

Pakistani Women Entrepreneurs in Life Course Approach

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Abstract: Recently women entrepreneur literature in developed countries has been assessed through their life course approach due to the criticism on the absence of study from the perspective of structural pattern, in which the women are embedded through means of qualitative study. This reveals so many clarifications to the existence themes. Still the Pakistani entrepreneurial literature neglecting the women entrepreneur life course experiences due to social-cultural context of Pakistan. The present study focused on the ten Pakistani women entrepreneur from Islamabad and Peshawar region by the lens of life course approach through semi-structured interview. The qualitative analysis of the life course approach among Pakistani women entrepreneur exposed some additional factor to life course approach and contrary findings as compared to the developed countries. The Pakistani women's rich stories are affected through life course approach but the social-cultural context made it little worst means bringing into business with less flexible approach.

Keywords: Life course approach, Pakistan, Women entrepreneur, Peshawar, Islamabad

1 Introduction

Transversely the governments, policymakers and researchers from all over the globe agreed on the number of entrepreneurs in improving not only the wellbeing but also the economic development of the countries. The entrepreneurs through their firm sources like good jobs and smart innovations contribute toward the development of countries and communities.

^[1] quoted that entrepreneurs more specifically the women entrepreneurs in which area they are operating appear as a powerful force all over the globe ; nevertheless, the majority of the researches still ignoring the work on the life circumstances of

female entrepreneurs and more focus is towards male entrepreneurs. ^[2] Highlighted some questions about the life course events and their link with the choice of becoming women entrepreneurs in Asia like Pakistan that need to be answer. Women entrepreneurs with different social-cultural background including life circumstances, men power, Hijab, family pressure, culture, society setting barriers/challenges tackled and dominated in the choice of becoming entrepreneur. ^[3-7] expressed that every woman has a story to express about the life experiences she faced in order to achieve their path towards success in both areas of life (job and house). These stories will contribute towards the entrepreneurship knowledge.

^[8-11] supported the debate on work-life choices, is an inexorably well-known topic in the Women entrepreneur literature. But the theme remained into the western writing. The issues between work and life have increased critically as a result of extreme weights of work and family on ladies (Women entrepreneur) shoulders ^[12-16]. ^[17-19] brought the social norms of Muslims' countries where the women should keep a sharp eye on the family management and working outside usually gives them a mean of disgrace. So, choosing Pakistani Women entrepreneur for this study is due to the unavailability of enough research on life course approach from Muslims region. Secondly, Pakistani culture still has some essence of Indo-Pak relationship, the British time customs and recent trends of western culture. ^[20] Putt the evidence about the life of Muslim women liberation that is still questionable due to the men pressure, home related task and lack of self-decision making right. Thus, how these experiences of Women are affecting their career choices toward becoming entrepreneur.

An understanding towards life course approach in becoming entrepreneurs is necessary. ^[21] said that

life course approach means how social, cultural and structural experiences transform the women to participate in the process of creating opportunities for themselves and for others with the responsibility of house too. And these experiences formed the individual a successful/unsuccessful entrepreneur. Though, barriers/challenges go hand in hand with success or failure ^[22]. The Pakistani women entrepreneurs' stories from the perspective of life course approach are rarely found in entrepreneurship literature. ^[23] Emphasized the role of women as entrepreneurs. Recently, ^[24] brought the Japanese women entrepreneurs journey towards success, Japan is a country that has less power distance and equal responsibility of house care taker on both male and female as compared to Pakistani context. In Pakistan, the women participation towards different business is not up to that level as in China or Japan due to the culture barrier. The up-to-date statistics demonstrate that in 2017, the women entrepreneurs are 19% of the total men entrepreneurs (Pakistan Ministry of Internal Affairs and Communications, 2017). On other hand in China, as reported by ^[24] the women entrepreneurs account for 29% of the men entrepreneurs. So, this statistics also highlighted the need for studying Pakistani women entrepreneurs' stories about their challenges/barriers they faced or facing.

