

# **“WOMEN ENTREPRENEUR DECISION MAKING FROM HEAD OR HEART”**

**By**

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A thesis presented to the Department of Management Sciences,  
Bahria University Karachi Campus, in partial fulfillment of the  
requirements  
of the MBA degree



**SPRING, 2018**

**Bahria University Karachi Campus**



## MBA THESIS

2<sup>nd</sup> Half-Semester Progress Report Thesis

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S.NO	Date	Place Of Meeting	Topic Discussed	Signature Of Student
1	11/7/18	Faculty-1	Analysis of the data	
2	5/8/18	Faculty-1	Critical debate	
3	18/8/18	Faculty-1	Conclusion & Recommendations	

**APPROVAL FOR EXAMINATION**Candidate's Name: Natasha Farrukh Registration No. 30846Thesis Title: Women Entrepreneurs Decision Making from Head or Heart .

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Supervisor's Signature:  Date: 18.9.2018



## ACKNOWLEDGEMENT

I am highly obliged to Almighty ALLAH who has given me the courage and power to carry out the whole research process. I am very grateful to my supervisor Sir Kaleem Ahmed Ghias, he has helped me and guided me so well throughout the time while conducting my research. I am very content to say that Sir Kaleem has shared his huge knowledge and experiences related to the topic that I have selected and the process of research as well. His support and motivation helped me to complete my thesis and also to gain knowledge regarding my topic.

My gratitude also extends to the library staff as well in helping me out to find the earlier researches.

Last but not the least I would like to appreciate the respondents who have helped in this survey by contributing their precious time.

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The research is based on descriptive method on the quantitative nature. Hypothesis was made after looking at the research that was already published in journal review. The quantitative was formal research that is which variable should relationship depends. The sample size is 131 of women respondents. The data analysis and frequency test, Validity test and then Regression test to analyze data about the relationship.

The results of the analysis show that the independent variable emotional has a great impact on work performance. The independent variable rationality is considered useful by having a significant value of  $< 0.05$  the independent variable rationality is not considered useful by having a significant value of  $> 0.05$ . The Cronbach's Alpha is 0.899 showing the reliability of the measurement.

**PRACTICAL IMPLICATIONS**

The findings of this research are likely to help most of the women respondents to be happy about the following decision factors and their goals, so the logical implications of the research in this area can also be considered rationally, which can bring them out of being stress and help them to grow with. The research concluded the benefit for women respondents to get a practical decision-making process.

**KEYWORDS**

Work performance's Decision Making, Emotional, Rationality.



## ABSTRACT

### PURPOSE

The purpose behind the research is to examine the behavior of women entrepreneurs that if they are making an investment decision emotionally or rationally. This study is directed to recognize what determinants have influenced the thinking of women entrepreneurs due to which they take emotional or rational decisions of an investment.

### METHODOLOGY/SAMPLE

This research is causal and descriptive based on the quantitative nature. Hypothesis was made after studying the past researches and especially relevant literature review. The questionnaire was formed to check that on which variable women entrepreneur depends. The sample size is 131 of women entrepreneurs. The tests applied are Reliability test, Validity test and then Regression test to analyze the data which has been collected.

### FINDINGS

The outcomes of the analysis show that the independent variable emotionality has a great impact on women entrepreneurs. The independent variable emotionality is considered useful by having a significant value of 0.000. The independent variable rationality is not considered useful by having a significance value of .227. The Cronbach's Alpha is 0.591 showing the reliability of the questionnaire.

### PRACTICAL IMPLICATIONS

The findings of the research are likely to help most of the women entrepreneurs to be more focus on analyzing necessary factors and focus more on the logical calculations of the outcome so that they can take investment decisions rationally which can bring them out of failure state and help them to grow more. This research outcomes are helpful for women entrepreneurs to get a practical decision making approach.

### KEYWORDS

Women entrepreneur's Decision Making, Emotionality, Rationality.