



Predictors of Women Entrepreneurial Initiatives: A Case of Lotuko Community in Juba, South Sudan

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Abstract: *The aim of study was to examine the predictors of women entrepreneurial initiatives among Lotuko community in Juba, South Sudan. The study was anchored on the theory of Entrepreneurship. A cross-sectional design was used in the research. The target population was 100 registered women entrepreneurs in Lotuko, Juba City. A non-probability sampling techniques was used to sample 100 registered women entrepreneurs. Questionnaires were used in data collection. Quantitative data was analyzed using descriptive statistics such as measures of central tendencies and dispersion with the use (SPSS) version 25. The analyzed data was presented using frequency distribution tables. The qualitative data was presented in verbatim form. It was found that women participation in entrepreneurship has been affected by the cultural beliefs and traditions in Juba. Finding also indicated that cultural differences among the Juba communities greatly affect the women entrepreneurship initiatives and development. South Sudanese women feel discriminated in terms of accessing loans and finances from financial institutions thus hinder their entrepreneurial initiatives whereas the infrastructures of the country are available to promote women owned enterprises in Juba. Finally, woman take the initiative of identifying business opportunities and ideas in the environment of Juba City. The study further suggests that the role of women in the economic wake up of the country is very key and thus government needs to give strong support financially, in terms of entrepreneurial education and favourable policies that protect women against male discrimination in business. This will ensure a steady growth of communities and the Country as a whole.*

Keywords: *Entrepreneurial initiatives, Predictors, Women, Lotuko Community, South Sudan*

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1. Introduction

Entrepreneurship is the integrated concept that permeates an individual's business in an innovative manner (Ariffin, Mohamed Saleh Baqutayan & Mahdzir, 2021). Entrepreneurship globally is emerging today as an avenue for gainful employment, a means of helping women to assert themselves in the international work, and a way of improving both their economic and social status (Kassa, 2021). Women entrepreneurship has continued to show a very limited trend in growth if not retardation. The challenges and constraints faced by women in the sector

are gender disparity, cultural and traditional practices, lack of education, multiple roles, discrimination and lack of information.

Entrepreneurship is recognized as an integral component of economic development and a crucial element in the effort to lift countries out of poverty (Khalid, Mehta & Serfraz, 2020). Entrepreneurship is a driving force for economic growth, job creation, and poverty reduction in developing countries. They have been the means through which accelerated economic growth and rapid industrialization have been achieved (Montanari & Bergh, 2019). Women entrepreneurs around the world contribute numerous ideas

and a great deal of energy and capital resources to their communities and generate jobs as well as create additional work for suppliers and other spin-off business linkages (Said & Enslin, 2020). David Malpass (2020) adds that it is undeniable that women entrepreneurs are the major actors in that sector and contributors to economic development and are becoming increasingly visible in the local economies of the developing countries. A growing amount of research shows that countries that fail to address gender barriers are losing out on significant economic growth (Gbadeyan, Oppong & Oduro, 2021).

Entrepreneurial initiative is the process by which individuals or in groups, identify opportunities to innovate and work by transforming ideas of practice activities into a social, cultural or economic context. Entrepreneurial initiatives have regained prominence as a means of promoting resilience of women and other vulnerable groups. Entrepreneurial initiatives entail pursuing business opportunities with no regard for risks or resources (Mishal, *et al.*, 2019). Entrepreneurial activities include the establishment, development, and operation of new businesses with the goal of profit generation (Dhake & Narkhede, 2019).

Starting and growing a business is one of the most powerful tools for women to overcome poverty and build better lives for themselves, their families, and their communities. Removing regulatory barriers along with obstacles to access to finance and markets can give women-led businesses the opportunity to succeed (Malpass, 2020). Entrepreneurial initiatives are strategies to solve problem or improve women's situation through promotion of micro and small-scale enterprises for advancing the economic, and social empowerment of women by reducing poverty and gender inequality that enhance quality of their lives.

