From one perspective, indicating to person's entrepreneurial intention, some researchers have adopted alike conception, such as career orientation Jena (2020), and beginning business people and thus describe entrepreneurial intentions. Entrepreneurial intentions have value in becoming self-employed because intention as an entrepreneur is strongly related to the capacity to bear risk and desire to become independent, and a significant role in the creation of a new venture. The individual having no intention to take initiative is not able to achieve business success. Entrepreneurs' intention of being self-employed gives them the courage to entrepreneurs to think about independence, financial stability the upright worth in the market. These all points strengthen the entrepreneurs to establish new ventures to be successful in their careers. Therefore, we proposed the following hypothesis:

H4a: Entrepreneurial intentions mediate the relationship between entrepreneurial education and career success

H4b: Entrepreneurial intentions mediate the relationship between entrepreneurial skills and career success

H4c: Entrepreneurial intentions mediate the relationship between perceived behavior control and career success

2.8. The Use of Family Support

Though context-specific factors appear to be crucial for the successful carrying out of one's business intent, it area has received little attention in the research (Weiss et al., 2019). These contextual variables are significant due to the fact that they're able to have the potential to increase or decrease intentions. It is able to, for instance, give funding or remove hurdles associated with starting a startup (Tornikoski & Maalaoui, 2019). Aside from wider socioeconomic variables that might include tradition or geographical differences, the influences of family support on enterprise have not yet been studied. However, there seems to be more of an emphasis on families and society as a whole for enterprises to succeed, particularly in emerging markets wherein the majority of entrepreneurial activity usually irregular Williams, Gruber, Sutcliffe, Shepherd, and Zhao (2017), family support, both psychological and supportive, is critical (Edelman, Manolova, Shirokova, & Tsukanova, 2016). Psychological familial support may be associated with signaling approbation (a critical component for those who are part of group-oriented societies) and may strengthen younger entrepreneurs' entrepreneurial activities. Support might be given in the form of advice (Osorio, Settles, & Shen, 2017). Families are recognized as having a significant impact on the educational and professional decisions of recent college grads (Sawitri, Creed, & Zimmer-Gembeck, 2014). As a result, it has a significant impact on the process of moving that occurs from entrepreneurial intentions to entrepreneurial behavior. In addition to critical family support, families are a vital source of funding for starting a business for emerging and new businesses. As a result, perceived or actual parental support might drive students to make a commitment to their time and devote all of their energy to carrying out their entrepreneurial goals. As a result, researchers claim that family support is a key determining element in the execution of entrepreneurial intentions to be successful in their career. As a result, a number of hypotheses begin to develop:

H5: Perceived family support moderate the relationship between intentions and career success

2.9. List of Proposed Hypotheses

Table 1: Hypothesis

H1:	Entrepreneurial education has positive influences on career success
H2:	Entrepreneurial skills have positive influence on career success
H3:	Perceived behavior has significant positive influences on career success
H4a:	Entrepreneurial intentions mediate the relationship between entrepreneurial education and career success
H4b:	Entrepreneurial intentions mediate the relationship between entrepreneurial skills and career success
H4c:	Entrepreneurial intentions mediate the relationship between perceived behavior control and career success
H5:	Perceived family support moderate the relationship between intentions and career success

(Source: prepared by author)

