

Effects and Outcomes of Institutional Environment on Women-led SMEs in Asia

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Small and Medium-scale Enterprises (SMEs) led by women play a pivotal role in developing economies (Birley, 1989). However, the problems encountered by them in succeeding their businesses are not minor or negligible. Empirical findings have revealed several areas that impede the success of women-led SMEs. Most of previous studies have examined the effect of demographic factors, individual motivation, experiences, availability of resources etc. on the business performance and/or success of women entrepreneurs. However, it has revealed that regulatory forces, risky or uncertain environmental conditions, and changing cultural and normative dimensions of the society play a pivotal role in impeding or expediting the success of SMEs in developing economies. Thus, institutional perspective has been helpful in studying numerous effects on SMEs. Accordingly, present study examines the challenges of institutional environment on the women-led SMEs in terms of regulatory, normative, and cognitive dimensions at the macro level. It is conducted as a review of existing literature. The insights drawn are extended for policy makers, practitioners, researchers, and theorists for further actions.

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