The predictors of women's entrepreneurial initiatives have been extensively researched. According to Khan *et al.* (2021), women entrepreneurs in Pakistan were confronted with the challenges of gender bias, beliefs, gender roles, a lack of time, and family issues thereby negatively impacting the success of their businesses. Similarly, Nasir *et al.* (2019) discovered that socio-cultural factors, economic factors, and environmental factors all influence women's entrepreneurial growth. The socio-cultural hindrances included male dominance, negative perception of people, self-protection, lack of respect and social acceptance. Economic hindrances included lack of family support, savings, lack of financing and access to finance while geo-environment issues included infrastructure, weather, energy and waste disposal.

Pakistan is an underdeveloped country with a population of 220 million people where women are almost 49% of the overall population (Chatterjee, Das & Srivastava, 2019).

According to a recent report, only 1% of women engage in entrepreneurial activities (Gurbuz & Ozkan, 2020). This indicates that the women have a very limited economic contribution. Women in Pakistan are subject to gender discrimination and face inequality at workplace as well as in society, based on gender and very often encounter discrimination and prejudice (Cullen, 2020). Governments have initiated several programs to increase the participation of women in the development economic situation of the country, yet the outcomes of those programs have not resulted in an increase in women entrepreneurs. According to the study by Méndez-Picazo (2021), it was concluded that women are less willing to engage in entrepreneurial activity than men because of certain personality traits and challenges.

A study by Islam (2019) in Bangladesh on the socioeconomic factors affecting women entrepreneurs revealed that maintaining variety quality products, difficulty in sourcing start-up capital, public relationship, problems of family and gender discrimination, availability of training centers, availability of service tools and available supply of raw materials were major factors affecting sustainability of women businesses.

A woman entrepreneur in the African context is the image of a poor, uneducated woman, with few, if any, of her own assets, and limited means of accessing necessary resources from others (Senna & Agbolosoo, 2021). Women with medium and large enterprises are more likely to have grown up in an entrepreneurial family, be university educated and travelled; have experience working in a large corporation or a previous venture and has a better networking capacity. Studies indicate that in Africa, many women entrepreneurs are found working in difficult situations when compared to their male counterparts. Factors like political instability, poor infrastructure, high production costs, and non-conducive business environment affect more women entrepreneurs than men in the said region. Entrepreneurship is a critical component of regional development and fostering entrepreneurship is one of the principal measures to accelerate economic and social development.

In Nigeria, Akinbami (2021) examined the adaptation strategy for climate change and impacts on rural women entrepreneurship development and he argued that rural communities were highly dependent upon natural resources that were affected by climate change, thus affecting their food security, livelihoods, health, and physical infrastructure. Women and their livelihood practices were thereby affected negatively, leading to increased poverty level and low income, because they find it difficult to respond adequately to climate change effects. In Ghana, research by Senna and Agbolosoo (2021) revealed that factors including age, educational level,

marital status, family size, lack of experience, male dominance, household roles and expectations, childbearing roles, and the patriarchal nature of society were among the major social and cultural constraints limiting women's development and success as entrepreneurs. In Tanzania, Petro et al., (2014) examined the effect of socio-cultural factors on performance of women SMEs found that women immobility, poor support from society members and ethnicity affects negatively the performance of women SMEs. Conversely, family roles, level of education and role models were important factors in nurturing the performance of women enterprises.

In South Sudan, the economic wellbeing of women is influenced by various factors including socio-cultural factors, economic factors, and environmental factors. Food insecurity is a growing concern in the Country. This is largely attributed to the spontaneous inter-ethnic conflicts which have resulted in famine, destruction of property and death of people. The problem of food insecurity is increasing on daily basis due to political instability. The situation makes the people so prone to diseases, droughts and theft of livestock. Improved agricultural productivity, improvement in transportation capacity, easy access to land and the ease of access to credit facilities can improve the accessibility of food in South Sudan (Said & Enslin, 2020).

According to Suvittawat (2019), several banks in South Sudan are corrupted institutions used by the political elite to transfer dubious gains abroad at the expense of providing capital and facilitating trade for the millions of South Sudanese sufferings from five years of war. He notes that powerful South Sudanese elite exploit privileged access to bank services or control banks outright. While taking advantage of the political instability in the country, money laundering is in rise thus affecting the cash flow in the Country. This has generally been a barricade to the women's entrepreneurial stability for they are denied the access to business loans. Said and Enslin (2020) also evaluated experiences of women operating businesses in South Sudan and established that the women struggled to access credit services and areas to investment. They further experience fear, frustration, stress, and anger while operating IGA. It is on this backdrop that this study tends to address by evaluating the predictors of entrepreneurial initiatives among women in Lotuko, Juba.