3. Methodology

3.1. Sample and Data Collection

The data for the analysis came from a survey conducted on the internet of women entrepreneurs who also happen to be members of the Chamber of Commerce. The group of participants in the research included all female entrepreneurs registered with the Chamber of Commerce in the Punjabi province. There have been few studies conducted on the career success of female entrepreneurs, and they are at risk of being left behind in Pakistani society on account of gender bias.. There are 629 women in the database, the majority of whom are registered in two larger population cities in Punjab province. Furthermore, the researcher restricted the analysis to women entrepreneurs to provide more uniform samples and to compensate for discrepancies that can arise as a consequence of completing a variety of business in other sectors. The current study relied on data gathered from women entrepreneurs of Lahore and the Faisalabad Chamber of Commerce with 189 sample size. The questionnaire was carefully adopted from previous studies. With applicable of proportionate stratified sampling an overall of 171 acceptable responses (which equates to a rate of response of 72.76%) were received by the survey, consisting of 143 (83.6%) from Lahore and 28 (16.37%) from Faisalabad expressing their opinions on the subject of entrepreneurial career success and entrepreneurial education, entrepreneurial skills, perceived behavior control as well as the extent to which their attributes have an impact on their entrepreneurial intentions with regard to the establishment of a business of their own.

Table 2: Sampling for the Study

The Punjab Stratum	Women's Entrepreneurs		Proportionate Stratified Sampling
	Frequency	Percentage	Frequency
The Lahore CC	520	30%	156
The Faisalabad CC	109	30%	33
Total	629	30%	189

(Source: Ruane, 2005)

3.2. Measurement of Variables

Whereas there also are multiple scales available that can measure the variables of the present study, it was decided to choose the most appropriate scale depending on a number of psychometric features as well as their practicability in terms of popularity. Furthermore, all of the items were scored using a Likert scale with a point value of 5. The scales have been evaluated using a 5-point Likert scale rather than the standard seven-point Likert scale given that prior research has indicated that a 5-point Likert-type scale may be used in order to enhance the number of responses as well as accuracy with the aim of reducing the participant's "dissatisfaction levels" Babakus and Mangold (1992) and increasing their reliability (Jenkins & Taber, 1977).

Table 3: Measurement of Variables

Variables	Items	Adapted from
Entrepreneurial skills	6	<i>Liñán (2008)</i>
Entrepreneurial education	4	<i>Liu, Lin, Zhao, & Zhao, (2019)</i>
Perceived behavior control	6	<i>Liñán, & Chen, (2009)</i>
Perceived family support	6	<i>Baluku, Kikooma, Otto, König, & Bajwa, (2020)</i>
Entrepreneurial intensions	6	<i>Linan and Chen, (2009).</i>
Career success	5	<i>Greenhaus et al. (1990).</i>

(Source: prepared by author)

3.3. Data Analysis

Applying Smart PLS, software, the partial-least-squares structural equation analysis approach was used to evaluate the provided framework as well as examine the hypotheses that were proposed. Researchers selected PLS as (1) the study model can be complicated due to the different types of interactions (that is, direct, indirect, and moderation). (2) Unlike the method of Covariance-Based Structural Equations Modelling (CB-SEM), PLS-SEM, on the other hand, is a simple statistical modeling tool because it does not necessitate the use of a large sample and does not rely mainly on the belief that the data is distributed in a normal manner Hair, Risher, Sarstedt, and Ringle (2019); (3) the current research is concerned with assessing the causal associations between variables as opposed to theory verification or empirical validation, and PLS

turned out to be suitable to achieve the intended purpose in this statistical analysis. The examination was conducted in two stages, with a separate assessment of both the outer (measurements) models and the recesses of the inner (or structural) models (Hair et al., 2019).

4. Results

4.1. Measurement Model

The statistical analysis was carried out utilizing Smart PLS Ringle (2005), in which the use of the bootstrapping reanalysis approach was employed to assess the importance of every one of the pathways in the structural model of the study. Furthermore, each of the constructs' composite coefficients of reliability (CRs) were more than 0.70 (Table 4). In the end, the average variance extracted (AVEs) from all variables remained greater than 0.50 (Table 4). The discriminant validity of each of the constructs was assessed by validating that the value of the square root of AVE values for the selected construct exceeds any correlation involving the value of the variable and the next variable Hulland (1999) (Table 5). As a result, the criteria we used had good statistical properties for the entire study.

4.2. The Structural Model

Researchers initially tested the concept of multicollinearity by analyzing the level of collinearity across the units of measurement employing the variance of the inflation factor value (VIF).

