

CLOUD BASED ANALYTICAL STUDY OF FACTORS AFFECTING SUSTAINABILITY SCALABILITY OF WOMAN LED ENTERPRISES IN INDIA

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ABSTRACT

When women take on executive leadership roles in the workplace, they contribute to a more diverse workforce and a workplace that fosters a culture of respect, growth and innovation. According to the findings, businesses owned by women entrepreneurs in India are forecast to increase by up to 90% over the next five years, while similar enterprises in the United States and the United Kingdom are predicted to grow by 50% and 24%, respectively, over the same period. Women are more likely to create their own enterprises if the government provides them with financial assistance, particularly in the form of start-up funding. Among the essential variables in the growth of female entrepreneurs are their sense of purpose and their education, training and work experience. A novel Cloud Based Woman Led Enterprises (CB-WLE) model is proposed to measure the factors affecting scalability and sustainability of women led enterprises in India. Scalable vector machine algorithm used to rectify the information flow to the women entrepreneurs and analytical cloud computing algorithm is introduced to measure the risk-bearing capacity of the enterprises which woman leads. The proposed technique analyzes and improves the factors affecting resilience and growing opportunity. The suggested framework increases the data provenance ratio by 97.9%, the mobility ratio by 95.6%, the risk-bearing capacity ratio by 96.3%, the intense competition ratio by 98.6% and the self-assurance ratio by 94.3%.

Keywords: Woman Entrepreneur, Sustainability, Cloud, Information Flow, Cloud Computing.

INTRODUCTION

Introduction to Women-Led Enterprises

The term "enterprise" refers to a firm or organization, although this is most commonly linked with the order for organizations. Entrepreneurs are often described as "enterprising" individuals because of their success in the business world (Puzzolo et al., 2019). Enterprise is an effort, a readiness to undertake a development idea, an effort or a commercial opportunity (Ulku et al., 2021). A business can be solely owned by one individual and not subject to the internal control laws of a given country (Goyal et al.,

2021). Unlike a partnership, a corporation is a self-contained body controlled by the principle of going concerned and larger than the individuals who established it (Mukhopadhyay et al., 2021).

Industrial, retail enterprises are characterized by various products or services, an international impact and regular smart dollars sales. For example, they may be producers or wholesalers with various sites (Vassallo et al., 2019). The term "enterprise customer" refers to any client of the corporation and any of its subsidiaries, a corporate, entrepreneurship or public service organization (Prain, et al., 2020). Large-scale contracts or industrial selling, are characterized by lengthy product lifecycles, several judgements and a larger degree of risk than smaller contracts (Awan, 2021). One of the most important things to learn when setting out on one's own as an entrepreneur is how to balance taking risks with seizing chances. Organizational essentials are managed by entrepreneurs (Chatterjee et al., 2021).

Women's contributions to a country's economic well-being and progress are indisputable. When women establish enterprises, they encourage other women to follow suit (Tayal et al., 2021). It increases the number of jobs available to women, reducing the gender gap in the workplace (Biswas et al., 2019). Having the guts to claim one identity as a woman in business involves knowing who users are and why guys do what they do (Biswas et al., 2020). It even means knowing how they can use the vision to make a difference in the world around them. Confidently feminine and willing to learn new things are two characteristics of successful women. She has found a sense of equilibrium and viewpoint (Joshi et al., 2020).

Female entrepreneurs who own and operate a small business may be eligible to claim benefits. A WBE accreditation is required for female business owners who wish to participate in initiatives that track the activities of women-owned businesses (Jha et al., 2020) While intelligence is a desirable quality, it can provide some difficulties. Finding somebody who is emotionally aware may take more time. When looking for the individual who wants in life, it may take a while to locate somebody who meets this criterion (Wani, 2021). Women's entrepreneurial success is influenced by various elements, except their fulfilment, education and training and relationship to their husbands' or fathers' businesses. For women, variables such as societal standards, the marketplace and competitiveness appear less of a barrier than previously thought (Nain et al., 2019). Entrepreneurship's development is influenced by various elements, including those related to society, culture, government policy, the democratic structure, technologies, market circumstances and legislation (Matherne et al., 2020).

It is indeed impossible for entrepreneurialism to thrive without a supportive atmosphere; as a result, nature influences entrepreneurship in every community on the planet (Jayasinghe et al., 2021). Researchers are still debating the role that external factors have in the progress and expansion of entrepreneurs (Nkwabi et al., 2019). Factors such as entrepreneurs benefit from learning because it broadens their field of expertise. At the same time, their professional background and perhaps most crucially, their ideals of accomplishment and integrity contribute to the success of their companies (Agarwal, 2020). A thriving business is bolstered when more and more women take the lead in starting and running their businesses. More women than it has ever been are launching their enterprises and the result has been a boost to the economy on both the small and major stages (Aryal et al., 2019).

