

# Mediating Role of Entrepreneurship Capability in Sustainable Performance and Women Entrepreneurship: An Evidence from a Developing Country

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## Abstract

*The research paper determines the influential factors, such as family support and motivation, for entrepreneurship capability (EC) in Small and Medium Enterprise's sectors in Bangladesh. The study also identifies the mediating role of EC in sustainable performance in SME's through financial support and motivation factors. The research methodology was focused on quantitative method using reliable instruments for sampling and measurement purposes. This research was conducted on a sample of a total of 250 questionnaires given to SME entrepreneurs using a convenience sampling technique in Bangladesh, and 210 were successfully collected from respondents in the study area. The distribution of questionnaires was conducted through a combination of social media platforms, face-to-face interactions, and Google Forms, where the response rate was 84%. Analysis was conducted through SPSS in Partial Least Squares (PLS) in Structural Equation Model (SEM). The findings indicate that four out of the five hypotheses were supported, while only one (MT-EC) was rejected. The findings of this research indicate that there is a positive and significant connection between FS, MT, and EC variables. The capabilities of women in entrepreneurship have a notable and positive impact on SP. Moreover, FS and MT have an impact on women's EC and SP. This study determines the research gaps by studying how familial support increases feelings of high self-efficacy and how it affects future behavior of individuals. This study's approach considers environmental and social aspects simultaneously, adding to the prevailing understanding on it..*

**Keywords:** *Entrepreneurship capability, mediating role; women entrepreneurship; sustainable performance; sme entrepreneurs; developing economy.*

## Introduction

Entrepreneurial opportunities manifest themselves in diverse manifestations, encompassing emerging technologies, disparities in information, and changes in the environment (De Massis et al., 2018). The industrial sector plays a crucial role in the business environment of any organization. Entrepreneurship has a positive influence on organizational performance and management, leading to increased competitiveness (Özsungur, 2019). The organization must guarantee that resources are utilized in a suitable manner and incorporated in accordance with the evolving environment (Pucciarelli & Kaplan, 2016). Faroque et al. (2021) stated that entrepreneurial capabilities play a crucial role in determining the establishment, longevity, and prosperity of companies. These qualities are of greater significance than entrepreneurial strategies such as innovation, learning, technology, and other orientations. According to the findings by Newman et al. (2019), small and medium-sized enterprise (SME) entrepreneurs play a crucial role in the economic development of nations. Nevertheless, a significant proportion of economies, both emerging and emerging, tend to overlook the substantial contribution made by women entrepreneurs towards the overall growth and development of their respective countries (Kitole & Genda, 2024). Women have been found to play a vital and distinct role in the process of economic development who often face marginalization and exclusion within this background. According to a study conducted by Chang et al. (2019), women entrepreneurs tend to have lower levels of profitability and business growth compared to their male counterparts. Nevertheless, it has been observed that female entrepreneurs face greater challenges compared to their male counterparts when it comes to accessing various markets and financial opportunities (Fernández-Guadano & Martín-López, 2023). According to numerous studies conducted by researchers, it has been established that women possess the capability to effectively manage businesses, provide financial support to their families, and contribute significantly to economic growth, often surpassing the performance of their male counterparts (Goby & Erogul, 2011; Webster & Haandrikman, 2017; Zeb & Ihsan, 2020).

Several business industries are deficient in the operational skills required for proficient entrepreneurship and the efficient growth of organisations. This encompasses the utilisation of innovation as a means to gain a competitive advantage (Wijewardena et al., 2023). Hence, there is an insufficiency in effectively managing

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knowledge to enhance the adaptability of the organizational structure, as well as a deficiency in fostering connections between stakeholders and customers, which includes leveraging innovation and technology for product development (Chang et al., 2019). According to Newman et al. (2019), the absence of expertise among personnel often results in the manufacture of non-standard items and an inability to improve the competitive market (Newman et al., 2019). This is a significant obstacle for operators of community enterprises and emphasizes the importance of sustainable organizational development.