Table 4: Construct Reliability and Validity

Constructs	Factor Loadings	Cronbach Alpha	Composite Reliability(CR)	Average Extracted (AVE)	Variance
Entrepreneurial Skills		0.87	0.87	0.60	
SE1	0.765				
SE2	0.745				
SE3	0.851				
SE4	0.715				
SE5	0.851				
SE6	0.715				
Entrepreneurial education		0.85	0.85	0.68	
EE1	0.892				
EE2	0.775				
EE3	0.824				
EE4	0.816				
Perceived behavior control		0.86	0.86	0.59	
PBC1	0.723				
PBC2	0.693				
PBC3	0.745				
PBC4	0.889				
PBC5	0.819				
PBC6	0.729				
Entrepreneurial intensions		0.79	0.82	0.55	
EI1	0.557				
EI2	0.816				
EI3	0.781				
EI4	0.876				
EI5	0.567				
EI6	0.729	0.82	0.82	0.53	
Perceived family support					
PFS1	0.775				
PFS2	0.664				
PFS3	0.767				
PFS4	0.752				
PFS5	0.698				
PFS6	0.699				
Career success		0.83	0.84	0.59	
CS1	0.793				
CS2	0.781				
CS3	0.619				
CS4	0.832				
CS5	0.811				

(Source: prepared by author)

These values were calculated, and these values proved to be lower than the suggested maximum value of 3.3 Hair Jr, Hair Jr, Hult, Ringle, and Sarstedt (2021), confirming the fact that there may be never any issues with multicollinearity. In the second phase, we made use of the value of the coefficient of determination (R2 value) to give an evaluation of the statistical model's ability to predict. Table 3 shows that both of these exogenous variables that are included (EI and CS) describe entrepreneurial skills, entrepreneurial education and perceived behavior control explain 72% change in entrepreneurial intentions as well as entrepreneurial intentions explains 82% change in career success proving that the model has solid forecasting significance. F-Square is the variation within R-Square caused by the removal of an exogenous variable from the structure of the model. The effect size is represented by f-square 1. Less than and equal to 0.02 is small, 2. Less than and equal to 0.15 is medium, 3. Less than and equal to 0.35 is big) (Cohen, 1988). Entrepreneurial education, skills, and perceived behavior control have medium effect size on entrepreneurial intentions (0.162, 0.180, and 0.179) whereas entrepreneurial intentions has large effect size on career success (0.709). Figure 2, explain the direct, indirect and moderating effect. Results indicate that entrepreneurial education show significantly positive impact on career success (H1: $\beta = 0.380$, $p = 0.002$), and entrepreneurial skills has significant positive relation with career success(H2: $\beta = 0.497$, $p = 0.003$), whereas perceived behavior control has significant negative influences on women career success (H3: $\beta = -0.295$, $p = 0.001$). To test the mediation the Hayes and Preacher (2013) method of indirect effect was used. Statistical results indicate that entrepreneurial education, skills and perceived behavior control have significant positive effect on entrepreneurial intentions.

Table 5: Fornell-larcker criterion for Discriminant Validity

	CS	EE	EI	ES	PBC	PFS
CS	0.771					
EE	0.661	0.828				
EI	0.887	0.683	0.742			
ES	0.749	0.656	0.833	0.776		
PBC	0.691	0.616	0.794	0.868	0.766	
PFS	0.732	0.677	0.808	0.800	0.885	0.727

(Source: prepared by author)

