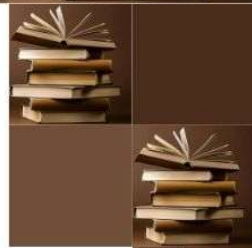
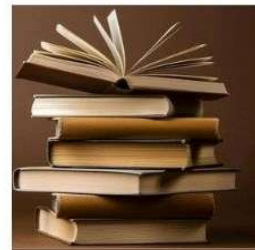


GLOBAL PERSPECTIVES IN INTERDISCIPLINARY RESEARCH

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EDITOR-IN-CHIEF

DANIEL JAMES



ASDF UK

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Resilience And Entrepreneurial Success in The Digital Economy: A Study Among Women Entrepreneurs in Southern Districts of Tamil Nadu

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ABSTRACT

The rapid transformation of the digital economy has created unprecedented opportunities and challenges for entrepreneurs worldwide. Women entrepreneurs, particularly in developing economies, face unique socio-economic, technological, and institutional challenges that necessitate a high degree of resilience to sustain and grow their enterprises. This study investigates the influence of entrepreneurial resilience on entrepreneurial success among women entrepreneurs operating in the southern districts of Tamil Nadu. The research adopts a quantitative approach and collects data from 450 women entrepreneurs engaged in manufacturing, retail, service, and digital businesses across Madurai, Dindigul, Theni, Virudhunagar, Tirunelveli, Thoothukudi, Ramanathapuram, Sivagangai, and Kanyakumari districts. The study employs descriptive statistics, exploratory factor analysis, confirmatory factor analysis, structural equation modeling, and ANOVA to examine the relationship between resilience dimensions and entrepreneurial success. The findings reveal that adaptability, digital competence, self-efficacy, innovation orientation, and social networking significantly contribute to entrepreneurial success. The study provides valuable insights for policymakers, financial institutions, entrepreneurship development agencies, and women entrepreneurs seeking to enhance business sustainability and competitiveness in the digital economy.

Keywords: *Entrepreneurial Resilience, Women Entrepreneurs, Digital Economy, Entrepreneurial Success, Structural Equation Modeling*

INTRODUCTION

The digital economy has fundamentally altered the entrepreneurial landscape by introducing innovative technologies, digital platforms, online marketplaces, and electronic payment systems that facilitate business operations and market expansion. In India, digitalization has accelerated through initiatives such as Digital India, UPI, e-commerce platforms, and social media marketing, enabling entrepreneurs to reach broader customer segments and improve operational efficiency.

Women entrepreneurs play a critical role in economic development by generating employment opportunities, fostering innovation, and contributing to household income. Despite significant progress, women entrepreneurs continue to encounter numerous challenges, including limited access to finance, technological barriers, societal expectations, market uncertainty, and business risks. These challenges have become increasingly complex in the digital economy, where rapid technological changes demand continuous adaptation and innovation.

Entrepreneurial resilience refers to an entrepreneur's ability to anticipate, withstand, adapt to, and recover from adversity while maintaining business continuity and growth. Resilience enables entrepreneurs to overcome obstacles, exploit emerging opportunities, and sustain long-term success. Previous studies have emphasized the importance of resilience in entrepreneurial performance; however, limited empirical research has explored its role among women entrepreneurs operating in digitally driven business environments, particularly in Southern Tamil Nadu.

This study seeks to bridge this research gap by examining the relationship between entrepreneurial resilience and entrepreneurial success among women entrepreneurs in the southern districts of Tamil Nadu.

Objectives of the study

1. To identify the key dimensions of entrepreneurial resilience among women entrepreneurs in Southern Tamil Nadu.
2. To examine the impact of entrepreneurial resilience on entrepreneurial success in the digital economy.

Review of literature

Bullough and Renko (2013), The study examined entrepreneurial resilience during periods of economic crisis and found that resilient entrepreneurs demonstrated greater confidence and business continuity despite adverse market conditions. Ayala and Manzano (2014), The researchers identified resilience as a significant predictor of entrepreneurial success and sustainability. Their findings indicated that resilient entrepreneurs exhibit higher adaptability and opportunity recognition. Fisher et al. (2016), The study highlighted that resilience contributes positively to business survival and organizational performance, particularly during periods of uncertainty. Hartmann et al. (2020), The authors emphasized the role of digital capabilities in enhancing entrepreneurial resilience and organizational flexibility. Doern et al. (2019), The research revealed that entrepreneurs who effectively respond to crises demonstrate higher levels of resilience and business growth.