The present study was undertaken utilising the resource-based view (RBV) framework in order to investigate the predictive capacity of entrepreneurship in relation to the innovation and sustainable organisational performance of community enterprises. Within the context of this relationship, it is important to note that innovation capability functions as a mediator. According to Panda (2018), it has been observed that entrepreneurial skills play a crucial role in driving innovation and ensuring the sustained success of small and medium-sized enterprises (SMEs). According to Mansion and Bausch (2020), the process of global economic integration has created opportunities for small and medium-sized enterprises (SMEs) to derive substantial advantages by participating in the global marketplace. Small and medium-sized enterprises (SMEs) have been recognised by scholars as having a growing impact on employment, income generation, and the expansion of innovation (Hibbs, 2022; Indrawati, 2020).

### *Research Gaps*

Previous studies have attempted to establish a connection between entrepreneurial alertness and a proactive personality, as the latter is regarded as one of the indicators of entrepreneurial awareness (Hu et al., 2018). Glaveanu and Taillard (2018) completed a comprehensive analysis of the current body of research on organisational creativity. Their aim was to explore the specific tactics individuals use to promote creative thinking in their work settings, and to examine the potential results of these efforts (Akter et al., 2023). Previous studies have indicated that individuals with creative tendencies possess not only a proactive nature but also the cognitive capacity to effectively navigate and overcome obstacles that may arise within their work environment (Zhang & Bartol, 2010; Kunwar & Adhikari, 2023; Larwin et al., 2023). Furthermore, it is worth noting that scholars have emphasized the importance of entrepreneurial capability within the entrepreneurial process (Hu et al., 2018).

Contrary to popular belief, the primary aim of mindfulness research is to examine and comprehend the fundamental elements that contribute to the cultivation of attention, as well as the potential consequences and effects of attention on individuals (Kurzner, 2009). The association between entrepreneurial capability and sustainable performance in SMEs, particularly in developing nations, has not been adequately investigated (Isichei et al., 2020). This study examines the capacity of small and medium-sized enterprise (SME) entrepreneurs in less developed countries to enhance their entrepreneurial skills and enhance their business performance (Bhuiyan, 2023). The study specifically examines how motivation and family support contribute to the development of sustainable performance among these entrepreneurs (Faroque et al., 2021).

### *Objectives*

The conducted research was based to achieve the following research objectives:

- RO 1. What are the influential factors of entrepreneurship capability (EC) in SME's sectors in Bangladesh?
- RO 2. How does EC mediate to sustainable performance in SME's through financial support and motivation factors?

## **Literature Review and Hypothesis Development**

### *Family Support (FS) and Entrepreneurship Capability (EC)*

When embarking on a business, it is crucial for individuals to cultivate a specific mindset in order to effectively navigate and overcome obstacles and problems (Singh, 2018). In addition, individuals who receive greater familial support are probable to exhibit increased confidence (Wijewardena et al., 2023) and

resilience in tackling obstacles, thereby facilitating their progress in business expansion (Chang et al., 2019). FS can serve as a source of encouragement, motivation, and enthusiasm for individuals to actively pursue and accomplish their goals (Mamun et al., 2017). Family, friends, and relatives play a crucial role in pushing individuals to develop entrepreneurial goals. Individuals want assistance in the form of information, financial support, guidance, or empathy from friends to enhance their ideas or motivate them to persist in their endeavors (Panda, 2018).

Researchers have extensively investigated the concept of entrepreneurial capability from two distinct perspectives: the institutional lens and the individual lens, which encompasses skills and knowledge (Suddaby et al., 2015). In their study, Afzal et al. (2018) investigated the impact of entrepreneurial capabilities on both innovation performance and new venture performance. The study revealed that various dimensions of entrepreneurial capability (Milon, 2024), including confidence, passion, integrity, and commitment; leadership and management capability; and learning capability, were found to have a significant positive influence on innovation performance (Suddaby et al., 2015). Moreover, it has been found that there is a positive correlation between the dimensions of entrepreneurial capabilities and the performance of new ventures. Additionally, previous experience has also been identified as a contributing factor. In a study conducted by Teece (2016), it was found that entrepreneurial capabilities have a positive impact on promoting organizational change. According to Burgelman and Grove (2007), entrepreneurial capabilities play a driving influence within a firm's environment with the aim of enhancing its competitive advantage (Islam et al., 2024). Prior studies have shown that the utilization of traditional knowledge management procedures in entrepreneurship has a direct impact on the dynamic capability and long-term performance of an organization. Precisely, organizations with a substantial traditional knowledge base tend to exhibit greater levels of sustained performance (Topal, 2019). The hypothesis states that:

*H 1: FS as a positive relation with EC.*

#### *Motivation (MT) and EC*

Motivation (MT) has a substantial influence on SME performance. Entrepreneurship is the act of an individual's deliberate decision to initiate a business and organize all the required elements for its establishment (Lynch et al., 2017). MT is a multi-layered drive that is influenced by both financial goals and non-economic considerations, such as job preferences (Panda, 2018). According to Barba-Sánchez & Atienza-Sahuquillo (2017), MT is the primary factor influencing a person's choice to pursue an occupation as an entrepreneur. Aspiring entrepreneurs must have a clear understanding of the factors that drive MT and how these factors affect the performance of their businesses (Rametse et al., 2018). One can develop the requisite mindset to thrive in the fiercely competitive business realm by recognizing these aspects. From the above discussion, researchers predict a hypothesis:

*H2: There exists a direct relationship between MT and EC.*

#### *FS and Sustainable Performance (SP)*

Rametse et al. (2018) conducted a study to investigate the impact of family support on an individual's ability to maintain sustainable performance over time. Sustainable performance refers to the ability to consistently perform at a high level without experiencing burnout or significant declines in productivity (Amin et al., 2024). Due to their low income, lack of infrastructure, and cultural constraints that discourage creativity, it is anticipated that these economic conditions will have a detrimental impact on the micro-level (family roles). Consequently, families are unlikely to be supportive of entrepreneurial endeavors (Wijewardena et al., 2023). Tolentino et al. (2014) determined that environmental factors, specifically FS, had an impact on the results of self-efficacy. The significance of FS in predicting regret has been recognized, but it has not been empirically examined (Neneh, 2019), which calls for more investigation by researchers (Ahmed et al., 2021).

FS often encompasses an individual's perceived ideas and expectations regarding the guidance, instruction, and aid they will receive from their social connections (Chang et al., 2019). The concept of social backing in the entrepreneurship framework is similar to the notion of subjective or social norms discussed in prior studies. Burton (2020) argues that the success of entrepreneurs can be partially attributable to the support they receive from family members, who contribute initial capital and assist in obtaining additional, well-established sources of funding. Endorse this concept by highlighting those familial connections function as

robust commercial connections inside networks, facilitating convenient access to both non-professional and professional resources that can assist in the initiation of new enterprises (Poli et al., 2024). The above relevant studies represent the subsequent hypothesis:

*H3: FS has a favorable impact on sustainable performance.*

#### *MT and SP*

The inspection of the correlation between financing sources and the drive for expansion in newly established businesses has been the subject of investigation by various researchers. These scholars have observed that the involvement of entrepreneurs and investors enhances prospects for growth and leads to the expansion of the firm (Regasa et al., 2020). Wille et al. (2017), SMEs heavily rely on funding from the traditional financial services industry to support their start-up and growth activities. Alarape (2013) stated that the increasing focus on entrepreneurialism in developing countries can be attributed to the potential benefits it offers in terms of economic growth and employment prospects. The RBV posits that an organization has a competitive advantage because of its possession of superior capital and a diverse range of resources in comparison to its competitors (Shuaib & He, 2021).

*H4: MT has an association with SP.*

#### *EC, SP, FS and MT*

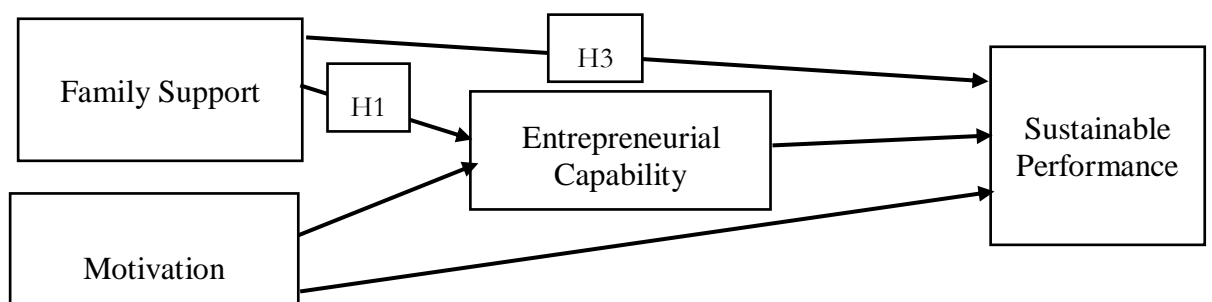
The capabilities of women entrepreneurs are crucial in determining the success of a business venture (Özsungur, 2019). The importance of women's entrepreneurial capabilities has become crucial for sustainability performance, despite the presence of various challenges (Zeb & Ihsan, 2020). It has been observed that women entrepreneurs who possess strong entrepreneurial capabilities have the potential to achieve significant market value and experience substantial business growth (Ofori et al., 2023). Women entrepreneurs play a crucial role in fostering innovation and enhancing entrepreneurial capacities, which ultimately lead to the development of sustainable businesses (Panda, 2018). Dey et al. (2015) define an organization's performance as the evaluation of its efforts in managing operations and adapting strategies to achieve organizational success. According to Frempong et al. (2021), a prosperous organization should possess commendable organizational performance based on important performance indicators derived from the business's strategic purposes.