Figure 1: Measurement Model

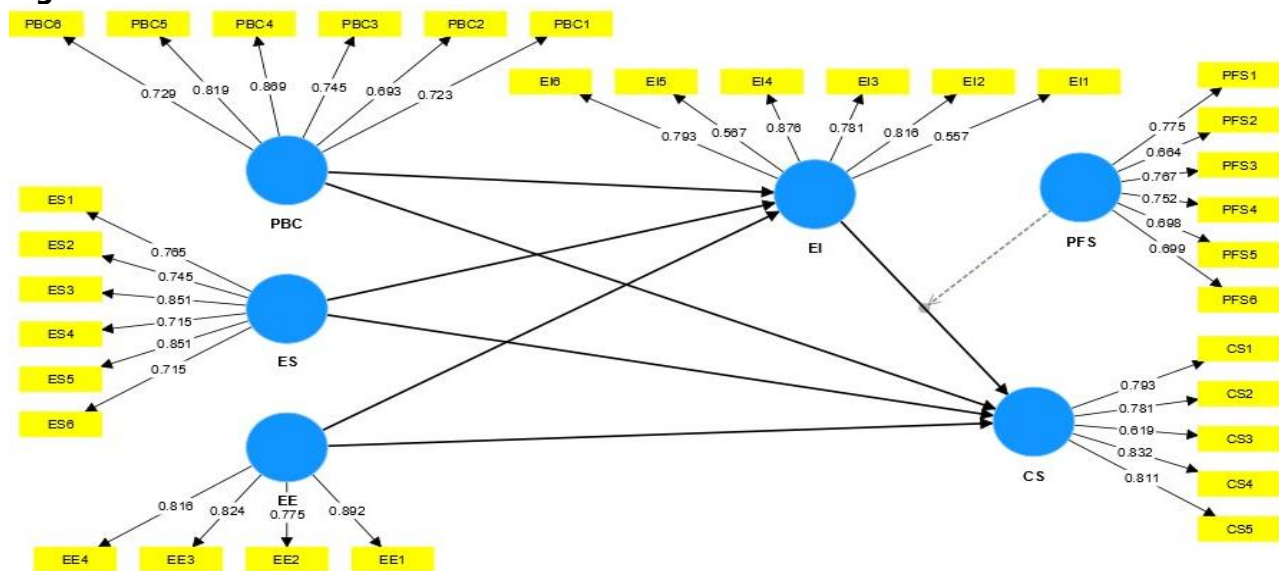


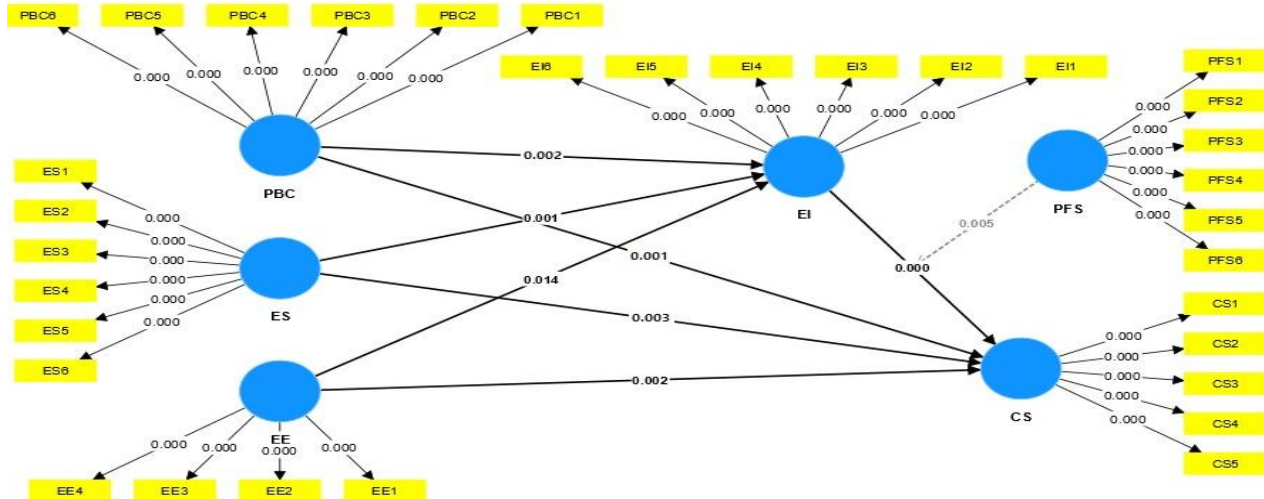
Table 6: Results of the Structural Model Assessment