1.1 Statement of the Problem

Even though there are numerous entrepreneurial initiatives run by women in South Sudan, many are yet to bear fruits. This has made women to be dependent on aid or support from significant others. Women who account for 60% of the South Sudan population with literacy rate of 28.9 in 2021 continue to languish in poverty despite efforts put by

NGO's and government to improve their livelihoods. A survey conducted by Mashene (2020) revealed that opportunities for productive income-generating activities among women had been significantly reduced. This makes women to become dependent on their husbands or donations from government and NGO's and in the event of withdrawal of support, women and children bears the greatest brunt. This is despite the fact that entrepreneurial initiatives are the mainstay of economic growth and development in South Sudan. Thus, the urgent need to create or harness opportunities and improve the livelihoods and influence the decisions that affect women lives.

Entrepreneurial initiatives seek to capitalize on experiences in which individuals learn to see a closer correspondence between their goals and a sense of how to achieve them, gain greater access to and control over resources, and where people, organizations, and communities gain mastery over their lives. While it is evident that many entrepreneurial initiatives fail, little has been done to investigate what causes these initiatives to fail. And it is only after conducting some sort of a diagnosis, that we can propose solutions to the problem. Thus, the need to investigate the predictors of women entrepreneurial initiatives using the case of Lotuko community in Juba, South Sudan.

1.2 Objectives of the Study

1. To assess the effect of socio-cultural factors on women entrepreneurial initiatives in Lotuko community in Juba, South Sudan.
2. To investigate the effect of economic factors on women entrepreneurial initiatives in Lotuko community in Juba, South Sudan.
3. To examine the effect of environmental factors on women entrepreneurial initiatives in Lotuko community in Juba, South Sudan.

1.3 Research Questions

1. What is the effect of socio-cultural factors on women entrepreneurial initiatives in Lotuko community in Juba, South Sudan?
2. How do economic factors on women entrepreneurial initiatives in Lotuko community in Juba, South Sudan?
3. What is the effect of environmental factors on women entrepreneurial initiatives in Lotuko community in Juba, South Sudan?

2. Literature Review

The Theory of Planned Behaviour (TPB) served as the research's axis (Ajzen, 1991). According to Krueger (2008), intentions are still thought to be the most accurate single indicator of human conduct. The TPB model states that perceived behavioural control, attitude towards the act, and subjective norm (SN) all influence intentions (Ajzen, 1991). While entrepreneurial intention refers to a deliberate purpose to become an entrepreneur, behavioural intention is described as "a measure of one's intention to perform a specified behavior" (Ajzen, 1991). (Krueger et al., 2000a).

The study's central tenet was the Theory of Planned Behaviour (TPB) (Ajzen, 1991). Intentions are still regarded as the most reliable single predictor of human behaviour, according to Krueger (2008). According to the TPB model, intentions are influenced by three factors: subjective norm (SN), attitude towards the act, and perceived behavioural regulation (Ajzen, 1991). Ajzen (1991) defines behavioural intention as "a measure of one's intention to perform a specified behaviour," whereas entrepreneurial intention refers to a conscious goal to become an entrepreneur (Krueger & associates, 2000a).

TPB is frequently criticised for being very "logical" or "rational." The authors persuasively contend that the TPB does not presuppose rational action in both their most recent work (Fishbein & Ajzen 2010) and other places. They acknowledge that people can have views that are false, illogical, unreasonable, or of any other kind. They also contend that people may decide to act irrationally in their goals.

In justifying the TPB, it investigates how each of the attitudinal antecedents of intention influences the choice to launch a business to determine the foundation for encouraging women entrepreneurs in Jubba, South Sudan. The study further relied on the theory because it helps in understanding the predictors of women entrepreneurship initiatives. The theory has the strength to expound on the entrepreneurial relationship with economic, social-cultural and environmental factors. It is through the application of TPB that progress of women in business and how their commitment to change the phase of the country of South Sudan has been achieved. Taking part in the business initiatives and achievements in South Sudan have been addressed based on the behaviours of women.

