



Entrepreneur's View on business Challenges in Disentangle Regional Capital City: Evidence from Far Western Nepal

Amit Bhandari¹, Niranjan Devkota^{2*}, Udaya Raj Paudel¹ & Udbodh Bhandari¹

¹Quest International College,
Pokhara University, Lalitpur, Nepal

²Department of Economics, Patan
Multiple Campus, Tribhuvan
University, Patandhoka, Lalitpur,
Nepal

*Corresponding Email: niranjan@quest.edu.np

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Abstract

Background: Entrepreneurship plays a vital role in economic development by driving innovation and creating employment opportunities. However, entrepreneurs in Nepal, particularly in Far Western regions like Doti, face significant challenges that may hinder both entrepreneurial growth and the overall economic development of the region.

Objective: This study aims to explore the challenges faced by entrepreneurs in Doti, in starting and sustaining new ventures. It seeks to understand the key obstacles that affect business growth and provide insights for improving the entrepreneurial ecosystem in the region.

Method: A convenient sampling method was used to select 280 entrepreneurs from Doti. Data were collected using a structured questionnaire, designed and administered through KOBO. A pre-test was conducted with 5% of the sample to refine the instrument. The study employed descriptive statistics to analyze the data and identify the major challenges faced by entrepreneurs.

Result: The findings reveal that more than half of the respondents in Doti faced significant entrepreneurial challenges. The most prevalent issues included changes in regional capital, lack of financial resources, insufficient innovation, a limited market size, and political instability. These challenges were found to severely impact the growth and sustainability of businesses in the region.

Conclusion: The study highlights the pressing need for strengthened entrepreneurial policies, increased government support, promotion of technology and innovation, and better management of business resources in Doti. Addressing these challenges is essential to fostering a conducive environment for entrepreneurship and unlocking the economic potential of Far Western Nepal.

Paper Types: Research Paper

Keywords: Entrepreneurship, business challenges, Economic Development, Far Western Nepal

JEL Classification: L26, O18, R11

Introduction

Business venture assumes a significant part in financial development and makes a great deal of work for a country. Romer (1994) expressed that innovative movement is the country's drawn out monetary development motor. Business venture gives a kind of revenue, when the economy cannot give enough positions or other choices to produce compensation and offer a positive social benefit set up (Roemer, 1994).

The recovery of the national economy is usually characterized by the growth of entrepreneurial activity (Devkota et al., 2020). At present, favorable conditions for the development of entrepreneurship are being created in globe (Zabelina et al., 2019, Devkota et al., 2020). Creativity and development of a successful new business enterprise needs not only ambition and financial capital, but also that others convert this vision into an effective practice (Lee, 1996). In today's world of globalization, businesses experts from many countries and cultures must figure out how to collaborate effectively with one another while adhering to different sets of values, business regulations, communication styles, and languages (Paudel et al., 2021). Due to the widespread use of the Internet, a number of e-commerce or internet-based businesses, including e-banking, e-shopping, and e-education, are thriving in the marketplace (Devkota et al., 2021). Despite the fact that much has been written theoretically and descriptively on how entrepreneurship affects. Although the economy, empirical evidence on the causes of business creation in developing countries is lacking (Abu Bakar et al., 2017). The existence of variances in levels of entrepreneurial activity among cities is highlighted as a result of these inequalities. As a result, there is a need to investigate the elements that improve understanding and, as a result, enhance entrepreneurship in cities or regions within countries (Jalan, 2020).

To start a business, an entrepreneur should have an ability to identify entrepreneurial opportunities at the initial phase (Kharel et al., 2022, Maharjan et al., 2024). Then after securing enough financial resources, human resources and physical facilities, entrepreneurs can help to sell goods or services. Generally, it takes a long time and needs strong intention to start businesses (Lee, 1996). While the founder of a new business is most often called an entrepreneur, we argue that the entrepreneur can also be regarded as a leader when the founder leads the development of ideas and resources (especially human resources) into essence and success (Jensen and Luthans, 2006). The younger generation is highly motivated to take on leadership roles, and cultivate a broader perspective on global issues (Maharjan et al., 2020). The impacts of entrepreneurship on wealth creation, employment opportunities and economic growth have been confirmed by an increasing number of researchers in recent years. The practice of entrepreneurship emerges in the formation of entrepreneurial opportunities and the realization of entrepreneurial capacities, which lead to new business creation (Bakar et al., 2017, Devkota et al., 2022). Managing innovation has become important at the organizational level. This is because organizations who cope with innovation challenges tend to outperform, and maintain their market competitiveness, profitability, and growth. Thus, encouraging creativity in the work place has become a major concern for the survival and success of companies, especially startups (Lee, 1996).

Entrepreneurs create more employment and production growth and stimulate high-quality innovations (Kharel et al., 2022). Recent research has shown that the economy is positively influenced by entrepreneurship and the creation of new businesses (Zabelina et al., 2019). Entrepreneurship is one of the essence factors that will lead to a successful business performance under highly risky conditions. The driving force to an economic development and a social change is innovation that destroys the existing products or markets. This is also called creative destruction and in the core of this activity is in an innovative entrepreneur (Lee, 1996). Although entrepreneurship provides benefits, it requires conditions and resources to become established. In this segment, it is reckoned that resources availability, infrastructure and services are not the same when compared among regions within countries (Jalan et al., 2015).

