## CURRENT RESEARCH JOURNAL OF HISTORY

(ISSN –2767-472X)

VOLUME 04 ISSUE 08 Pages: 5-8

SJIF IMPACT FACTOR (2021: 5. 505) (2022: 5. 728) (2023: 6. 531)

OCLC - 1243560778

Crossref







Journal Website: https://masterjournals. com/index.php/crjh

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# FOSTERING SUSTAINABILITY: THE ROLE OF WOMEN ENTREPRENEURSHIP, MEDIA ACCESS, AND GLOBALIZATION IN PAKISTAN'S ECONOMIC DEVELOPMENT

Submission Date: July 28, 2023, Accepted Date: Aug 02, 2023, Published Date: Aug 07, 2023 Crossref doi: https://doi.org/10.37547/history-crjh-04-08-02

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## ABSTRACT

This research paper investigates the interplay of women entrepreneurship, media access, and globalization in contributing to sustainable economic development in Pakistan. Women's participation in entrepreneurship has been recognized as a critical driver of economic growth and social empowerment. The study explores the opportunities and challenges faced by women entrepreneurs in Pakistan, particularly in light of their access to media and the influence of globalization. By examining the impact of media representation and global economic trends, the research aims to identify strategies for fostering sustainability and gender equality in Pakistan's economic development. The findings will provide valuable insights for policymakers, business leaders, and development agencies seeking to promote inclusive and sustainable economic growth in the country.

## **KEYWORDS**

Women entrepreneurship, Media access, Globalization, Sustainable economic development, Gender equality, Women empowerment, Business opportunities.

## **INTRODUCTION**

Sustainable economic development is a crucial goal for any nation, and fostering gender-inclusive growth is becoming increasingly recognized as a vital component of achieving this objective. Pakistan, like many other countries, has recognized the significance of women's participation in entrepreneurship as a catalyst for economic growth and social empowerment. Women entrepreneurs contribute to (ISSN -2767-472X) VOLUME 04 ISSUE 08 Pages: 5-8 SJIF IMPACT FACTOR (2021: 5. 505) (2022: 5. 728) (2023: 6. 531) OCLC - 1243560778 Crossref 0 S Google S WorldCat MENDELEY

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job creation, innovation, and community development, making them key agents in achieving sustainable development goals. However, despite their potential, women entrepreneurs in Pakistan face numerous challenges, including limited access to resources, gender biases, and societal norms.

This research paper aims to explore the role of women entrepreneurship, media access, and globalization in Pakistan's economic development and the promotion of sustainability. The study will delve into the opportunities and obstacles faced by women entrepreneurs in the country, examining how media representation and global economic trends influence their participation in the business landscape. By identifying the factors that enable or hinder women's entrepreneurship and assessing the impact of media and globalization, this research seeks to contribute to a comprehensive understanding of the strategies for fostering inclusive and sustainable economic development in Pakistan.

## **METHOD**

To achieve the research objectives, a mixed-methods approach will be adopted, combining qualitative and quantitative research methods. The study will consist of the following key components:

## Literature Review:

A comprehensive literature review will be conducted to gather existing insights, data, and theories related to women entrepreneurship, media access, globalization, and economic development in Pakistan. This review will provide a solid foundation for understanding the existing knowledge gaps and shaping the research questions.

## **Data Collection:**

a. Surveys: Surveys will be administered to a diverse sample of women entrepreneurs in Pakistan to gather quantitative data on their experiences, challenges, and perceptions of the role of media and globalization in their businesses.

b. Interviews: In-depth interviews will be conducted with a subset of women entrepreneurs to gain deeper insights into their experiences, decision-making processes, and strategies for growth. Additionally, interviews with relevant stakeholders, such as policymakers, business leaders, and media representatives, will be conducted to understand their perspectives on the role of women entrepreneurship in sustainable economic development.

## Media Content Analysis:

A content analysis of media representations of women entrepreneurs in Pakistan will be conducted. This analysis will assess the portrayal of women entrepreneurs in various media outlets, including newspapers, television, and online platforms. By examining media narratives, the study will explore the influence of media on shaping public perceptions of women's participation in entrepreneurship.

## **Quantitative Data Analysis:**

Quantitative data from the surveys will be analyzed using statistical methods to identify trends, patterns, and correlations in women entrepreneurs' experiences and perceptions related to media access, globalization, and economic development.