Quality of family assistance, early childhood choices, a shortage of workplace health and safety and a positive impact are all factors contributing to the low percentage of female entrepreneurs in this country (Shilomboleni et al., 2019). Successful women have high self-esteem and self-confidence and they have a strong sense of self-worth and identity comes from believing in one's potential (Raut et al., 2021). To succeed, someone must have a healthy risk-taking attitude and such risks are planned and well-rewarding (Yun et al., 2019). Female leaders are more effective than male leaders in changing the world and for their employees, they serve as a model of excellence. As a result of their efforts, they have a highly motivated workforce. They place a high value on their personal growth. Powerful women place a high value on collaboration and effective discussions as a means of achieving their goals (Khare, 2021).

The section gives an overview of the paper's significant contributors:

- To factors affecting scalability and sustainability of women led enterprises, a new Cloud Based Woman Led Enterprises (CB-WLE) model is proposed.
- This proposed technique gathers the data of factors from the cloud and analyzes them.
- By implementing analytical models, some factors are examined and graphically represented.
- The CB-WLE model extracted the information from the cloud and refined the data. It helps the women entrepreneur's growth.

Listed below are the sections of this document: The significance of female entrepreneurs in Indian economic development explained in section 1; background research is covered in section 2; theoretical and analytical phase of the Cloud Based Woman Led Enterprises (CB-WLE) model explained in section 3; section 4 addresses the proposed model's mathematical aspects and performance; and finally, section 5 concludes the paper by sketching out a plan for the future.

Background Study

Before beginning this project, many investigations were carried out and many researchers have studied the impact of female-led businesses due to this investigation. However, they were far from perfect; to overcome the limitations of earlier designs, it is required to thoroughly examine all of the relevant aspects and devise a new technique. The outcomes will be contrasted to those of the previous study.

El Bilali (2019) introduced the Sustainability Transitions Research Network (STRN) to the involvement of businesses and sectors in change, daily life and practiced (responsible purchasing); discontinuities' geographies; predicting transition process and the execution of strategies to manage progressions. Sustainability transitions mechanisms in agro-food systems need these two study issues to be tackled as an established study design.

Kautish et al., (2019) proposed the Green Purchase Behavior (GPB) to sustainable development and recycling goals have a mediating impact. Structural equation modelling evaluated the reflective and formative measurement model data. According to the findings, perceived customer efficacy is substantially moderated by ecological awareness and recycling intents. Research in this area has been lacking until now since no one has attempted to tie environmental awareness and recycling intents to GPB given perceived behavioral control and this study fills that void.

Gupta et al., (2020) suggested the Social Entrepreneurship (SE) into multiple research themes and offer popular and less popular research themes, according to an analysis of the existing literature reviews on SE. This summary of recent SE research divides the primary themes and research emphasis areas into five categories. Future study directions, settings and methodologies are derived from gaps in the existing body of knowledge found.

Ahn et al., (2020) recommended that Cloud-Based Enterprise Resource Planning (C-BERP) switches to a cloud-based system by the on approach. The concepts of new tech, institutional theory and technology acceptance are all used in this work to perform a thorough evaluation. It is hoped that the results of this research would help organizations, authorities and ERP suppliers interested in adopting cloud-based ERP systems.

Gupta et al., (2021) endorsed that the Micro Small and Medium Enterprises (MSME) make up an essential component of economic development, rapidly expanding at an unprecedented pace. These change leaders, who had to contend with several obstacles to their growth, development and continuation, later found themselves confronted with the issue of their survival and perseverance. Because of this, they are looking for new ways to deal with the situation. Among other things, many female entrepreneurs have turned to creative marketing strategies, such as e-commerce and e-platforms, to increase their enterprises' exposure and longevity.

Sengupta T et al., (2021) invented the Micro Small and Medium Enterprises (MSME) to the factors influencing whether a new digital business model is adopted or not. The investigation found that the consumer's security and the customer's motivations are crucial to the conditioned adoption of the digitized business transformation. The findings show that consumers' acceptance of digital business transformation is heavily influenced by the ease of use, scalability, budget, knowledge and acceptance criteria. As a final step, they present a framework for the BoP to implement digital business model innovation.

According to the findings of the aforesaid study, current methodologies do not adequately support the information flow and risk-bearing capacity of women-owned businesses. A novel approach was devised to circumvent these drawbacks and it teaches women entrepreneurs about the market and risk management. In this way, more women who want to establish their own businesses will have the chance to pursue their dreams.

MATERIALS AND METHODS

A Novel Cloud Based Woman Led Enterprises (CB-WLE) Model

Among women-owned businesses in India, a significant number are micro-enterprises that females are forced to engage in as a kind of economic necessity. Farm and off-farm businesses are two different types of micro-businesses. Social companies run by women are more likely to focus on empowering females in their communities and the importance of literacy. Females were too more likely than male-led social enterprises to focus on the needs of children and those with impairments. Many women-led social enterprises focus on strengthening females and tackling women-specific problems.