The idea behind the current paper is to study the role of life course elements of Pakistani Women entrepreneur within the domain of life course approach ^[25]. The research paper includes Women entrepreneurs from Islamabad and Peshawar area of Pakistan. It is essential to repeat here that the expectation of selecting Women from these urban areas is not to just look at cultural contrasts among ladies but rather to catch the mixed and rich practices of work and family in Pakistan as Islamabad is consider as the modern and well educated area where women usually experiencing different life and work pattern as compared to the Peshawar area where women are still not consider as the equal part of the society. ^[26] Included that Hijab is most fundamental element for Peshawar ladies that definitely putt them aside from their open interactions with their opposite society members. And additionally the study needs to capture the Pakistani Women entrepreneur experiences about family and work life based on cultural, structural and social factors.

2 Literature Review

^[7] Concluded the women entrepreneurs as the field which is already in its developed stage for the developing nations and it has been mature for the developed nations. ^[12] Discussed about the Pakistani phenomenon that is still in the infant stage in case of Women entrepreneur. ^[5] Putt forward his thoughts as the absence of understanding toward the commitment of women entrepreneurs they are putting in both house and business presents a major issue in such economies. The hole lies in the focus of the research toward the developing nation with regard to life course approaches. ^[6] Added that gender structure has been changed due to the better participation rate of Pakistani women than before in labor market. This improvement meets the need for research to study the hidden norms through life course approach; job and the house activities inside Pakistani women entrepreneurs are embedded. The arrangement of winning strategies and practices may never fit well with the existing social-economic values and varying gender duties as an outcome of demographic shift in Pakistan.

^[24] pointed the gap; how Pakistani women transform their career through life course approach is still not known. ^[14] Added to the existence vein of gap that Pakistani women entrepreneurs can be heightened through life course approach. ^[40] Called the researchers for investigating how social-cultural and family factors affect the women toward starting their own business. So, by keeping a special weight on the socio-cultural background that impacts individual selections of work-family, and it will contribute toward the importance of social phenomenon of the Pakistani women entrepreneurs.

2.1 Women Conditions in Pakistani Society

^[18] Studied that world widely women entrepreneurs are facing similar kind of barriers; but, country background matters a lot. So, should be carefully study in women's entrepreneurship research ^[42]. In particular Pakistani nation, women seem to have higher difficulties to overcome due to a diversity of factors, amongst them, Hijab, less dominating power than men and more responsibilities about house are inhibitive in ventures growth and startups. ^[45] Highlighted inadequate distribution of power between men and women in Pakistan is a factor that deliberated reduces women

rate in the socio-economic development of the country. Not being considered seriously and incapability to hire excellent women be a reported encounter and as a result some women start their own business and majority of them fails to beat in the men society ^[31]. ^[38] Said that cultural standards, beliefs and traditions, mainly in traditionally patriarchal societies like Pakistan seem very poor with social-cultural status of women. Putting more support on males, and encouraging gender based factors such as the role of women and suitable employments for women as well as family responsibilities have also been challenges for women entrepreneurs to overcome ^[26].

2.2 Cultural Value of Hijab

^[28-32] worked on the Islamic and society perspective of Hijab among the Muslim females. The Islamic perspective has been noted as “giving respect” and protecting their shame. But every country including Pakistan has been remained under various historical phases that kept the foreigner thoughts into their Islamic culture. But the pity is that even the majority of Muslims now seems the Hijab ladies as the lower level citizens. So, without showing their faces they wouldn't be able to access and enjoy all the societal resources. The Pakistani society is now also facing transitions like in Islamabad where not all of girls but majority prefer to wear modern dresses and consider as more confident but the scenario is not same in Peshawar region where very few of them are bold to carry themselves without Hijab because the men still restrict their ladies to come with Hijab.

