

**Influence of Prior Family Business Exposure, Motivation and Growth Intention on
Financial Bootstrapping among women entrepreneurs: Moderating Role of
Entrepreneurial Competencies**

ABSTRACT

Women's role in a nation's growth and prosperity cannot be denied today. They are not only creating wealth and jobs but at the same time they are also providing diversified and innovative touch to the existing system. Today women entrepreneurs represent the fastest growing segment of small businesses and educated population which has resulted in more stable and stronger version of a country's economy. Women empowerment is a common discussion topic in the world but even today women led enterprises face several challenges. This study focuses on the role of prior family business exposure, motivation and growth intention on financial bootstrapping among women entrepreneurs using quantitative strategy and cross sectional research design. Sample of 320 women entrepreneurs has been selected and survey questionnaire technique has been used to collect the data using convenient sampling technique. Results of the study suggest that there is a positive and significant effect of motivation, growth intention and prior family business exposure on financial bootstrapping. Lastly, entrepreneurial competencies moderates the relationship between all the independent variables and dependent variable i.e. financial bootstrapping.