Many women farmers in rural India can be considered small business owners. An example of an entrepreneur is a dairy farmer who sells milk to a local dairy or family. These women entrepreneurs are still confined to their homes by family obligations, social standards and established patriarchal structures. Consequently, they are constrained in their ability to move freely and rely on intermediaries to reach the market or scale (Figure 1).



Figure 1
CHARACTERISTICS OF WOMEN ENTREPRENEURS

Figure 1 shows the characteristics of women entrepreneur. Any successful individual must maintain a positive view of life; on the other hand, women tend to have a more motivate attitude when they are in leadership roles. These women are constantly upbeat and optimistic, no matter what the scenario. As all know, success does not happen by accident, to be successful, women must put in long hours daily. In theory, this is easy and then, in fact, it is a lot of hard worker ambition essential for today's entrepreneurs, especially female ones, who need it more than their male counterparts. When these ladies aren't at work, they are out in the world making their goals come true. Being a strong woman is the lone way to be a successful woman; it is conscious of the strengths and uses them effectively. The women entrepreneur is a well-educated person, more intelligent likewise they will accept all challenges in their business. Entrepreneurial women are patient by temperament and have a clear vision of what they want to accomplish. Entrepreneurs with big dreams who give up after a few months because they have grown bored with the procedure merely confirm that having a big dream is not enough (Figure 2).



Figure 2
MANNER OF THE PROPOSED CB-WLE MODEL

For Indian woman-owned businesses to remain viable and grow, three types of elements must be considered. There are three types of components involved: Intrinsic, extrinsic and controllable. All of these data are safely stored in the cloud. This innovative CB-WLE model can help women entrepreneurs grow their businesses and develop fresh ideas by analyzing the data saved in the cloud. In this analytical paradigm, data is preprocessed and algorithms filter out irrelevant information. The revised statistics will be given to the female entrepreneur after post-processing the data. The architecture of the proposed methodology is depicted in Figure 2.

The supply of cloud-based services to organizations is known as "organizational cloud computing." This is in comparison to cloud virtualized resources geared toward the general public. Enterprise cloud computing relies on agreements with cloud applications or suppliers to outsource various IT services for individual firms and corporations. Business service providers use digital marketing to supply computer resources to customers. Additionally, they may assist their customers by providing software network monitoring systems or infrastructure management. Preprocessing to begin position cloud registering, noise and outliers must be eliminated while maintaining the features' distinctness and clarity in the process. Outliers and noise can be reduced and the data can be more easily analyzed when this procedure is used. To sustain the toward either group should be created and preprocessing involves a set of operations on data: Processes such as adding incomplete data or removing entries with blank data, flattening out noisy data or addressing discrepancies in data are all examples of data cleansing methods used in the business world today.

An ensemble learning technique, SVM stands for support vector machine. As a result, the data used to create a network includes both the random and the reliant or targeted variables. Among several benefits of post-processing are enhanced looks, improved mathematical correctness, skill and effort functionality and qualities and preferred surface composition. Operators encounter two key problems to get the product in its "prepared to be using" form. Post-processing can enhance various aspects of a final product, including its appearance, geometric precision, mechanical functionality and desirable surface attributes. To be a successful female entrepreneur, women must constantly improve themselves. They are always expanding their horizons and learning new things. Many people work with life coaches, read a lot and continually look for new ways to expand their mental horizons. To succeed as an entrepreneur, one must focus on the entire business from start to conclusion. To succeed as an entrepreneur, one must possess various skills and attributes. Entrepreneurship can be done in any way that works for business (Figure 3).

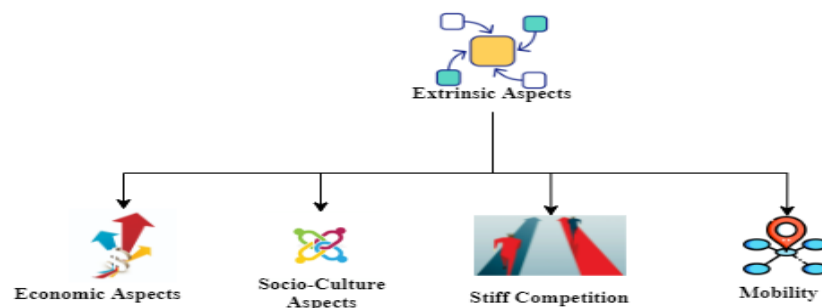


Figure 3
EXTRINSIC FACTORS

Economic aspects can affect the enterprise: Demands and availability are the most important economic aspects that influence business concepts. Customers' willingness and ability to buy a company's products determines demand, while a company's ability to meet demand determines availability. In Figure 3, customer requirements are one of the greatest significant socio-cultural aspects that have an influence on the company. Adding value to products and services is one way to bring down costs in a rigid competitive market and this might be used to set values. Check here to see how mobility changes influence people all over the world. The sector is transforming due to technological advances and consumer attitudes (Figure 4).