3. Methodology

The researcher used a cross-sectional study design. The research design can be used to describe characteristics that exist in a community. It is often used to make inferences about possible relationships or to gather preliminary data

to support further research and experimentation. The design enabled close analysis of the association between the two variables (predictors and entrepreneurial initiatives).

A cross-sectional design was adopted since it comprises a population sharing similar characteristics, interests, and geographical location. Cross-sectional studies typically allow researchers to collect a great deal of information quickly and researchers can amass large amounts of information from a large pool of participants. The goal is to learn about a large population by surveying a sample of that population. This study used the design to measure attitudes and results within a larger sample to carry out a quantitative statistical analysis. Thus, with quantitative data that is, empirical research, the study will have an in-depth understanding of things in their natural settings and attempt to interpret phenomena in terms of the meanings people brought to them (McLeod, 2019).

The study was conducted in Lotuko Community, South Sudan. The research targeted women in entrepreneurship. A group of 100 registered women managed entrepreneurships was targeted for the study. The information gathered will explain the predictors to these businesses among women. A sample size according to Denscombe (2014) is a group of individuals or objects selected from the targeted population of the research study to conduct the survey or interview. A sample ought to be large enough to represent the significant features of the target population (Mvumbi & Ngumbi, 2015). A non-probability sampling techniques was used to sample 100 specifically targeted registered small and medium women entrepreneurs for the study.

Data collection instrument for the research semi-structured questionnaires. Questionnaire is a suitable method, the easiest and the cheapest way of data collection (Orodho, 2018). It can collect a large amount of information in a reasonably quick span of time. The study employed the use of structured (closed-ended questions) and unstructured (open-ended questions). The structured questions facilitated easy interpretation and analysis of the collected data. The unstructured questions on the other hand gathered information from the respondents on their experiences with regard to predictors of entrepreneurial initiatives.

The purpose of data analysis was to extract useful information from data and make a decision based on the data analysis; this procedure aids in minimizing any risks to decision-making in the usage statistics. Quantitative data was analyzed using descriptive statistics such as measures of central tendencies and dispersion with the use of Statistical Package for Social Sciences (SPSS) version 25. The data analyzed was presented using frequency

distribution tables, figures and percentages. The qualitative data was presented in verbatim form.

In ethical consideration, strict compliance to study protocols, especially those concerning human participants, was given careful consideration. Since human subjects were included in the study, precautions were made to guarantee that they won't suffer any negative effects, and the research won't be done for selfish reasons. Further, given that confidentiality may be governed by law, the investigator's primary responsibility was to ensure respondent privacy and to take all appropriate procedures to safeguard material collected or kept in any manner. Complete confidentiality was respected between the participants and the investigator. Only the data strictly

gathered from the participants was recorded by the researcher.

4. Results and Discussion

The presentation of the results of the study is guided by the objectives. The analysis was done as indicated in the tables below.

4.1 Demographic Information

The analysis of data in this section considers the demographic characteristics of the respondents including age category, level of education, entrepreneurial experience and the nature of the business.

Table 1: Age bracket of the participants.

Age bracket	Frequency	Percentage
Below 20 Years	3	3%
21-30 Years	35	35%
31-40 Years	54	54%
41-50 Years	6	6%
50 years and above	2	2%
Total	100	100%

Source: Researcher, 2024

Table 1 indicates that majority of the respondents (54%) had age between 31-40 years, while, (35%) were age between 21-30 years, (6%) were age between 41-50 years, nonetheless (3%) were age below 20 years, and (2%) were

age above 50 years. The finding shows that different age categories are absorbed in the entrepreneurial sector however, though the industrious age was observed in 31-40 category.

Table 2: Highest education level.

Highest education level	Frequency	Percentage
Primary Education	18	18%
Secondary Education	70	70%
Tertiary Education	12	12%
Total	100	100%

Source: Researcher, 2024

As shown in table 2 the findings imply that majority of the respondents (70%) acquiring secondary education, while (18%) were primary education level, and (12%) were

tertiary education respectively. The result indicated varied levels of education that were represented in the study. Education is therefore significant in business operation.