2.3 Family Culture of Pakistan

^[35] Studied the family culture of Pakistan and presented very sound facts. From the time of Pak-Indo transition to Pakistan, the cultural values was set as living together and obey all the orders of the eldest family member. But, with the adaption of different trends absorbed from British rule, media, educational values the trend of joint family system also went disappear in some class of Pakistani Society. Upper class now a day prefers to live separately with their independence, middle and lower class still has the essence of joint family system. The main reason is the poor contribution of women in the society due to the obey system of eldest family member who usually set their mind as specific job is not for our ladies and ladies are just for household purpose. So, the majority of Pakistani

women who are in businesses belong to the upper class families.

2.4 Autonomy and Marriage

^[43] Quoted the facts and figure linked with the rate of independence with the marriage. In Pakistani society the two kind of marital relations are mostly observable. As the society is men dominating so even the men are highly educated but still they like to suppress their women under their authority and force them to maintain their marriage as being just house wife. On the other hand, some of male that even don't have higher education they encourage their ladies to fulfill their dreams and support them to start their job too but they have to maintain balance between house life and work life. ^[38] Reflects the interesting matter related to the justifications of above mentioned two cases of marriage more specifically in the Pakistani culture i.e. the desire of men to be dominating after marriage usually occurs when he observed his life in fulfilling the orders so the matter of education has no importance. Similarly the men who lived his life in independence will definitely support his marriage life as creating independence for his wife too.

In the society of Pakistan, the part and place of women endure mostly on the multifaceted factors usually called social-cultural practices. Though there are noteworthy standard changes at both social and official take place ^[35]. Whereas, the practices of Islam who is delivering equivalent status for women and men, but that equal opportunity has been disappear in societal practices of Pakistani nation.

3 Importance of Life Course Approach for Women entrepreneurial studies

Majority of the researchers ^[23, 44] considered environmental view point of view for studying women entrepreneurs. Rest of them forwarded their focused toward the barriers and challenges that females faced as the result of cultural boundaries or government policies. Eight years back one of the study diverted the intention toward the role of life course perspective for studying female entrepreneurs. The reason has been witnessed as the result of social transition which now a days every country less or more is experiencing ^[24]. ^[33,34] studied the detail on the origin of life course theory that included that changes in the social settings are the bases for taking life course approach as theoretical framework. In Pakistani setting family transitions

and social-cultural changes are already being changed as compared to the 40 years back history.^[15] Lined up the thoughts about variations that offer numerous encounters and diverse chances in a person's life through the life course.^[16] Explained changes as "Transitional ones and trajectonal ones". Every woman in her different stages of life experienced different roles like before marriages one behave like daughter but after marriage her life will enter into different role in different social-cultural practices. Like in Islamabad region the ladies usually get better education along with freedom in their every matter of life so they accumulate different experiences that they reflect through their career choices. On the other the majority of the girls in the Peshawar area are under the domination of male counter parts so relatively their choices toward businesses are very low.^[41] Defined the trajectonal changes that are the result of long term changes of human views. In Pakistani society people having trajectonal changes like Hijab preferences, single family system and changes in the marriage practices.^[41] Explained the gender based life course approach. Like both gender experienced their own transitional and trajectonal life experiences in different social cultural settings, which usually demonstrate them about their roles and as the result it gives birth to gender stereotyping.

4 Theoretical Framework in the light of Life Course Approach

As per the life course approach human choices shaped through transitional and trajectonal changes but some elements are connected with these both changes that help the researchers in analyzing the role of life course approach for any gender base choices. These elements are linked lives, timings, human agency and location in time and place with relation to its effect on becoming women entrepreneur^[39].

4.1 Linked lives

^[10] Suggested that any individual life course effected through the linked lives with his/her. The linked lives can be mother, father, brother, sister, husband, and in-laws. So for the current research the role of family members can be viewed under the linked lives element for better predicting the role of life course approach in becoming women entrepreneur.

4.2 Timings

^[29] Presented the role of timings in the life course

approach. Each life experience or transition is vigorous; hence, the series and timings of life occasions create a variety of social values in human lives. So, the choice of becoming women entrepreneur can be affected through the time of change at different stage of life.