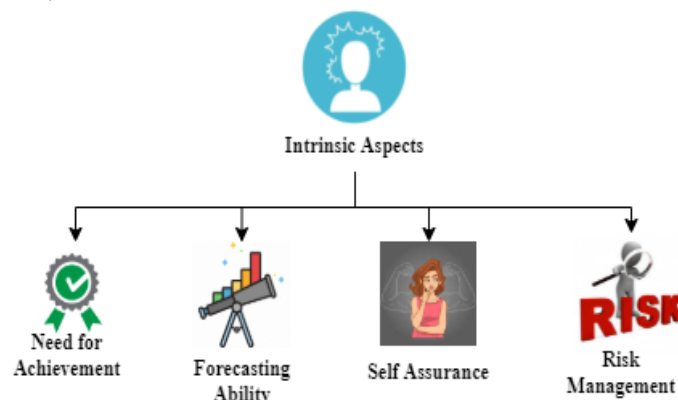


Figure 4
INTRINSIC FACTORS

Figure 4 depicts the intrinsic factors, where people driven to achieve are always looking for ways to improve. They are more likely to aim for modest outcomes while taking on modest risks. It is impossible to feel successful if the goals and risks are too low and the opposite is true. Forecasting necessitates a wealth of data and data is gathered from various resources, both internal and external. Organizational units are engaged to some degree, allowing for improved coordination and harmony in strategic planning. One feature of self-assurance techniques is that they may be used to a wide range of behaviors, situations and people, making them more effective. Often, identity interventions are similarly efficient or even more effective than teaching assistant ones. Modern, comprehensive, comprehensive risk management software that the entire firm can trust should be considered for implementation. Risk, compliance and information governance issues may be better managed with corporate assistance while increasing productivity (Figure 5).

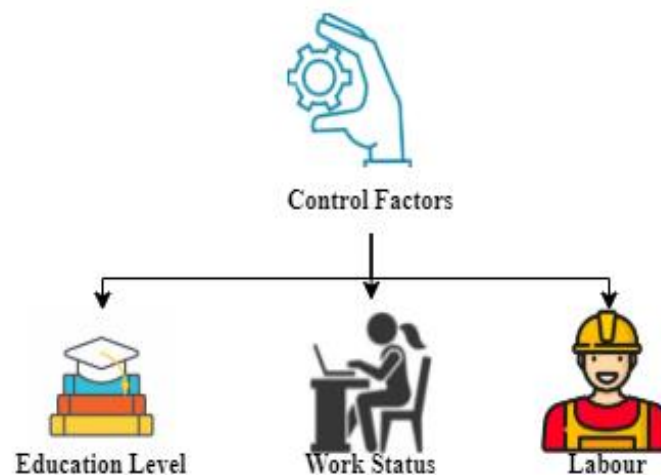


Figure 5
CONTROL FACTORS

Figure 5 explains that entrepreneurship education promotes the creation of talents or characteristics that enable potential realization, whereas learning organization focuses on the best ways to run structural inequalities. In contrast to a service call, a work status asks for service on a specific asset (Capital or rebuild able inventory). Installation and maintenance employees can use to report any issues with an asset. Workers' knowledge, education and expertise are included in this category. Staff should be able to produce more if they have more human capital. Two elements affect the availability of labor and worker availability and hours worked are similarly important considerations.

Knowledge administration, sharing of information and setting process analysis are all related to documentation structure or function. For a firm to run well, all divisions, workers and technologies must communicate for data to be transmitted. It is the sharing of data among people and systems. The effectiveness of decision-making, procedures and interactions are heavily dependent on the seamless and safe transmission of data. Data transfer, known as data provenance, defines data movement across and within an organization. It can work at a higher level, displaying how data elements interact with other technologies or datasets inside an organization. The data provenance ratio is given by,

$$D_p = \text{trfr}_e(I_e) \quad (1)$$

$$\text{input}_e = \text{join}_{A \in \text{Antac}}(O_e) \quad (2)$$

As per equation 1 and 2, D_p - data provenance ratio, trfr_e - transfer function of enterprises e , I_e - input point of enterprises, O_e - output point of enterprises, $\text{join}_{A \in \text{Antac}}$ - combines the input point of enterprises of antecedent $A \in \text{Antec}$ to the output point. The data provenance is enhanced due to the above equations.

Guided learning techniques, known as Support Vector Machines (SVMs), categorize, predict and identify abnormalities. Support vector machines have the following benefits: Useful in high-dimensional environments. Even if the dimensionality exceeds the number of observations, the method is still efficient. Those data sets that are nearer to the higher dimensional space and influence the hyperplane's location and direction are known as support vectors. The classifier's margin of error is increased using these support vectors. The location of the higher dimensional space will change if the support vectors are removed. Our SVM is built around these points.

$$xp_Q^R = E(xp_Q, xp_Q) \quad (3)$$

In equation 3, E - declaring variables that are included, xp_Q^R - a fictitious composite simulation of the justification Q , (xp_Q, xp_Q) - feature region to a quasi kernel function.

$$IE = xp(Q) = \sum_{i=1}^n Q1(xp_Q, xp_Q) + Q2 + I \quad (4)$$

As per equation 4, IE - enterprises improvement, In the end, ensemble outcomes I goal is to generate a collection of unique approaches that are both varied R and accurate $Q1, Q2$ simultaneously, n - improvements in various period.