Table 3: Business experiences

Business experiences	Frequency	Percentage
1-5 Years	64	64
6-10 Years	28	28
11-20 Years	5	5
20 Years and above	3	3
Total	100	100%

Source: Researcher, 2024

Table 3. revealed that majority of the respondents with (64%) have working experiences of their business between 1-5 years, while (28%) have 6-10 years working experience, (5%) were between 11-20 years working experiences, and (3%) were above 20 years working in

their business. Finding shows that majority of the entrepreneurial women have a work experience of five years. Venturing into the business must have faced some uncertainties like unhealthy business environment caused by intercommunal war in South Sudan.

Table 4: Business sector

Business sector	Frequency	Percentage
Servicing	31	31%
Goods	69	69%
Total	100	100%

Source: Researcher, 2024

The findings in table 4. Indicated that majority of the respondents (69%) were running a goods business, while (31%) of the participants were conducting servicing business in Juba City. The study revealed that the women in business in Juba prioritized dealing in goods operations, even though services were also in consideration.

4.2 Socio-cultural Factors on Women Entrepreneurial Initiatives

Indicate the degree to which you agree or disagree with the following statement related to socio-cultural factors and women entrepreneurial initiatives. Taking a Likert scale of 1-5; where 1 strongly disagreed; 2 – disagree; 3- neutral; 4- agree; 5-strongly disagree.

Table 5: Socio-Cultural Factors on Women Entrepreneurial Initiatives

Statement	1		2		3		4		5	
	F	%	F	%	F	%	F	%	F	%
Supports from the family members have motivated more women to take part in entrepreneurial initiatives in Juba.	9	9	35	35	18	18	38	38	0	0.00
Women participation in entrepreneurship has been affected by the cultural beliefs and tradition in Juba.	0	0.00	0	0.00	31	31	48	48	21	21
Gender discrimination in Juba often affects the entrepreneurial development initiated and controlled by women.	13	13	18	18	49	49	20	20	0	0.00
Cultural differences among the Juba communities greatly affect the women entrepreneurship initiatives and development.	0	0.00	6	6	33	33	10	10	51	51
Domestic chores and reproductive roles often constrain South Sudanese women entrepreneurial initiatives in Juba	0	0.00	22	22	18	18	45	45	15	15

Source: Researcher, 2024

The study findings in table 5 indicated that majority of the respondents (38%) agreed that supports from the family members have motivated more women to take part in entrepreneurial initiatives in Juba, while minority of the same with (9%) strongly disagreed. While (48%) agreed that women participation in entrepreneurship has been affected by the cultural beliefs and tradition in Juba, with a minority of (21%) strongly agreed on the same matter. Nonetheless, (49%) were neutral on their opinions on the subject that gender discrimination in Juba often affects the entrepreneurial development initiated and controlled by women, with a minority of (13%) strongly disagreed on the

it. Moreover, (51%) strongly disagreed that cultural differences among the Juba communities greatly affect the women entrepreneurship initiatives and development, with a minority of (6%) of the respondents disagreed on the same matter. Finally, (45%) agreed that domestic chores and reproductive roles often constrain South Sudanese women entrepreneurial initiatives in Juba, with a minority of (15%) strongly agreed on the same subject matter.

4.3 Economic Factors and Women Entrepreneurial Initiatives

The study adopted Likert scale to examine the statements related to economic factors and women entrepreneurial

initiatives. Show the level of agreement or disagreement with the statement in table 6; Taking a Likert scale of 1-5; where 1 strongly disagreed; 2 – disagree; 3- neutral; 4- agree; 5-strongly disagree.

Table 6: Economic Factors and Women Entrepreneurial Initiatives

Statement	1		2		3		4		5	
	F	%	F	%	F	%	F	%	F	%
Economic policies of South Sudan take women into consideration in terms of entrepreneurial initiatives and development	0	0.00	0	0.00	20	20	48	48	32	32
South Sudanese women feel discriminated in terms of accessing loans and finances from financial institutions thus hinder their entrepreneurial initiatives.	0	0.00	0	0.00	17	17	61	61	22	22
Access to capital promotes women entrepreneurship startups and development in Juba City.	0	0.00	0	0.00	10	10	32	32	58	58
South Sudan’s infrastructures are available to promote women owned enterprises in Juba.	0	0.00	0	0.00	11	11	68	68	21	21
The interest rate policy allows women to have access to borrowing from financial institution in South Sudan.	0	0.00	6	6	53	53	41	41	0	0.00