According to Edelman et al. (2016), FS plays a significant role throughout the entire entrepreneurial process. However, they specifically emphasize its importance during the idea-creation phase. This period demands a substantial amount of emotional and moral support, which may be effectively delivered by the family (Panda, 2018). These results emphasize the significance of MT in an individual's choice to pursue entrepreneurship as a career (Chlosta et al., 2012). While it is true that not all people who are motivated become entrepreneurs, having MT is a must for striving to be an entrepreneur (Garske and Ekardt, 2020). The concept of sustainability focuses on crucial metrics that allow for the evaluation of long-term organizational performance (Tang et al., 2015). Incorporating sustainability into their operations can contribute to gaining a competitive edge and fostering innovation in their products and services (Kitole & Genda, 2024). From the above literature discussions, EC mediates to SP by means of FS and MT variables.

*H5: EC mediates with SP through FS and MT variable.*

#### *Conceptual Framework*

Prior studies have demonstrated a causal relationship between entrepreneurial capability and sustainable performance in SMEs, as depicted in Figure 1. The conceptual framework was established by drawing upon existing literature on entrepreneurial capability, motivation, financial assistance, and sustainable performance (Panda, 2018). In the research model shown in Figure 1, the dependent variable is sustainable performance. The two independent variables are financial support and motivation. Additionally, entrepreneurial capability is acting as a mediating variable between financial support and motivation towards sustainable performance in SME's entrepreneurs.



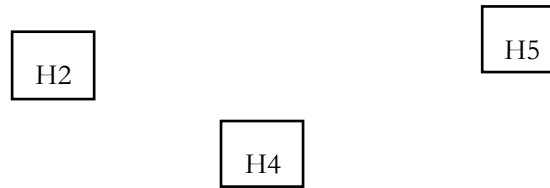


Figure 1. Conceptual framework

## Methodology

### *Statistical Population*

The conducted research states that the population being investigated in this analysis consists of entrepreneurs who operate SMEs in Bangladesh. The statistical population exhibits variability in its size, which can range from large to small, contingent upon the quantity of objects or individuals being observed. Researchers conducted to enhance efficiency and allocate resources effectively which employ a representative sample of community members for study rather than conducting research on the entire population (Panda, 2018). For examining the proposed conceptual model, a quantitative approach was employed to analyze numeric data obtained from a sizable population (Hossain et al., 2024). The analysis was conducted in order to assess the validity and reliability of the collected data. Previous studies have put forth the notion that quantitative research methods are better suited for investigating the relationship between latent variables.

### *Sample Size*

The methodology of the research was primarily focused on conducting surveys to gather data. The chosen method was quantitative, which involved using reliable instruments for sampling and measurement purposes. This research was conducted on a sample of Bangladeshi SME entrepreneurs who had actively participated in their business operations to procure goods and services. The administration of a total of 250 questionnaires to SME entrepreneurs in Bangladesh was conducted based on a convenience sampling technique. The distribution of these surveys was conducted through a combination of social networking platforms, face-to-face interactions through Google Forms. Out of the 250 questionnaires that were distributed, a total of 210 were successfully gathered. A total of 175 questionnaires were deemed usable and subsequently included in the analysis section. Upon completion of the data cleaning process for the 35 datasets, it was observed that the response rate of the data respondents stood at 84%. This figure suggests a favorable inclination towards providing information pertaining to entrepreneurship in the context of sustainable SME operations.