The competition aims to raise profits, income and customer base by pitting enterprises that offer similar goods and services against one another. Businesses are in danger of losing market share and consumers to their rivals when there is strong competition. The competitive deficit is another name for this factor. The absence of rivalry would lead to businesses lacking innovation and cost-cutting attempts. Enterprises would reap the benefits of lower prices and better service, while consumers would be left out in the cold. As a result of the competition between businesses, new and improved products and procedures may be developed. New and innovative technologies might inspire intense competition among businesses. Consumers profit from new and improved products made possible through invention and productivity expansion and improved living standards.

$$C_i^* = Z_i - \sum \alpha_{ij} C_j \quad (5)$$

Where, C_i^* - intense competition ratio, Z_i - innovative technologies, α_{ij} - competition coefficient based on time factors i and j , C_j - competition in various fields.

$$\frac{dC_i}{dt} = x_i C_i (\{Z_i - C_i - \sum \alpha_{ij} C_j\}) / Z_i \quad (6)$$

As shown in equation 6, $\frac{dC_i}{dt}$ a differential form of competition interval, x_i - unpredicted competition level, C_i - competition in the enterprise's site. The intense competition level is improved on various enterprises based on equation 3.

It is becoming increasingly common for organizations to allow employees to work from home, utilize personal computers and mobile devices for professional reasons and use cloud technologies to access data. It is known as enterprise mobility (or company mobility). Enterprise mobility has considerable advantages for enterprises because of its efficiency and flexibility. The benefits include better productivity, lower costs, improved customer service and better protection. For businesses to succeed, they must consider all aspects and plan accordingly. Employees can use their personal Apple iPad to show a client a presentation they uploaded from their desktop PC to a cloud storage provider. A clear user agreement for personnel can likewise aid a successful company mobility strategy.

$$T_f = \frac{R+S+\tau_{xy}}{Q_x} \quad (7)$$

As per equation 7, T_f – fluctuations in the enterprises, R – inflows in revenue, S – shares outstanding in enterprises, τ_{xy} - inventors' gross profit margin, Q_x - the price consumers pay for goods and services.

$$\delta = \frac{R+\tau_{xy}}{Q_x} \quad (8)$$

Where, δ – mobility ratio.

Productivity growth and reduced costs can be achieved through workplace mobility's performance and agility. A defined acceptable usage policy and management strategy are required for enterprises to achieve high quality, safety and control standards. Because of the preceding equations, there is an increase in mobility.

The concept of "risk-bearing" relates to the concept of absorbing the losses that may be incurred if a project does not proceed as planned. Whatever the projected outcome, most financial operations have the potential to be loss-making at some point in the future and someone must meet losses and assume the risk and capacity to take risks. It is possible to use Risk Bearing Capacity (RBC) to define the firm's risk appetite and tolerance to the financial impact of risk. Take into account the group's internal culture, structure and strategy when determining its Risk-Bearing Capacity (RBC or maximal nutrient retention). Determine how much risk can be maintained and how much risk must be transmitted to third parties to have a long-term impact.

$$B_{rc} = S_r - R_m \quad (9)$$

In equation 9, B_{rc} – risk-bearing capacity ratio, S_r – risks that come with the site, R_m – risk management's influence.

$$S_r = \frac{N-G}{D_p} \quad (10)$$

Where, N - the success of a new product, G - the development of the enterprises, D_p –discussing risk in the context of securing a possibility. Risk bearing capacity has increased as a result of the previous equations.

Confidence in own character and skills is known as self-assurance; despite its importance, many people do not have faith in their capabilities. Fortunately, it is feasible to construct. No one could offer a more powerful or moving presentation than Patterson, given his work's determination and self. To put more stock in the clapping than the polls is a show of confidence. Having confidence in one's abilities does not imply that one will be wise.

$$S_{\alpha} = \frac{A}{P} \quad (11)$$

As per equation 11, S_{α} –self-assurance ratio, A –achievement, P – pretentiousness.

Despite its importance, many people do not have faith in their capabilities. Luckily, it is feasible to construct. Based on equation 9, the self-assurance of the person is enhanced. Improves the elements employed to raise the number of women entrepreneurs and helps them acquire a foothold in the market through the suggested CB-WLE model. The current methods did not improve the knowledge database and the system that has been proposed takes care of everything. Section 3 provides a mathematical explanation, whereas section 4 provides a visual representation.

RESULTS AND DISCUSSION

Data provenance, intense competition, mobility, risk-bearing capacity and self-assurance are some of the parameters utilized to evaluate the proposed CB-WLE model. The simulation results demonstrate the entire descriptive approach of the trials with particular variables, each with several separate levels because the modelling has been modelled for varied values (Figure 6).