Source: Researcher, 2024

Analysis in table 6 shows that majority of the respondents (48%) agreed that economic policies of South Sudan take women into consideration in terms of entrepreneurial initiatives and development, with a minority of (20%) disagreed on the same matter. While (61%) agreed that South Sudanese women feel discriminated in terms of accessing loans and finances from financial institutions thus hinder their entrepreneurial initiatives, with a minority of (17%) were neutral on their opinions on the same matter. Additionally, (58%) strongly agreed that access to capital promotes women entrepreneurship startups and development in Juba City, with a minority of (10%) was neutral on the same matter. Nonetheless, (68%) agreed that South Sudan’s infrastructures are available to promote women owned enterprises in Juba, with a minority of

(11%) neutral on their opinions on the same matter. Finally, (53%) were neutral on their opinions concerning the interest rate policy allows women to have access to borrowing from financial institution in South Sudan, with a minority of (6%) disagreed on the same matter.

4.4 Environmental Factors and Women Entrepreneurial Initiatives

The study adopted Likert scale to examine the statement related to environmental factors and women entrepreneurial initiatives. Taking a Likert scale of 1-5; where 1 strongly disagreed; 2 – disagree; 3- neutral; 4- agree; 5-strongly disagree.

Table 7. Environmental Factors and Women Entrepreneurial Initiatives

Statement	1		2		3		4		5	
	F	%	F	%	F	%	F	%	F	%
Juba city provides healthy and competitive environment that has boosted my marketing strategies.	0	0.00	21	21	54	54	25	25	0	0.00
I take a lot of risk as a woman in entrepreneurship and this ability has enhanced my entrepreneurial potentials in Juba.	0	0.00	28	28	32	32	40	40	0	0.00
As a woman, I always take the initiative of identifying business opportunities and ideas in the environment of Juba City.	0	0.00	0	0.00	0	0.00	22	22	78	78
Juba creates a marketing environment that gives me urge to bring new idea on the table and initiate businesses.	0	0.00	0	0.00	0	0.00	42	42	58	58
The pragmatic decisions that I often make encourage and promote my business ideas in Juba City.	0	0.00	0	0.00	0	0.00	64	64	36	36

Source: Researcher, 2024

In Table 7, majority of the respondents (54%) were neutral on their opinions concerning that Juba city provides a healthy and competitive environment that has boosted my marketing strategies, with a minority of (21%) strongly disagreed on the same issues. Besides, (40%) of the respondents agreed on the following statement which says, I take a lot of risk as some women in entrepreneurship and this ability has enhanced my entrepreneurial potentials in Juba, with a minority of (28%) disagreed on the same matter. Additionally, (78%) strongly agreed that as a woman, I always take the initiative of identifying business opportunities and ideas in the environment of Juba City, with a minority of (22%) agreeing on the same matter as well. Furthermore, (58%) strongly agreed that Juba creates a marketing environment that gives me urge to bring new idea on the table and initiate businesses, with a minority of (42%) agreeing as well on the same issues. Finally, (64%) agreed that the pragmatic decisions that I often make encourage and promote my business ideas in Juba City, with a minority of (36%) strongly agreed on the same matter as well.

In responding to the question regarding their achievements as entrepreneurial women in Juba City, Participants submitted as follows:

“The achievements come through gaining money, helping children by providing financial in terms of education and many other things, good ideas of planning on how to open a specific working place, money for home consumption, profitable, gaining knowledge and skills of motivating customers, launching a successful startup, securing funding, building a strong team, earning incomes for business, strongly team building, fundraising, by

uplifting projects to the companies, expanding into new markets, developing. Further, Business growth entails developing a small business, creating jobs, empowering women, introducing innovative goods, and giving back to the community through corporate social responsibility activities. Recognition for business accomplishments and community contributions is also critical for entrepreneurial success and reflects the local economy and Lotuko Community in Juba, South Sudan. Moreover, we consider building a suitable business, securing fundraising, receiving industry recognition, expanding into new markets, building a strong team, fundraising, by browning loans from the financial institution, securing fundraising, by identifying gaps in the market, landing a successful start, raising capital, by collaborating with other workers, raising capital is the critical aspect of entrepreneurship achievements, expanding into a new market, receiving industry recognition” (Entrepreneurial Women, 2024).