### *Data Collection Tools and Methods*

Data collection in the districts of Dhaka and Rangpur in Bangladesh was carried out utilizing field methods, with a particular focus on the utilization of online Google Forms and hard-copy questionnaires for respondents. The utilization of questionnaires was applied as a method of data collection with the purpose of determining the correlation between the variables being examined. The examination of EC in sustainable performance and SME women's operations was conducted by utilizing questionnaires that were specifically tailored for the purpose of this study. The questionnaires utilized in this study comprised a comprehensive set of 24 questions. These questions were distributed into separate segments, with four questions dedicated to gathering demographic information and the remaining 20 questions focused on exploring the constructs of the research model (Bhuiyan et al., 2024). Furthermore, the research study utilized a Likert scale comprising five points for the purpose of administering the questionnaires.

### *Validity and Reliability of the Study Instruments*

The measuring items were derived from previous research and subsequently subjected to validation through a sample of 35 individuals, specifically (SME) entrepreneurs (Mishra et al., 2022). The ultimate structured questionnaire was formulated utilizing the outcomes of the pilot testing and the expert suggestions within the designated research domain (Chatzoglou & Chatzoudes, 2016). Originally, the questionnaire was primarily developed in English and subsequently translated into Bangla, the native language, in order to ensure the accurate collection of respondents' feedback (Sultana, 2019). The questionnaire comprised three distinct segments: Section A, which encompassed the collection of demographic information from the participants; Section B, which focused specifically on inquiries related to (SMEs); and Section C, which consisted of a series of measurement items designed to assess various aspects of the study. The methodology employed involved the use of a 5-point Likert scale to collect the responses of the participants. The scale ranged from 1, which represented a strong disagreement, to 5, which indicated a strong agreement.

### *Data Analysis Methods*

The research utilized descriptive data analysis to examine and understand the results of the statistical population, while inferential data analysis was employed to examine and evaluate hypotheses (Rahman et al., 2024). The research was carried out using SPSS in PLS. The program under consideration is a methodology that depends on various components to evaluate the soundness, dependability, and associations among variables (Adam & Alarifi, 2021). The PLS approach is frequently utilized as an alternative to structural equation modeling (SEM) in various research studies. The data analysis in this study was performed using SPSS (Polas et al., 2022). The present study aims to validate the overarching research hypothesis by utilizing software-based assessments, as proposed by Parikh & Verma (2002). As part of the research process, a thorough examination and assessment were conducted on the IBM SPSS Statistics 29.0 software. The outcomes of the research hypothesis were then analyzed and compared in relation to this software.

## **Analysis of the Study**

### *Demographic Results*

The research assistants have collected 200 data sets, of which 25 were cleaned due to incomplete responses from the respondents. Finally, the study has used 175 online questionnaires. The married respondents make up the majority of the SME's, around 71%. On the other hand, 29%, or 51 responses, were collected from the married enterprise's person. 26.3% and 38.9% responded from the age range of 18–25 and 25–35, respectively, where 46 and 68 individuals replied. Regarding the education status of the respondents, it was found that 39.4% of the participants hold undergraduate degrees, while 32% possess a master's degree or higher. Additionally, 17.7% of the respondents reported having a college degree in Table 1.

With respect to the respondents' entrepreneurship experience, it was found that 20.6% of the participants reported having less than 1-year experience in entrepreneurship. According to the data that 33.7% of the respondents possess a range of experience levels between 1 and 3 years. Additionally, it was observed that 18.8% of the respondents reported having 3–5 years' experience. A total of 18 responses were collected from individuals with more than 10 years of experience (Table 1). The majority of the responses are from small enterprise holders, around 66%, where 115 responses were collected.

**Table 1.** Demographic responses of women entrepreneurs.

<b>Married status</b>	<b>Respondents</b>	<b>%</b>
Unmarried	124	71%
Married	51	29%
<b>Age</b>	<b>Respondents</b>	<b>%</b>
Less than 18	11	6.30%
18-25	46	26.30%
25-35	68	38.90%
35-45	42	24%
Above 45 ages	8	4.50%
<b>Educational Qualification</b>	<b>Respondents</b>	<b>%</b>
PSC	12	6.90%