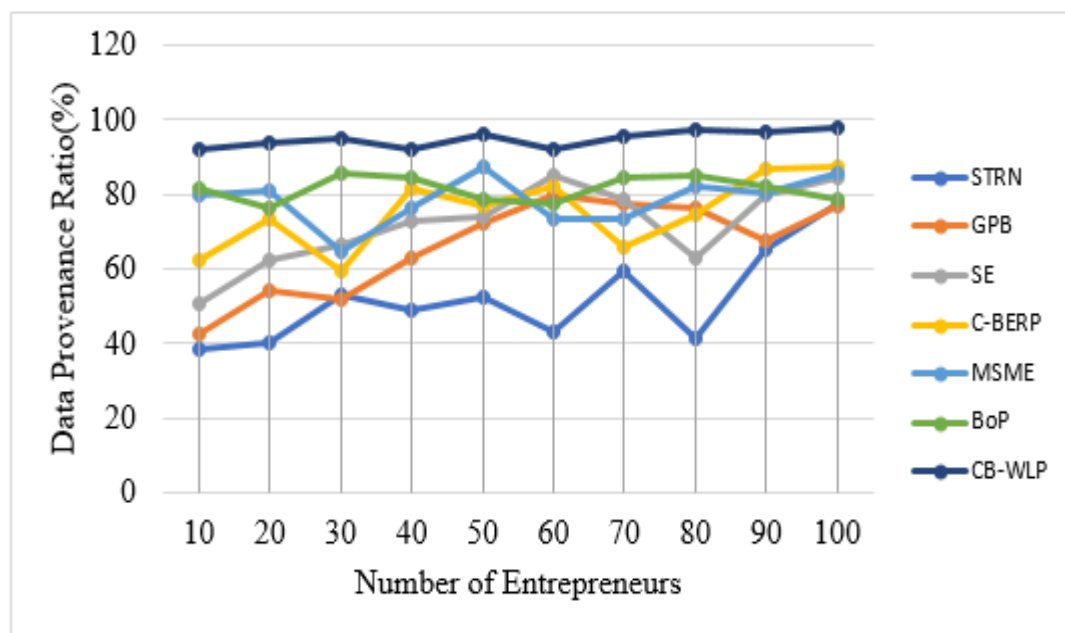


Figure 6
ASSESSMENT OF DATA PROVENANCE

Every firm relies on smooth information exchange and an information system can be planned to define and implement company-wide business procedures. Then, collect data from processes and present it to the necessary stakeholders for further analysis. There are much distinct personnel and functional areas inside a company that can communicate with one other. Communication flows are generally categorized by the angle of interplay: Downwards, upwards, horizontally, diagonally and outside. Several requirements must be met before data supplied within the firm can be considered valuable for judgement. According to the proposed method, the data provenance ratio has been enhanced by the results of Equation 1. CB-WLE gives better data provenance than the other approaches, as seen in Figure 6.

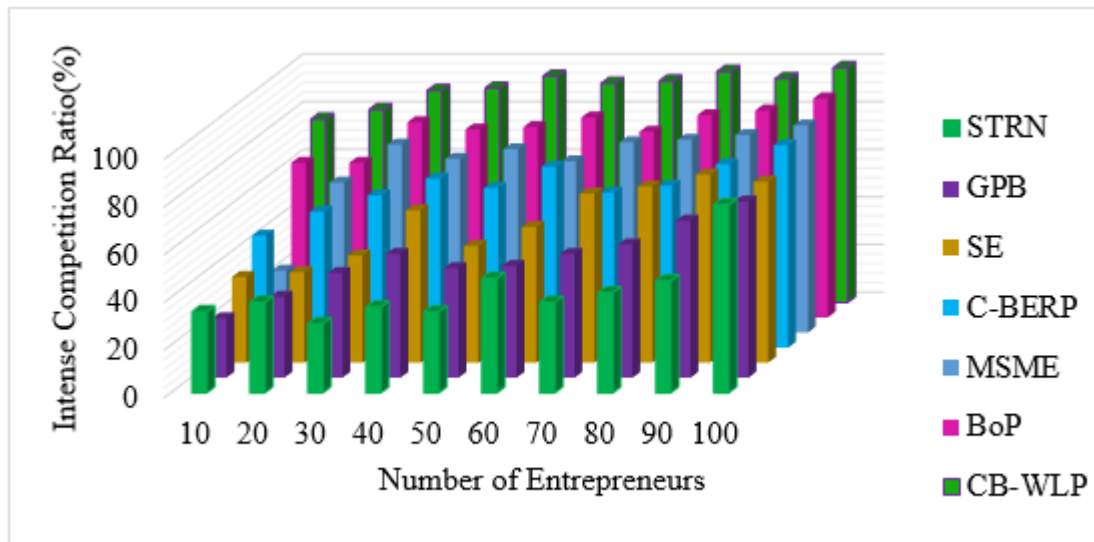


Figure 7
COMPARISON OF INTENSE COMPETITION

To be competitive, firms may come up with lower-cost production procedures, which they may then pass on to customers in the form of increased margins. Consumer requirements can be better identified through competition and new products or services can be developed to suit those demands. The health of the State’s economy relies on healthy competition in the marketplace. Competition for customers leads to cheaper costs, better products, wider diversity and more creativity. Two or more enterprises that offer the same good or service compete for the same customer base. According to the presented strategy, equation 5 has increased the intense competition ratio. Figure 7 shows that CB-WLE provides more severe competition than the other options (Figure 8).