4.3 Human Agency

^[8,11] putt forwarded the importance of role of agency in the life course approach of any human being. The human agency basically reflect to the person own choice in the light of previous transitional and trajectonal changes. So studying human agency is the most important factor for analyzing importance of life course approach for women entrepreneur's choices because every human acts like an agent with the society who decided to turn off all their past beliefs and choose a specific course of action for survival.

4.4 The role of Location in time and Place

^[15, 16] concluded that the role location is very important in the timing and place perspective of life course approach. Every person has some historical or religious connectivity that motives them or bring the thoughts for doing a specific action. Historical time has noteworthy impact on the development of human being. Consequently, the importance of studying developmental aspect supports researchers to touch back the changes of life course.

5 Material and Methods

^[1] Reported the critics on the insufficient use of research methods most probably for women entrepreneurs' research.^[42] Added toward the reasons of improper use of research methods; the derivations of different new quantitative techniques that attractive developing countries researchers for it implementation including the case from Pakistan. In result the researchers lack the full coverage toward the stories of women in becoming entrepreneurs.^[39] worked on the qualitative methods in order for providing better coverage to the stories of women entrepreneurs. So,^[41] practically proved that in order to gain the detailed thoughts about the women entrepreneurial studies the researchers should need the adoption of qualitative methods for their studies. Thus, in the light of above literature suggestions the present paper chooses qualitative approach for analyzing the role of life course approach in studying women entrepreneurs because^[28] presented the facts from Pakistani women entrepreneurial studies

where the qualitative studies are scarcely found. The researchers suggested the use of qualitative studies too when some researcher want to investigate the role of human agency.

5.1 Sampling Technique

^[40] Included that the real facts and figure are not present for Pakistani women entrepreneurs. So, the choice of purposive sampling through snow ball technique is the appropriate one; as purposive sampling is the most valid way for gathering real facts from women entrepreneurs ^[21]. As to get the access toward women entrepreneurs is not easy in the case of Peshawar region. So the researchers of the present study take help from their 5 women entrepreneurs' links in the Islamabad region and by using snow ball technique they were able to designed their interview schedules with 5 women entrepreneurs from Peshawar region.

5.2 Sampling Strategy

The presented study selected the women who are running their own business since last 3 years, no matter what kind of business they are operating and what their marital status is. Because the present study wanted to grasp all the marital status ladies including, married, single, divorce and engaged so the research can better understand the life course approach elements in becoming women entrepreneurs.

5.3 Data Collection

The interview was divided on two parts. First section was based on personal background including questions on name, marital status at start-up, education/major, and years of prior business experience, type of family if any. The second part was about open ended qualitative interview questionnaire that were adapted from ^[32]; in order to cover the linked elements of both these transitional and trajectonal aspect the questions for the interview were investigated through premise factor (Means researcher add the explanation question in order to gain full meaning from the described answer). Section 2 based on the questions focused on the women entrepreneurs' experiences like role of linked lives, role of timing and place, the agency factor as well. The women entrepreneurs in Islamabad region was contacted through personal visit of researchers and upon request they gave the contact details of their cross links in Peshawar after their prior permissions; whether they want to be the part of this specific kind

of study or not. After their consent the researchers contacted themselves for the arrangement of timing schedules. The interview discussions were held in their houses. Each face-to-face interview lasted from 60 minutes to 2 hours. All of the interviews were done in simple English because all the selected women were fortunately highly qualified and they insist the researchers for conducting the interviews in English language.

6 Data Analysis

^[25] Discussed the ways of transcriptions that are important for any qualitative studies. The main theme of transcription based on the precise translations of respondents' speech. ^[29] Added two ways of transcription; one of which based on the representations of speech through the tone of language (naturalism) which usually prefer when researchers typically don't have designed research questions. The second one is the representation through the words added during the speech called (de-naturalism) usually used when researchers have some structured questions. So, the researchers can select any of the way for transcriptions based on the type of research objectives. For present studies the research questions were more important than judging the tone of language so this research done the analysis by adopting second way of transcription knows as de-naturalism ^[19].