When the participants were asked to suggest the possible ways through which entrepreneurial performance among women can be improved in Juba City, findings showed.

“Government should construct roads and bridges that will allow a safe movement of goods and services, money loans by financials, advertisement of goods and services, creating more jobs in the city, educating women for standards of job working, creating more job opportunities for women, providing access to

resources, encouraging innovation, offering flexibility, providing feedback, rewarding and success, financial recognition, by providing access to resources, providing support. Women entrepreneurs among Lotuko Community in Juba, South Sudan can benefit from a variety of resources, including financial assistance, business skills training, networking opportunities, mentorship, market access, supporting policies, technology adoption, peer learning groups, recognition and awards, and work-life balance. Women can use financial resources such as microloans and grants to establish and grow their companies. Training programs in company management, marketing, and financial literacy can help them improve their talents. Offer flexibility, encourage innovation, provide access to resources, provide support and feedback, rewards for the success of the business, recognizing and rewarding secures can motivate entrepreneurs to contribute to perform at a higher level, feedback and support are critical for entrepreneurial performance, financial rewards promote the recognition of the public within the company of industry, regular feedback on progress and performance, and along with support when” (Entrepreneurial Women, 2024).

In addition,

“Women entrepreneurs among Lotuko Community in Juba, South Sudan can have networking platforms and events can help women entrepreneurs connect and learn from one other. Mentorship and coaching can help you overcome obstacles and achieve success. Partnerships and trade fairs provide access to wider markets, which can help businesses extend their customer bases and boost revenue. Tax breaks and childcare assistance can also help women entrepreneurs build their businesses. Entrepreneurs frequently require flexibility to pressure their ideas and adapt to changing circumstances; work arrangements and supportive policies can assist enterprisers in performing at their peak level of business; entrepreneurs are frequently driven by innovation; entrepreneurs require access to resources such as funding, mentorship, and training to improve their performance; and entrepreneurs require good advice from skilled and well-known individuals” (Entrepreneurial Women, 2024)

5. Conclusion and Recommendations

5.1 Conclusion

In conclusion, the study revealed that supports from the family members have motivated more women to take part in entrepreneurial initiatives while women participation in entrepreneurship has been affected by the cultural beliefs and tradition in Juba. It was also concluded that cultural differences among the Juba communities greatly affect the women entrepreneurship initiatives and development. Further, domestic chores and reproductive roles often constrain South Sudanese women entrepreneurial initiatives in Juba. In other conclusion, economic policies of South Sudan take women into consideration in terms of entrepreneurial initiatives and development; however, South Sudanese women feel discriminated in terms of accessing loans and finances from financial institutions thus hinder their entrepreneurial initiatives whereas the infrastructures of the country are available to promote women owned enterprises in Juba.

It was also concluded that entrepreneurs similarly take lot of risk and this ability has enhanced entrepreneurial potentials in Juba. Woman, also take the initiative of identifying business opportunities and ideas in the environment of Juba City. It was noted that Juba creates marketing environment that urge women to bring new idea on the table and initiate businesses, in addition, the pragmatic decisions that business women often make encourage and promote business ideas in Juba City. Finally, women entrepreneurs among Lotuko Community in Juba, South Sudan can have networking platforms and events that can help them connect and learn from one other. Other essential support from the government in terms of finances can also boost entrepreneurial outcomes.

5.2 Recommendations

1. In recommendation, the community at large should stand with women and vote out gender parity, where certain cultural practices discriminate against women and favour their male counterparts. Assigning women to the domestic chores as the key responsibilities negatively hinder their economic focus. Therefore, putting this into rest will boost the entrepreneurial achievement among women.
2. The study further suggests that the role of women in the economic wake up of the country is very key and thus government needs to give strong support financially, in terms of entrepreneurial education and favourable policies that protect women against male discrimination in business.

This will ensure a steady growth of communities and the Country as a whole.

initiative of the Enough Project and Not On Our Watch (NOOW).

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