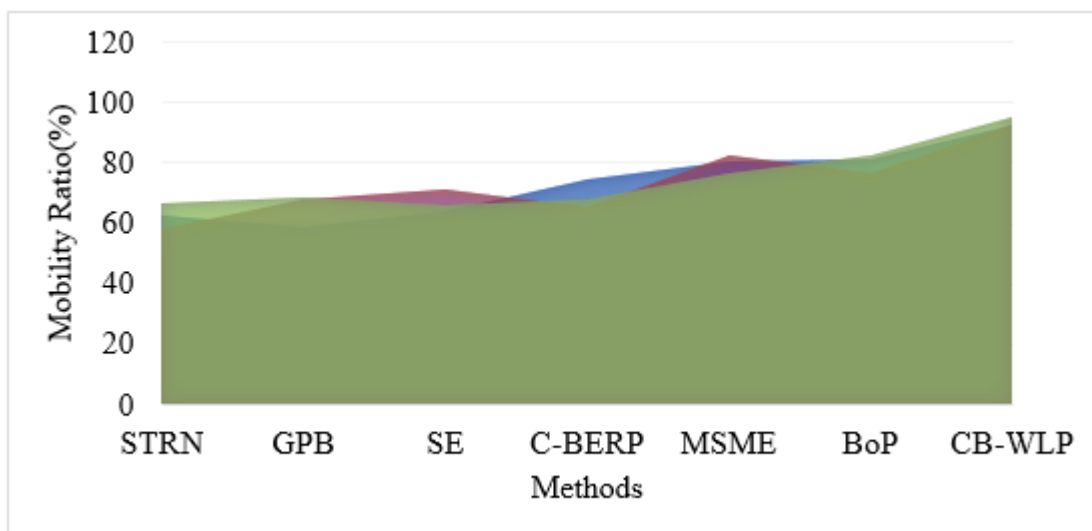


Figure 8
CONTRAST OF MOBILITY

Moving easily without being constrained by rigidity or strain is known as mobility. Working on overall mobility can benefit if users have now ever struggled to get down on their knees or felt too stiff to

work out. To meet the needs of today's customers, an Integral Mobility Platform (IMP) is essential. IMPs ease trip planning by combining many forms of transportation, making travel more efficient while offering a personalized offer based on the user's interests. The transportation of people and products is referred to as "mobility." In current history, mobility has gone beyond the basic concepts of travelling from A to B in terms of extent and complexity. It can be attributed to developments in multi-modal transportation (e.g., switching cars in the middle of a trip) and computer system (e.g., autonomous driving). There has been an increase in mobility ratio based on equation 8. As shown in Figure 8, CB-WLE allows for greater freedom of movement than the other alternatives (Figures 9 and 10).