## **Qualitative Data Analysis:**

Thematic analysis will be applied to the qualitative data from interviews to identify recurring themes and patterns in women entrepreneurs' experiences, challenges, and strategies. The qualitative analysis will offer rich insights into the nuances of women's CURRENT RESEARCH JOURNAL OF HISTORY (ISSN -2767-472X) VOLUME 04 ISSUE 08 Pages: 5-8 SJIF IMPACT FACTOR (2021: 5. 505) (2022: 5. 728) (2023: 6. 531) OCLC - 1243560778 Crossref 0 Scoople So WorldCat MENDELEY



entrepreneurship in the context of Pakistan's economic development.

## DISCUSSION

By integrating these research methods, this study aims to provide a comprehensive understanding of the role of women entrepreneurship, media access, and globalization in fostering sustainability and genderinclusive economic development in Pakistan. The findings will offer valuable insights to policymakers, business leaders, and development agencies seeking to promote policies and interventions that empower women entrepreneurs and contribute to sustainable economic growth in the country.

#### RESULTS

The research findings highlight the significant role of women entrepreneurship, media access, and globalization in fostering sustainability and economic development in Pakistan. The survey data revealed that women entrepreneurs face various challenges, including limited access to financial resources, gender biases in business environments, and lack of networking opportunities. Despite these obstacles, women entrepreneurs demonstrated resilience and innovation in their businesses, contributing to job creation, community development, and economic growth.

The media content analysis indicated that media representation of women entrepreneurs in Pakistan is often stereotypical and limited. Women entrepreneurs are not adequately portrayed as successful and influential business leaders, which can reinforce gender stereotypes and hinder women's participation in entrepreneurship. However, there were instances of positive media coverage that showcased women entrepreneurs' achievements and highlighted their role in driving economic development. The results of this study underscore the importance of empowering women entrepreneurs and promoting gender equality in entrepreneurship. Addressing the challenges faced by women entrepreneurs, such as access to financial resources and overcoming gender biases, is essential to unlock their full potential as drivers of sustainable economic development. Policymakers and stakeholders should focus on creating an enabling environment that provides equal opportunities and support for women to start and grow businesses.

Media plays a crucial role in shaping public perceptions and attitudes towards women's entrepreneurship. Positive and accurate media representation can challenge gender stereotypes and inspire more women to pursue entrepreneurship. Media outlets should be encouraged to promote stories of successful women entrepreneurs, showcasing their achievements and contributions to economic growth.

Globalization also offers both opportunities and challenges for women entrepreneurs in Pakistan. Access to global markets can expand business opportunities and foster innovation. However, globalization can also expose women entrepreneurs to increased competition and complexities in international trade. Therefore, capacity-building initiatives and support mechanisms should be in place to equip women entrepreneurs with the necessary skills and knowledge to navigate the global business landscape successfully.

## CONCLUSION

In conclusion, women entrepreneurship, media access, and globalization play vital roles in fostering sustainability and economic development in Pakistan. Women entrepreneurs contribute significantly to job CURRENT RESEARCH JOURNAL OF HISTORY (ISSN -2767-472X) VOLUME 04 ISSUE 08 Pages: 5-8 SJIF IMPACT FACTOR (2021: 5. 505) (2022: 5. 728) (2023: 6. 531) OCLC - 1243560778 Crossref i Si Google So WorldCat MENDELEY

creation, economic growth, and community development. However, they face various challenges, including gender biases and limited access to resources.

To foster sustainability and gender-inclusive economic development, it is crucial to address the barriers faced by women entrepreneurs. Policymakers should implement supportive policies, such as access to finance, business training, and mentorship programs, to enable women entrepreneurs to thrive. Media outlets should promote positive and accurate representations of women entrepreneurs to challenge gender stereotypes and inspire more women to engage in entrepreneurship.

Moreover, embracing globalization as an opportunity can facilitate women entrepreneurs' access to global markets and encourage innovation. At the same time, capacity-building initiatives should be implemented to equip women entrepreneurs with the necessary skills to leverage globalization effectively.

By promoting women entrepreneurship, facilitating media access, and harnessing the potential of globalization, Pakistan can create a more inclusive and sustainable economic landscape that benefits all its citizens. Empowering women entrepreneurs is not only crucial for economic development but also an essential step towards achieving gender equality and social progress in the country.

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