HSC	31	17.70%
Honor's	69	39.40%
Master's	56	32%
Others	7	4%
<b>Experience of Entrepreneur</b>	<b>Respondents</b>	<b>%</b>
Less than 1 year	36	20.60%
1-3 years	59	33.70%
3-5 years	33	18.80%
5-10 years	29	16.60%
10+ years	18	10.30%
<b>Categories of SMEs</b>	<b>Respondents</b>	<b>%</b>
Small Enterprise	115	65.70%
Medium Enterprise	52	29.70%
Large Enterprise	8	4.60%

### Measurement Model

According to Table 2, the questionnaire items, mean value, and standard deviations of the research constructs are presented in the measurement model outputs. The analysis of the measurement model reveals that there are 20 standardized loadings that exhibit high values. Furthermore, these loadings are accompanied by t-values that are statistically significant at the  $p < 0.01$  level. The means of the 20 items are represented in Table 2.

**Table 2.** Results of mean and SD, and standardized loadings.

Constructs and scale items (7 Scales from low to high)		mean	SD	Standardized loadings
<b>Family Support (FS)</b>				
1.	Support in organizational	5.26	1.99	0.86
2.	Support in moral	5.27	2.01	0.83
3.	Support in financial	6.93	2.19	0.87
<b>Motivation (MT)</b>				
1.	Improve business capabilities	5.89	2.17	0.86
2.	I want professional independence and to be my boss	6.05	2.18	0.82
3.	Taking risks as award	4.96	2.27	0.87
4.	The encouragement of government.	6.51	2.17	0.82
5.	Looking for CSR contribution	5.15	2.50	0.78
6.	Looking for recognition	5.29	2.11	0.85
<b>Entrepreneurship Capability (EC)</b>				
1.	Business opportunities ability	5.92	2.02	0.77
2.	Work in uncertain situations	5.58	2.04	0.84
3.	Problem solving ability	5.92	2.12	0.85
4.	Leadership	5.86	2.02	0.88
5.	Communication skill	6.07	2.12	0.79
6.	Managing	6.14	2.15	0.84
<b>Sustainable Performance (SP)</b>				
1.	Working as SME's in sustainable development	3.49	1.88	0.76
2.	Creating value for SME's organizational development	3.18	1.92	0.91
3.	Enhancing rapid development	3.33	1.95	0.87
4.	Ensuing responsible consumption and production	3.25	1.86	0.82

The measurement model's adequacy is assessed through tests of reliability (Cronbach's alpha), convergent validity, and discriminant validity. The present study intentions to investigate the application of confirmatory factor analysis (CFA) and reliability analysis in assessing the various constructs, namely barriers, family support, motivation, entrepreneurship capabilities, and sustainability performance. The findings from the empirical analysis suggest that the values of composite construct reliability and composite

reliabilities surpass the established threshold of 0.70, indicating sufficient composite reliability. The Average Variance Extracted (AVE) values is used to assess the extent to which indicators share representation with the constructs they are measuring. Based on our analysis, author has determined that the minimum value for average variance extracted is 0.63, indicating the convergent validity of the measures. The present study demonstrates the convergent validity and discriminant validity of all the research constructs, as presented in Table 3.

**Table 3.** Cronbach's  $\alpha$  and AVE.

Measures construct	Cronbach's $\alpha$	AVE
FS	0.88	0.68
MT	0.77	0.63
EC	0.97	0.74
SP	0.91	0.64

Confirmatory Factor Analysis (CFA) is a numerical method utilized to assess the goodness-of-fit of a measurement model. It is usually employed in research to examine the extent to which a set of observed variables (indicators) accurately reflect the underlying latent constructs they are intended to measure. By comparing the observed data to the hypothesized model, CFA permits investigators to determine the degree to which the data supports the theoretical framework. The main objective of CFA is to assess the extent to which the observed data aligns with the Based on the statistical analysis, it can be concluded that conducting a confirmatory factor analysis (CFA) is appropriate for the determination of data collection.

The outcomes of the study indicate a significant chi-square value ( $\chi^2 = 759.47$ ) with degrees of freedom ( $df = 232$ ) and a p-value of 0.000, suggesting a good fit of the data to the model. Additionally, the RMSEA value is 0.055, which is within an acceptable range. The CFI value is 0.92, indicating a relatively good fit, while the NFI and GFI are 0.93 and 0.91, respectively, further supporting the suitability of CFA for data collection. The overall fit indices for the models presented in Table 4 are examined. The chi-squared test was conducted on samples with 74 degrees of freedom, resulting in a test statistic value of 759.47. The p-value obtained from the test was found to be 0.00. The adequacy of model fit can be assessed using various statistical measures, such as the chi-squared values (RMSEA) (0.055), (GFI) (0.91), CFI (0.92), and (NFI) (0.93). The fit indices obtained from the analysis designate that the model fits well with the dataset.