7 Results

7.1 Demographics of the Pakistani Women entrepreneurs

Table 1 and Table 2 demonstrate the demographical situation of both Islamabad and Peshawar region. The Peshawar region women entrepreneurs represented the cultural trend of joint family system where men are the authoritative persons who usually decided about the education status and who also forced their ladies to strictly follow the hijab. Their educations illustrated that women usually don't allow for higher education maximum they are allowed to complete their bachelor degree from any private institutions. Only of the five women entrepreneurs expressed the single family life style. So the Peshawar region women are badly suppressed by social-cultural trends. On the other hand the Islamabad region women entrepreneurs have comparatively higher educations because they have their own choices in case of hijab and in their career

choices too. Just 2 out of five showed that their family background is from remote areas of Pakistan where they have strict rule about hijab and choice of life but after their migration to Islamabad region they have choice of their own career with carrying proper hijab. The both of the tables also illustrate the differences

in the education level plus differences in the family trends. So the study can conclude that Pakistani society has different social-cultural patterns depending upon from which region ones belong; from developed to developing or remote areas.

Table1 Demographics of Islamabad region Women entrepreneurs

Name	Age	ToB	Education	MS	FT	HF
Zeenat	32yrs	Parlor	Masters	Married	JF	Strict
Shamim	46yrs	Education	MPhil	Divorced	SF	Own choice
Hibah	27yrs	Career counseling	PhD	Engaged	SF	Out of fashion
Itrat	55yrs	Fashion Designer	Bachelor	Single	SF	Strict
Zarnish	22yrs	Dentist	BDS	Single	SF	Own choice

*ToB = Type of Business

** MS= Marital Status

***FT= Family type; JF= Joint family or SF= Single family

****HF= Hijab Preferences

Table 2 Demographics of Peshawar region Women entrepreneurs

Name	Age	ToB	Education	MS	FT	HF
Bibi	42yrs	Supplier	Intermediate	Married	JF	Strict
Hayat	26yrs	Education	Bachelor	Married	JF	Very Strict
Hulwa	37yrs	Stitching	Intermediate	Engaged	JF	Strict
Gul	25yrs	Fashion Designer	Bachelor	Divorced	SF	Strict
Bahar	20yrs	Parlor	Intermediate	Single	JF	Very Strict

*ToB = Type of Business

** MS= Marital Status

***FT= Family type; JF= Joint family or SF= Single family

****HF= Hijab Preferences

7.2 The role of Linked lives in becoming women entrepreneurs

[19] Focused on studying the role of linked lives among women entrepreneurs. Typically researchers ignore the linked relationship with becoming women entrepreneurs. The environment of family; father, mother, grandparents, husband and siblings support and their behaviors usually drive the strength of women.

Tell me the role of linked lives in your way toward becoming entrepreneur?

Yes, I believe on the role of linked lives. My inspiration was although not my parents indeed my husband. Who putt his confidence in my ideas and encourage my strengths in achieving my dreams. (Zeenat)

Why not parents and your siblings even though you belong to develop area of Pakistan?

Well, I natively belong to the one of the remote area of Pakistan. My family shifted in Islamabad after my Marriage when my father died and my mother was

alone so she decided to shift near to me. My father lived with his parents who were inspired my old dated thoughts and discourage my education too. I completed my education just because of my husband support, I mean to say after my marriage I done bachelor and master. (Zeenat)

Unlike Zeenat the other respondent (Shamim) elaborated different experiences related to the role of linked lives.

My experience with linked life was positive before my marriage and my parents gave me full choice in each and every matter of my life. From the start of my childhood we lived in the joint family system and at the early stage of my life I started my own business. But, after my marriage I choose a boy from backward area of Pakistan. Who started discouraging my business because he wanted me to live in his possession just obeys his orders which I can't because of my bossy nature from the start of my life. So I took divorced from

my husband because business is my life and I can't separate myself from business hobby. (Shamim)

My brother is my inspiration for my business. In my family I got full support from my parents for studying abroad than starting my own business related to career counseling. (Hibah)

What do you think Hibah your fiancé will support you after your marriage?