		B	T Statistics	P Values	Decision
H1	EE -> CS	0.380	3.092	0.002	Accepted
H2	ES -> CS	0.497	4.877	0.003	Accepted
H3	PBC -> CS	-0.295	2.674	0.001	Accepted
H4a	EE -> EI -> CS	0.399	3.356	0.010	Accepted
H4b	ES -> EI -> CS	0.378	2.634	0.005	Accepted
H4c	PBC->EI-> CS	0.385	2.783	0.004	Accepted
H5	PFS*EI -> CS	0.570	5.169	0.005	Accepted

(Source: prepared by author)

$\beta = 0.391, p = 0.014$; $\beta = 0.476, p = 0.001$; $\beta = 0.346, p = 0.002$) respectively. Also, Entrepreneurial intentions has positive significant association on career success ($\beta = 0.810, p = 0.000$). So, EI is significantly mediate the relationship between EE, ES, PBC and women career success (H4a: $\beta = 0.399, p = 0.010$; H4b: $\beta = 0.378, p = 0.005$; H4c: $\beta = 0.385, p = 0.004$) correspondingly, which the significant negative direct effect to positive. Whereas perceived family support positively moderate the association of entrepreneurial intentions and career success (H5: $\beta = 0.570, p = 0.005$) (Table 6).

Figure 2: Structural Model



5. Discussion

Entrepreneurial initiatives are critical in today's day for promoting entrepreneurs' skills in evolving complex and changing societies. It advocates for more transparent business structures that are safer and more successful in developing and sustaining benefits. This study aimed to examine the effects of entrepreneurial skills, entrepreneurial education, and perceived behavior control on the career success of female entrepreneurs via entrepreneurial intents. The findings are divided into three sections: On the one hand, the data show that entrepreneurial skills, entrepreneurial education, and perceived behavioral control all have a favorable and significant impact on career success. All of these elements play a vital part in developing an entrepreneurial career between entrepreneurs building a task, as evidenced by previous research (Markussen & Røed, 2017; Rachmawan, Lizar, & Mangundjaya, 2015). Second, the results provide evidence that entrepreneurial intentions moderate the effect of the relationship between entrepreneurial skills, entrepreneurial education, and perceived behavioral control and career success (Ajzen, 1991; Anwar et al., 2020; Jena, 2020; Mbanefo & Ebokab, 2017). Third, we examine the circumstances for moving from entrepreneurial intentions to starting a business by focusing on perceived family support. Entrepreneurial intentions, according to Tornikoski and Maalaoui (2019), encourage activity. Yet, there are also more elements that influence entrepreneurial activity towards the establishment of a business.

Aside from the well-known effect of family on career interests as well as decisions, close friends and family members constitute the primary source of money for startups and small businesses in almost all developing nations, especially those who work in the informal sector of the economy. The family's attitudes toward getting into the business in order to be successful in their career are an essential relevance of the family encouraging getting involved in entrepreneurship within the Asian setting (Baluku, Kikooma, Otto, König, & Bajwa, 2020). A lot of families work to meet the costs of the educational needs of their kids with limited means in order for them to create businesses being launch their desires for success in their respective fields. Increased perceived behavioral control contributes to improved intentions to do a given behavior (Eagly & Chaiken, 1993). The tenets of the theory of planned behavior (TPB) gave rise to PBC. Research in the past has found that entrepreneurial skill is a significant factor in predicting the long-term viability and success of a business (Rachmawan et al., 2015). The results of our research highlight the significance of attributes that are advantageous in the establishment of entrepreneurial intentions and how they are translated through efforts towards developing a business start-up (Baluku et al., 2020). The research presented here delivers a

new perspective on the supportive role of entrepreneurial intentions as well as family support in causing females in developing nations to set up their enterprises.