**Table 4.** Model fitness.

Chi-square	759.47
d.f.	232
p-value	0.000
RMSEA	0.055
CFI	0.92
NFI	0.93
GFI	0.91

### Structural Model

The demonstration of the findings of each research hypothesis, which investigates the causal relationship among research constructs, can be observed in Figure 1. The consequences of the analyses of the SEM path coefficients in the structural model, which describes the relationships among constructs, are presented in Table 5. The research findings provide support for four hypotheses and do not support one hypothesis. Specifically, the outcomes specify that family support has a positive influence on entrepreneurship capabilities (H1) ( $\beta = 0.84$ ,  $t = 9.25$ ,  $p = 0.000$ ), as well as a positive influence on performance (H3) ( $\beta = 0.37$ ,  $t = 8.94$ ,  $p = 0.000$ ). Additionally, MT is found to have a positive result on performance (H4) ( $\beta = 0.72$ ,  $t = 7.34$ ,  $p = 0.000$ ), and entrepreneurship capabilities are shown to have an affirmative influence on performance (H5) ( $\beta = 0.78$ ,  $t = 6.72$ ,  $p = 0.000$ ). The research findings support the assertion that MT has a negative effect on entrepreneurship capabilities (H2) and that barriers have a positive effect on performance (H4).

**Table 5.** Results of relationship/influence analysis.

H	Relationship/Influence	Path estimate	t-value	Accepted/Rejected
H1:	FS $\rightarrow$ EC	0.84**	9.25	Accepted



	family support → entrepreneurship capabilities			
H2:	MT→ EC motivation → entrepreneurship capabilities	0.45	2.35	Rejected
H3:	FS→ SP family support → sustainable performance	0.37**	8.94	Accepted
H4:	MT→SP motivation → sustainable performance	0.72**	7.34	Accepted
H5:	EC→SP entrepreneurship capabilities → sustainable performance	0.78**	6.72	Accepted

R= Rejected; A= Accepted; t values, \*Accepted at  $p < 0.05$ , \*\*Accepted at  $p < 0.01$

## Discussion

These research intentions to establish a conceptual model that explores the relationship between EC and SP in SMEs with the goal of enhancing business operations. The findings of this research specify that there is a statistically significant positive relationship between FS and MT with EC, as evidenced by the results presented in Table 5. The results of this study indicate that there is a positive and noteworthy relationship between FS, MT, and EC. It has been observed that the capabilities of women in entrepreneurship have a notable and positive impact on SP.

The study's findings have significant implications for women entrepreneurs operating in small and medium-sized enterprises (SMEs) who strive to achieve efficient business operations. Based on the results of the study, there is empirical evidence indicating that both FS and MT can potentially influence women's EC and SP which presents the results of the study are displayed in Table 5. Based on the available data, it can be concluded that women entrepreneurs in the SME sector exhibit higher levels of FS and MT, which in turn increases their likelihood of achieving success. Specifically, it has been observed that women with higher EC tend to exhibit improved social skills and interpersonal relationships, leading to better SP. Regarding managerial practice, the results indicate that it is advisable for governments or firms to address the motivation of women entrepreneurs. It is of great importance that the government implement policy measures aimed at stimulating women's motivation and enhancing their capabilities in entrepreneurship for achieving improved performance.

FS has been found to have a positive influence on women. The current research examines the relationship between FS and EC, as outlined in Hypothesis 1. Specifically, it is hypothesized that FS positively influences women's entrepreneurship capabilities through various channels, such as family organizational support, family moral support, and family financial support. This hypothesis is based on the understanding that women and men have distinct roles within the family structure. Table 5 provides a summary of the findings related to this hypothesis. Moreover, the results of the study indicate that women who engage in entrepreneurial pursuits frequently face a multitude of challenges and barriers. The identified barriers include a deficiency in business training, obstacles in obtaining financial resources, challenges in accessing subsidies, instances of gender-based discrimination, and a highly competitive environment. It has been observed that women display a proactive approach to actively seeking FS and overcoming various barriers in order to pursue entrepreneurship. This indicates their determination and resilience in navigating the challenges associated with starting and running their own businesses. The findings of this study suggest that gender equality policies may be effective in promoting women's entrepreneurial abilities, although they may not be sufficient on their own.