Yes, off course I selected the business man from develop area of Pakistan. The reason for choosing business man was his understanding towards the business and interest too. He also wants his wife as business lady. (Hibah)

I scarified my marital age for my business. I boycott my parents and went against the choice of my parents. My rest of family is living in the Peshawar and they have very strict rules for their females. My father and my brother didn't support me for my education and just my mother helped me to fulfill my desire. (Itrat)

Itrat can you explain the situation in brief?

Actually, I want to become a fashion designer and in Peshawar the ladies are like the possession of their men. I tried to convince my father and brother but they didn't follow my thoughts. So, I decided to leave my father and brothers and moved to Islamabad. In Islamabad girls usually have freedom toward their own choices. I completed my bachelors and start my career as fashion designer. Just my mother was the inspirational support for me. And now I am 55 yrs. Old, my mother died and every family member are against my decision so now I am just spending my live with my business. (Itrat)

I became as the business lady when my mother wanted to flourish her dentist business. I belong to the family where everybody loves to support other linked lives. So, I opted for Bachelor in dentist sciences and engaged with my mother. (Zarnish)

I joined business as the result of my father motivation. My father wants to see his eldest daughter as the business lady and gave full support in every matter of life except of hijab. I am blessed too that the man I got married is my close family member who promised my father for allowing me after marriage as a business lady too. (Bibi)

Rest of the respondents shared some in-depth facts related to the less develop area. Incidentally rest of the respondents from Peshawar region joined business because of their father death and being the eldest child of the family member they have to earn something for

their youngest family members. So, they decided to do something in home and appear as the business lady.

Apart of this common reason they individually explained rest of the reason too in connection with the role of linked lives.

I have to get married early as it's the cultural value of my region. So, I decided to continue teaching because after my marriage my husband was unable to fulfill the necessity of life. He allowed me to carry with the business on the condition of staying at home. (Hayat)

After the death of my father, being first child of my family I started to stich the clothes by staying at home. It is quite difficult for me to do all the tasks in the home because my mother and even younger brother don't allow me to go outside and earn money. I am 37years now and I am engaged the reason is I cannot get married before I earned a lot for my marriage and for my rest of siblings too. (Hulwa)

At the age of 24 I got divorced the reason was my father before his death encouraged me for doing some business at home. But after his death my husband restricted me to doing all these stuff even in home and I was the only one to earn money for my mother; she is blind. As a result I have to take separation from my husband. (Gul)

I am running business being for the sake of earning money for my family. As I didn't get support from my father or mother during the time father was alive. But now my mother has no other option apart from giving me encourage for running my own business but with the strict condition of hijab and staying at home. (Bahar)

7.3 The Role of Agency factor in Pakistani Women entrepreneur

The life course approach considers another factor which is agency control. Agency control doesn't mean that some third parties initiate the work or provide the infrastructure for becoming women as entrepreneurs. [22]

Demonstrated that the situations in which a woman feels discouragement from their linked lives role but they initiate their own capacity in fulfilling their dreams that can be dream toward becoming a business lady. So, the role of agency factor can be study in case of Pakistan where the rate of women self-potential and believes on their own capabilities are unknown in the literature.

In order to investigate the role of agency factor the evidence are visible through the demographics fact of Pakistani women and their answers for the role of

linked lives. The two divorced respondents Shamim and Gul both showed the strongest believe on the agency factor. There is need to explain that researchers first explained the agency factor before asking question i.e. what was your agency factor in becoming entrepreneur. The explanation about the agency factor was like; believe on your own capabilities without any family member support or some mysterious happening in your life that boost your courage for earning by own in the form of business lady.