Table 7: Hypothesis Testing

H1	Entrepreneurial education has positive influences on career success	Accepted
H2	Entrepreneurial skills have positive influence on career success	Accepted
H3	Perceived behavior has significant positive influences on career success	Accepted
H4a	Entrepreneurial intentions mediate the relationship between entrepreneurial education and career success	Accepted
H4b	Entrepreneurial intentions mediate the relationship between entrepreneurial skills and career success	Accepted
H4c	Entrepreneurial intentions mediate the relationship between perceived behavior control and career success	Accepted
H5	Perceived family support moderate the relationship between intentions and career success	Accepted

(Source: prepared by author)

6. Conclusion

Entrepreneurial attributes such as skills, education, and perceived behavior control are often necessary to prepare those who have entrepreneurial intentions to get started with a venture that will make it possible for their interests to recognize opportunities, comprehend market awareness, produce innovative ideas, build strategic plans, and the introduction a successful business of their own, and thus contribute to the growth of a variety of areas of the economy at large. In such a situation, the attributes created among women entrepreneurs in a developing country like Pakistan attempted to instill entrepreneurial intentions as well as guidance to the people around them so that they might start their businesses. The findings of the present study indicate that the attributes (skills, education, perceived behavior control) created in the Pakistan region supported in enhancement of the growth of entrepreneurial intents among entrepreneurs, hence increasing the effectiveness of career success of women. Still, the findings do not permit them to rule out that the program encouraged the establishment of businesses, because there were a variety of circumstances that prevented this goal. Yet, the findings of the present investigation led researchers to the conclusion that extended family support for women's entrepreneurship is critical in developing entrepreneurial intentions as well as instructions for respondents to be successful throughout their careers. Furthermore, in order for programs to have the potential to be more productive, there needs to be support (family, money, red tape reduction, and so on) for the formation of new initiatives which assist women in becoming self-employed.

Women entrepreneurs with excellent entrepreneurial skills, more effective knowledge related to entrepreneurship, and the aptitude to take action with the mediating role of entrepreneurial intentions, and moderating the function of family support are considerably more likely to succeed in their careers as entrepreneurs. In nations like Pakistan, as the level of unemployment is rising per day, individuals might be encouraged to create fresh businesses, which is expected to reduce the country's unemployment rate. Fourthly, it emphasizes the importance of providing women entrepreneurs with knowledge and skills to assist them in the process of starting their firms. The findings from this study will assist students new to the field in becoming dedicated entrepreneurs and navigating challenges in the market. At last, it stresses the involvement of the government and commercial sectors' roles in encouraging entrepreneurial enterprises in the country at large. Practically, the government should implement programs to foster self-employment, provide financial support, and change the rules and regulations to allow individuals of all ages to establish their own businesses as a career. As a result, the labor ministry and social welfare agencies can get fresh insights through this research in order to boost the proportion of women to male labor in the global labor market. Furthermore, there is a significant need for an end to discrimination on the basis of gender, which may easily be eradicated with the help of different television programs and other forms of social media platforms, along with the public sector has to take a proactive role to boost female participation within entrepreneurial endeavors by ensuring quick access to financial resources in addition to ensuring the business environment the gender bias-free. The present study contains certain limitations that must be addressed to broaden the scope of the research.

Yet, we can broaden it to include insights from various disciplines of study to broaden the scope. Furthermore, prospective researchers should employ a longitudinal study to corroborate the existing findings. Third, they examine demographics (such as age) as modifying elements. Finally, it has been recommended that other factors provided by entrepreneurship behavioral models and the empirical literature, including entrepreneurs' background, socioeconomic status, and Islamic values, be used to analyze individuals' entrepreneurial intentions.

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