## Implications

The study provides a great significance for both the academic community and professionals in the field. The present study adds to the existing corpus of knowledge by shedding light on the importance of familial support in enhancing feelings of remorse among individuals with high levels of self-efficacy, and subsequently investigating its influence on future behavioural intentions (Chang et al., 2019). The model under investigation in this study encompasses both environmental and social factors concurrently, thereby constituting an additional contribution to the existing body of knowledge (Tahir et al., 2018). The study's findings underscore an important message for practitioners in the field of entrepreneurial training. Specifically, the research suggests that it is crucial to consider the influence of family background and its

associated characteristics when designing training programs (Shirokova et al., 2016). Moreover, the study suggests that students should be provided with training that empowers them to effectively influence their families towards embarking on new entrepreneurial ventures, rather than solely seeking employment opportunities. Given the importance of acknowledging and respecting the social and cultural norms within a given society, it is imperative to consider the potential for future evaluation of the diverse family roles that exist (Akter et al., 2019). It has been noted that in societies with a strong and cohesive family structure, the role and conduct of the father figure can act as a template for the behaviour. The involvement of a father with entrepreneurial expertise may potentially exert a substantial influence on the outcomes of a son's entrepreneurial pursuits. Therefore, it is recommended that future research endeavors place emphasis on investigating the roles played by both parents (father and mother) in the context of entrepreneurship (Dewitt et al., 2023). Moreover, it is worth noting that educational institutions play a significant role in shaping an individual's achievement, entrepreneurial, and growth-oriented intentions.

## Conclusions

The present study aims to address the existing research gaps in the field of women's entrepreneurship and sustainable performance by investigating the crucial factors that contribute to the success of women entrepreneurs. The purpose of this research is to examine the impact of various factors on women's entrepreneurship capabilities and sustainability performance using SEM analysis (Welsh et al., 2018). This study utilizes a combination of online and mail surveys to collect data. The findings of this study indicate that there is a positive correlation between FS, MT, EC, and the SP of women entrepreneurs. It is anticipated that the research will offer valuable insights that can potentially enhance the prospects for women's entrepreneurship by facilitating continuous business actions. The findings of this research indicate that there is a positive and significant relationship between FS, MT, and EC. The capabilities of women in entrepreneurship have a notable and positive impact on SP. Moreover, FS and MT have an impact on women's EC and SP. This study aims to expand the existing knowledge base by investigating the influence of familial support on the subjective experience of remorse in individuals who possess elevated levels of self-efficacy. Furthermore, it seeks to explore the potential impact of such support on subsequent behavioural patterns (Neneh, 2022). The present study adopts a novel approach by simultaneously considering both environmental and social aspects, which contribute to the prevailing knowledge.

### *Limitations and Future Directions*

Although the study provides a plethora of valuable insights, it is not without its limitations. Firstly, it is important to note that Structural Equation Modelling (SEM) has been found to be effective in empirically validating theoretically derived causal correlations. Additionally, SEM has some capability in making predictions. However, the primary focus of SEM is on modelling linear relationships, as highlighted by Fan et al. (2016). When the relationships between variables are non-linear, the ability of independent factors to adequately describe the variability of dependent variables is uncertain, leading to inadequate prediction and diagnosis. Furthermore, this study employs quantitative analysis to determine the findings, but it does not utilize comprehensive qualitative interviews to explore the fundamental characteristics of various entrepreneurship orientation behaviors, resources, and skills of enterprises (Bhuiyan & Akter, 2024). Hence, it is advisable for future researchers to employ mixed-method approaches in order to address the limitations of this study.

## Conflict of Interest

No conflict of interest has been raised for conducting and preparing this research paper.

## Ethical Approval

For conducting this study, ethical approval is not required to complete the questionnaire because it was distributed and collected with anonymized respondents, and they were not facing any uncomfortable or private situations.

## Informed Consent of the Respondents

Data collection was obtained with the informed consent of the respondents so that they would not have any conflict of interest in submitting the questionnaire. The authors are committed to retaining the informed consent of the study participants.

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### Data Availability Statement

The data is not shareable because of the confidentiality of the respondents.

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