After divorce my inspiration was my mother for whom I believe on my potentials and on my confidence that my family putt it in me. (Gul)

I have complete believe on my skills and own confidence that is just because of my family. Although I took divorce from my husband because I am the right one who should need to become inspiration for other ladies and I don't want to let down my all skills due to just my husband. (Shamim) So, both these respondents were highly confident because they didn't let their confidence down to protect their husband house and they proved that women can take any extreme step to let others know how much they are capable and how much they can achieve without the men power. Zeenat agency factor was not up to that level because she was unable to go against her parents and prove her capabilities without any support.

My inspiration was my husband as I totally lost my confidence due to my parents' suppression and discouragement but my husband holds my hands and gave me his full support. (Zeenat)

My whole inspirations were my entire believe on my skills and on my desire. (Itrat)

The agency factor in case of Itrat is also higher because she proved that she can do all alone even though she sacrificed her marriage age due to her low fate on others. Zarnish, Bibi both cases are luckily dependent on their parent's inspiration. So, both of them didn't have agency factor role in becoming women entrepreneur. Hibah was confident at the start of business but for retaining her business after marriage she needed the support of some business men as her life partner. Means she was not sure about her long term stability without any partner support.

For me the agency factor was the necessities of life. (Hayat, Hulwa and Bahar)

7.4 The role of timings in becoming women entrepreneur

^[40] evidence from the developed country where role of timings are consider as the key factor for women where they shape their final choices no matter the timings are from the early ages or later ages both has strong potential in shaping the career choices. So, being the factor of life course theory too, the researcher asked following question from their respondents.

How do you explain your timings where you decided it's my final decision of becoming entrepreneurs?

My timing has connectivity with my childhood because I got full freedom at my home and I am kind of bossy person so at the age of 18 when I realized that in any kind of job you have to obey the order of your boss which I can't do at any cost. And finally I decided to be my own boss. (Shamim)

I have two kind of timings connectivity one is after my marriage, where my husband brought my business thoughts into reality and my childhood time when i realized my instinct skill of doing makeup. (Zeenat)

I remembered that time when I was 22 years and my brother got scholarship guided by one of the career counselor and I decided to run my own agency after my PhD. (Hibah)

I don't know the exact timings but I know very well even from my childhood, I used to play games where I open my little shop, stitched little garments and sold to my parents. (Itrat)

I am not inspired by any kind of timing in my life even though my family gave me freedom in every matter of life and my mother wants to see me just like her as a dentist. So, I just respected her choice. (Zarnish)

Actually my father worked as the beauty product supplier and he wanted me to continue his business as all of his customers were women. (Bibi)

I don't have some timing about business motivation but I have unfortunate timings that by chance connect me with education business. I don't have some higher degree and my husband source of income is not good enough for us. So, I just have choice of teaching inside my home. (Hayat)

My father death left no option other than to use my stitching skill to fulfill our basic necessities. I belong to the area where women just with PhD or MBBS degree can work outside with their cultural value of hijab. (Hulwa)

In my area of Peshawar women are usually consider as safe if they do something by sitting at their home. Incidentally I got the skill of fashion designing at my school that time I decided to become fashion designer because my father encourage me to learn some skill in order to earn money for you and it's the best way for female. After one year of my startup I got a lot of success and I don't want to break my sequence. (Gul)

Having lower education level and restriction from family in pursing some skill related education. So, the disappointment timings left me with providing beauty related services. (Bahar)

7.5 The Role of Location in Time and Place

The theme behind the role of location in time and place is how societal (Adopted trends of family members), institutional (Inspired by any institution) settings and cultural (Women being reserved to just home, Hijab, Must obey men etc.) values shapes the choices of gender ^[40]. So, the respondents were asked to tell whether their career choices have been affected by any institutional, societal or cultural settings? The most important concern of the researchers was whether “to become women entrepreneur” was their own choice or the left up option due to societal or cultural aspect. *In my scenario I recognized my skill about doing great makeup. But choice was my own. (Zeenat)*

My choice of career was as the result of our modern adopted cultural values where I experienced total freedom and I got bossy attitude. So, being entrepreneur suits me. (Shamim)

I remembered institutional setting where I positively influenced by some counselor agency and their structures setups and now I am also a counselor. (Hibah)