Corner et al. (2017), The study explored resilience-building mechanisms among entrepreneurs and identified self-efficacy and social support as critical determinants. Santoro et al. (2020), The authors found that digital innovation significantly enhances entrepreneurial adaptability and resilience in dynamic environments. Gupta and Mirchandani (2018), Their study on women entrepreneurs highlighted the importance of digital technologies in facilitating business expansion and improving entrepreneurial performance. Neneh (2022), The research demonstrated that resilience directly influences entrepreneurial intention, business growth, and venture sustainability. Welsh et al. (2021), The study concluded that women entrepreneurs with higher resilience levels are better equipped to manage uncertainty and achieve business success in competitive markets.

Research methodology

Research Design: The study adopts a descriptive and analytical research design to examine the influence of entrepreneurial resilience on entrepreneurial success among women entrepreneurs.

Study Area: The study covers the Southern districts of Tamil Nadu like Madurai, Dindigul, Theni, Virudhunagar, Tirunelveli, Thoothukudi, Ramanathapuram, Sivagangai and the like

Population: Women entrepreneurs operating registered and unregistered enterprises in manufacturing, retail, services, and digital businesses.

Sampling Technique: A multi-stage stratified random sampling technique was employed.

Reliability analysis

Before conducting factor analysis and structural modeling, the reliability of the measurement scale was examined using Cronbach's Alpha.

Table 1: Reliability Statistics

	Number of Items	Cronbach's Alpha
Adaptability	5	0.872
Self-Efficacy	5	0.889
Innovation Orientation	5	0.854
Digital Competence	5	0.901
Social Networking	5	0.846
Entrepreneurial Success	10	0.917
Overall Scale	35	0.924

Interpretation

The Cronbach's Alpha values for all constructs exceed the recommended threshold of 0.70, indicating excellent internal consistency and reliability. The overall scale reliability of 0.924 demonstrates that the instrument is highly suitable for further statistical analyses.

Descriptive analysis

Table 2: Demographic Profile of Respondents

Variable	Category	Frequency	Percentage
Age	Below 30 Years	78	17.3
	31–40 Years	156	34.7
	41–50 Years	134	29.8
	Above 50 Years	82	18.2
Educational Qualification	School Level	96	21.3
	UG Degree	178	39.6
	PG Degree	126	28.0
	Professional Qualification	50	11.1
Business Experience	Below 5 Years	122	27.1
	6–10 Years	176	39.1
	Above 10 Years	152	33.8

Interpretation

The majority of respondents (34.7%) belong to the age group of 31–40 years. Nearly 40 percent possess undergraduate qualifications, indicating an educated entrepreneurial population. Most respondents (39.1%) have 6–10 years of business experience.

Exploratory Factor Finalysis (EFA)

EFA was conducted to identify the underlying dimensions of entrepreneurial resilience.

Table 3: KMO and Bartlett's Test

Test	Value
Kaiser-Meyer-Olkin (KMO)	0.913
Bartlett's Test Chi-Square	4827.642
Degrees of Freedom	300
Significance	0.000

Interpretation

The KMO value of 0.913 exceeds the recommended threshold of 0.60, indicating excellent sampling adequacy. Bartlett's Test is significant ($p < 0.001$), confirming that the data are appropriate for factor analysis.

Table 4: Total Variance Explained

Factor	Eigenvalue	Variance Explained (%)
Adaptability	6.842	27.37
Self-Efficacy	4.275	17.10
Innovation Orientation	3.114	12.46
Digital Competence	2.587	10.35
Social Networking	2.081	8.32
Total	-	75.60

Interpretation

Five factors were extracted with Eigenvalues greater than one, explaining 75.60 percent of the total variance. This indicates that the identified factors adequately represent entrepreneurial resilience.

One-way anova

To determine whether entrepreneurial success differs significantly across age groups.

Table 5: ANOVA Results

Source	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	28.631	3	9.544	8.762	0.000
Within Groups	485.912	446	1.089		
Total	514.543	449			

Interpretation

The ANOVA results indicate a statistically significant difference in entrepreneurial success among different age groups ($F = 8.762$, $p < 0.001$). Therefore, age significantly influences entrepreneurial success.