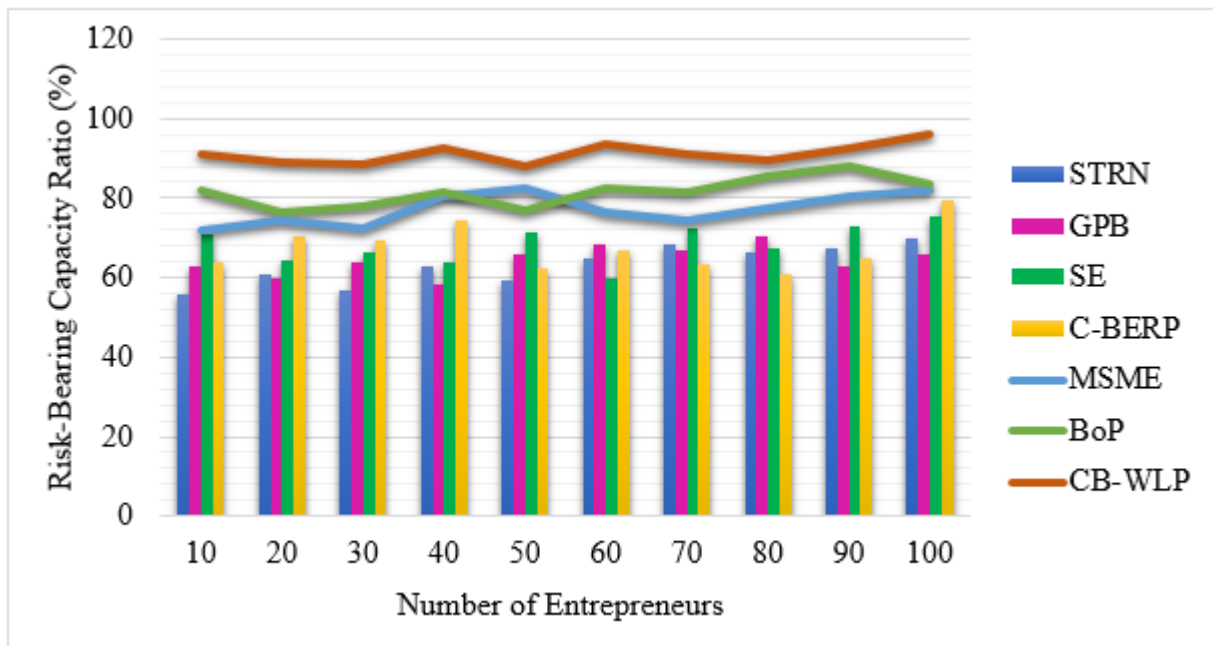


Figure 9
EVALUATION OF RISK -BEARING CAPACITY

Therefore, it is hoped that this study will illustrate that the concept of Risk-Bearing Capacity (RBC) can be used as a fresh perspective for the analysis of structures of project leadership. It is hoped that this notion can be linked to the concepts of administration presented in the literature on transactional cost accounting and financial reporting. It is possible to use the concept of Risk Bearing Capacity (RBC) to help determine a company's risk appetite and tolerance for the financial consequences of risk. Personal factors such as age, income brackets, sure that participants, investment horizon, net worth, etc., will influence a person's risk capacity. In contrast to risk tolerance, an investor's risk tolerance describes the limitations or borders of the risk that investment is inclined to acknowledge. According to the presented method, the risk-bearing capacity ratio has been increased by the findings of equation 9. With CB-WLE can take on more risk than other methods, as seen in Figure 9.

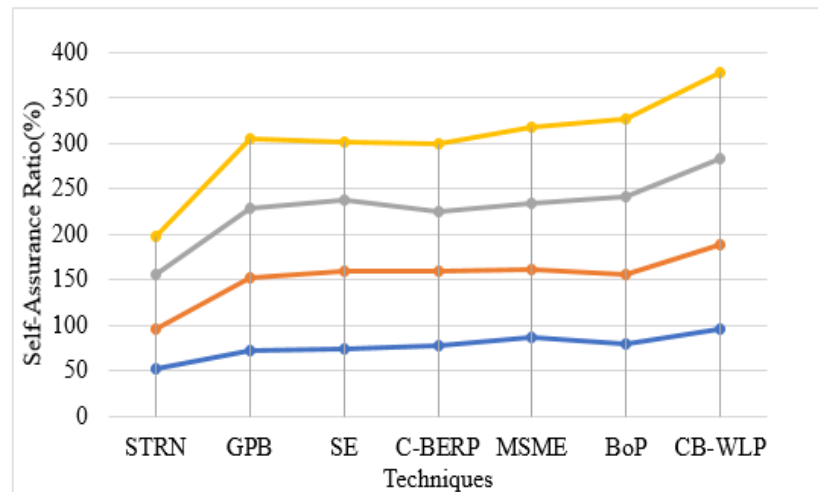


Figure 10
ESTIMATION OF SELF-ASSURANCE

Assurance is one's abilities is a characteristic of self-assurance. As a result, people have a sense of self-acceptance and self-confidence. They have a positive outlook on their abilities and weaknesses. People can take criticism well and communicate it effectively. Possessing a high level of self-assurance allows them the freedom and authority necessary to make important decisions for themselves and the company. The supervisors are not worried about their constant need for guidance and instructions. As previously discussed, various factors influence one's level of self-assurance. Regardless of the circumstances, there are a few things that users can do to keep their self-confidence high. Get oneself ready and set up shop. It is natural to feel more confident when they know what they can and have a history of achievement to back it up and be confident in their abilities. The self-assurance is enhanced by equation 11 and as shown in Figure 10, the self-assurance ratio is high compared with other methods.

The quantity of female businesses has grown in the latest generations, contributing significantly to economic progress. Entrepreneurship by women is an essential aspect of the global effort to achieve long-term economic and social improvement. Data provenance, intense competition, mobility, risk-bearing capacity and self-assurance are increased and proved by the various equations and datasets.

CONCLUSION

Women-owned businesses positively impact a country's economic growth and stability. Women's entrepreneurial success serves as an inspiration for other women to follow in their footsteps. As a result, the gender gap in the workforce is reduced as more women are employed. To help women entrepreneurs better handle market risks, the Cloud-Based Woman Led Enterprises (CB-WLE) concept has been presented. Efforts to help women entrepreneurs better manage and access finance will be carried out in the future. The proposed model improves the data provenance ratio of 97.9%, intense competition ratio 98.6%, mobility ratio 95.6%, risk-bearing capacity ratio 96.3% and self-assurance ratio 94.3%.

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