My career choice was result of our so called cultural values and societal pressures. (Itrat)

I just respect my mother wish towards me due to our instinct value of giving respect to parents. (Zarnish)

I just respect my father last wish towards me. (Bibi)

No, in fact basic life necessities are the major reason for being in business that I can do by staying at home. (Hayat)

The basic life necessities are the only motivational source. (Hulwa)

Yes, the location of my school inspired me a lot for carrying fashion designer as my career. Because I observed the good structures of the boutiques that inspired me a lot. (Gul)

I was bound with so many restrictions so just opted with left option of providing beauty related services. (Bahar)

8 Discussion

The findings of the study revealed eye opening facts. Although, the Pakistani nation is experiencing different transitional and trajectonal changes but still the link of less developed area and restrictions are still present that can be track through this study findings. The role of life course approach has it essence in the stories of Pakistani women entrepreneur. The most interesting facts that came out is that the role of linked live what the literature suggests; gender may got some inspiration from their family members like they have some business background but the life course approach brought this like no matter whether one has some family background of business or not it can affected by their family support too. The sample from the developed area of Pakistan represents the same picture nobody from the respondents have any business background except of one from the Peshawar region but still their linked lives affected them. The majority of the respondents came into businesses because their father support gave them full freedom for their own choice. The sense of self freedom more specifically when it converts into bossy attitude developed by their families is the reason for becoming entrepreneur. One respondent even living in the developed area but their past connection with less developed area affected her choice of career as the result she find a skill of doing makeup but her husband made her dream comes true not the parents. ^[10] Study also supports the same thoughts but their study also evidenced the role of in-laws even in the western culture where people like to live independent. The amazing thing in the present study is that even in the closely connected family systems of Pakistani nation no matter one live independently after marriage the in-laws try to interfere in every matter of live but present study didn't noticed any in-law support for females. But, on the other part of the sample that was from the less developed area of Pakistan where female was not found any family support except of coming into business as the result of fulfilling basic life necessities or to obey their father wish by sitting at home. So, the role of linked live in term of their support and freedom for their belongings works for the developed area. The role of agency factor strongly observed in the respondents; where one even from the less developed area broke the cultural rules for her ambition to become

the fashion designer. The respondents even don't care for their marriage life they just want to pursue their career and they are much confident with their decision. The distinguish factor is that in western literature by considering life course approach people comes into businesses as the result of some bad incidents but Pakistani women even sacrificed their marital life and their families just because of business because they have firm believe on their skills and capacities. So these findings are opposite to [33] results. In agency factor the women believes on their skills are same and the study can evidence the one women entrepreneur who went against her cultural values, sacrificed her marital age and now just living her life with just business. Surprisingly, all the developed area respondents enjoyed their childhood time and got freedom except of one due to her less developed area background as compared to less developed area respondents. The developed area respondents linked childhood age more. But, the less developed area unfortunately don't have such positive timings connectivity they have just bad timings like the death of father or cultural values adopted by family with just left over option of utilizing the skill or education for earning money to fulfill the basic necessities of life. These findings are not like reported by ^[15-18, 44] who just highlighted the connection of getting married one case the present study observed, one case from the sense of being employer but no case the present study found related to becoming parent, death of the husband. The current study in fact report new phenomenon of basic life necessities as the result of husband's unwillingness to fulfill the needs or the death of husband. The reason might be the previous study was investigated in the western societies with different social-cultural values than Pakistan where both men and women are usually working for their own necessities even after marriage. The results about the role of location in time and place is not quietly similar to ^[23] who just evidenced the role of cultural values and societal settings which also evidence by present study but study also evidenced the role of institutional whether in the form of counseling agency or boutique Centre and no matter from which area of Pakistani women inspired.

9 Study Implications

From the life course approach, the researchers do need to focus more in life course approach for studying women entrepreneur most specifically in the developing

countries. New structural arrangements are indeed required to create more flexible options for females from occupational trajectories. The life course approach should need to consider the role of basic necessities after father death in connection with role of timings.

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