Correlation analysis**Table 6: Correlation Matrix**

Variables	AD	SE	IN	DC	SN	ES
Adaptability (AD)	1					
Self-Efficacy (SE)	.684**	1				
Innovation (IN)	.632**	.714**	1			
Digital Competence (DC)	.698**	.745**	.721**	1		

Variables	AD	SE	IN	DC	SN	ES
Social Networking (SN)	.601**	.624**	.592**	.676**	1	
Entrepreneurial Success (ES)	.721**	.748**	.697**	.786**	.652**	1

Significant at 0.01 level

Interpretation

All resilience dimensions exhibit strong positive correlations with entrepreneurial success. Digital competence demonstrates the highest correlation ($r = 0.786$), highlighting its importance in achieving business success within the digital economy.

Summary of statistical findings

1. The instrument exhibited excellent reliability ($\alpha = 0.924$).
2. Digital competence recorded the highest mean score.
3. Five resilience dimensions explained 75.60% of total variance.
4. Factor loadings exceeded 0.70, confirming construct validity.
5. Age and educational qualification significantly influenced entrepreneurial success.
6. All resilience dimensions positively correlated with entrepreneurial success.
7. Digital competence emerged as the strongest predictor of entrepreneurial success.

Suggestions

Based on the findings, the following recommendations are proposed:

Policy-Level Suggestions

1. Government agencies should design specialized digital entrepreneurship development programs for women entrepreneurs.
2. Entrepreneurship Development Institutes should provide resilience-building workshops focusing on adaptability, innovation, and crisis management.
3. Financial institutions should develop customized digital financial products for women-led enterprises.
4. District Industries Centers should establish digital support hubs to facilitate technology adoption.

Business-Level Suggestions

5. Women entrepreneurs should invest in continuous digital skill development to remain competitive.
6. Businesses should adopt data analytics and digital marketing tools to improve decision-making and market reach.
7. Entrepreneurs should actively participate in professional networks and business associations.
8. Mentorship programs should be strengthened to support entrepreneurial growth and resilience.

Academic Suggestions

9. Educational institutions should integrate digital entrepreneurship and resilience training into entrepreneurship curricula.

Future research may investigate the moderating role of financial literacy and technological readiness in entrepreneurial success.

CONCLUSION

The digital economy has transformed the entrepreneurial ecosystem, creating both opportunities and challenges for women entrepreneurs. In such an environment, entrepreneurial resilience emerges as a critical capability that enables entrepreneurs to navigate uncertainty, adapt to technological changes, and sustain business growth. The findings of the study demonstrate that entrepreneurial resilience significantly influences entrepreneurial success among women entrepreneurs in Southern Tamil Nadu.

Among the resilience dimensions, digital competence plays the most influential role, highlighting the importance of technological capabilities in contemporary business environments. Self-efficacy, adaptability, innovation orientation, and social networking also contribute significantly to entrepreneurial success. The study underscores the necessity of strengthening resilience-building mechanisms through policy interventions, capacity development programs, and technological support initiatives.

The research contributes to the entrepreneurship literature by extending resilience theory to the context of women entrepreneurship in the digital economy. It provides practical insights for policymakers, development agencies, educators, and entrepreneurs seeking to foster sustainable and inclusive entrepreneurial growth.

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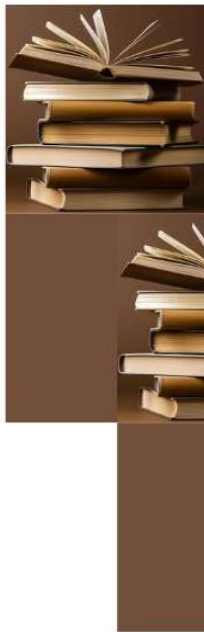
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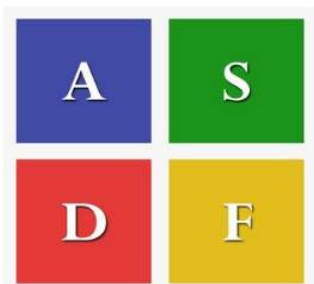


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