Business visionaries make greater work and creation development and invigorate high quality advancements. Ongoing examination has shown that the economy is decidedly affected by business venture and the making of new organizations (Zabelina et al., 2019). Business venture is one of the substance factors that will prompt a fruitful business execution under exceptionally hazardous conditions. The main thrust to a financial turn of events and a social change is development that obliterates the current items or markets (Ghimire et al., 2023). This is likewise called inventive annihilation and in the center of this movement is in an imaginative business person (Lee, 1996). Despite the fact that business gives benefits, it requires conditions and assets to get set up. In this portion, it is figured that assets accessibility, foundation and administrations are not a similar when thought about among districts inside nations (Jalan et al., 2015). Policymakers are presenting charge advantages, working on the arrangement of enrollment of private companies and the control and confirmation measures by administrative bodies, designating state sponsorships and awards for imaginative turn of events and creation, and preferring the formation of business hatcheries (Zabelina et al., 2019). Policymakers are introducing tax privileges, simplifying the system of registration of small businesses and the control and verification measures by supervisory bodies, allocating state subsidies and grants for innovative development and production, and favoring the creation of business (Zabelina et al., 2019).

Review of Literature

Entrepreneurship in Nepal

Nepal is prepared to develop on the grounds that it is youthful, lively, and contacting partakes in the worldwide economy. In the quickly changing socioeconomic and sociocultural climates of both established and emerging countries (Adhikari, 2015), entrepreneurship has taken on a new significance in the control of economic growth and industrial development. An entrepreneur is a businessperson who seeks to increase his earnings through innovation. Problem solving is a big part of innovation, and he enjoys using his skills to solve difficulties (Tamizharasi & Panchanatham, 2010). In the selection of a profession parental career plays an important role. In Nepalese culture, this is more valid. Particularly fathers are a role model for their children and also play a strong role in the choice of a career for their children. Culture integrates attitudes, beliefs, values and styles of life. All of them help to influence the entrepreneurship attitude of an individual (Pant et al., 2015). Many entrepreneurs of Nepal are housewives or fresh entrants comes without previous and business experience engage in traditionally female businesses such as garments, beauty and fashion design, which are either not professionally trained or established from a hobby or business interest (Sigdel et al., 2015).

Nepal's businessmen and entrepreneurs believed that they have little confidence. Their main obstacles are limited capital exposure, political instability, a lack of skilled manpower and technologies, low return on economic investment and the lack of a successful government policy (B.K et al., 2019). It is acknowledged that Nepal cannot compete globally with this slow pace of industrialization. Nepal's economic health further deteriorates due to the complex and stressful political situation, which interconnects with regular economic activities (Chalise et al., 2014). Nepal's entrepreneurial activities are marginal in spite of this ability, and they were criticized of cargo dumping, lack of irrigation, shortage and high cost of raw materials, lack of transport facilities, political instability and the like. Factors that discourage entrepreneurs from continuing to expand their market effectively include a lack of trust, lack of motivation, personal disinterest, instability of their relationships, and the financial issue (Gaudel et al., 2016). In the choice of a calling parental profession assumes a significant part. In Nepalese culture, this is more legitimate. Especially fathers are a good example for their kids and furthermore assume a solid part in the decision of a profession for their youngsters. Culture incorporates mentalities, convictions, qualities and styles of life. Every one of them help to impact the business venture demeanor of an individual (Pant et al., 2015). Numerous business visionaries of Nepal are housewives or new contestants comes without past and business experience participate

in generally female organizations, for example, articles of clothing excellence and style plan, which are either not expertly prepared or set up from a leisure activity or business interest (Sigdel et al., 2015). Nepal's financial specialists and business visionaries accept that they have little certainty. Their primary hindrances are restricted capital openness, political unsteadiness, an absence of talented labor and advancements, low profit from financial speculation and the absence of a fruitful government strategy. It is recognized that Nepal can't contend all around the world with this lethargic speed of industrialization. Nepal's monetary wellbeing further disintegrates because of the unpredictable and unpleasant political circumstance, which interconnects with ordinary financial exercises (Chalise et al., 2014). Hence, more investment in infrastructure will help to promote entrepreneurial prospects (Devkota et al., 2022). Nepal's innovative exercises are minimal despite this capacity, and they were reprimanded of payload unloading, absence of water system, deficiency and significant expense of crude materials, absence of transport offices, political precariousness and so forth. Components that deter business people from proceeding to grow their market.

Therefore, this study rigorously introspects on the entrepreneurial perspective for the commencement of new venture and its challenges. Firstly, it's discovered that a greater grasp of the determinant aspects of entrepreneurship is required. Then after, interrogating on what considerable factors shall be concentrated? Is it just market segment and inter linkage? Is it only resources? Or else, it is determined by the innovation and its influential features. This study focuses on the entrepreneurship as an innovation; some new research questions also get emerged to be examined in further studies, for example, does leadership play a role in entrepreneurship success? What role does cultural expectation have in starting a business? It has been insightful source for exploring set of several critical factors that could be used by entrepreneurs in assessing and improving their own environmental practices. As proposed innovation theory was studied extensively as innovation model with market segment, technology integrated as system innovation model, exogenous factors affecting innovation and quintessential managerial solutions are provided accordingly.

Research Method

The methods of the study have been divided into three parts. First describes theories, followed by research design, study area and research settings. The data analysis covers the result from descriptive analysis. In due course, the study assesses change in regional capital and its overall impact on the business and entrepreneur's views on this issue in Doti.

Theories on entrepreneurial views on business

An entrepreneurial view on business is an in depth analysis and perception of entrepreneurs that has been undertaken to ponder upon the deeper dimensions on entrepreneurship challenges; eventually, seeking the Managerial solution and insights. Therefore, different theoretical applications and entrepreneurial views are presented in this regard- Innovation theory (Sledzik, 2013), Resource based view theory (Sheehan and Foss, 2007), Sociological theory (Thornton, 2014), Central place theory (Getis and Getis, 1966) and Disruptive innovation theory (Christensen et al., 2015)

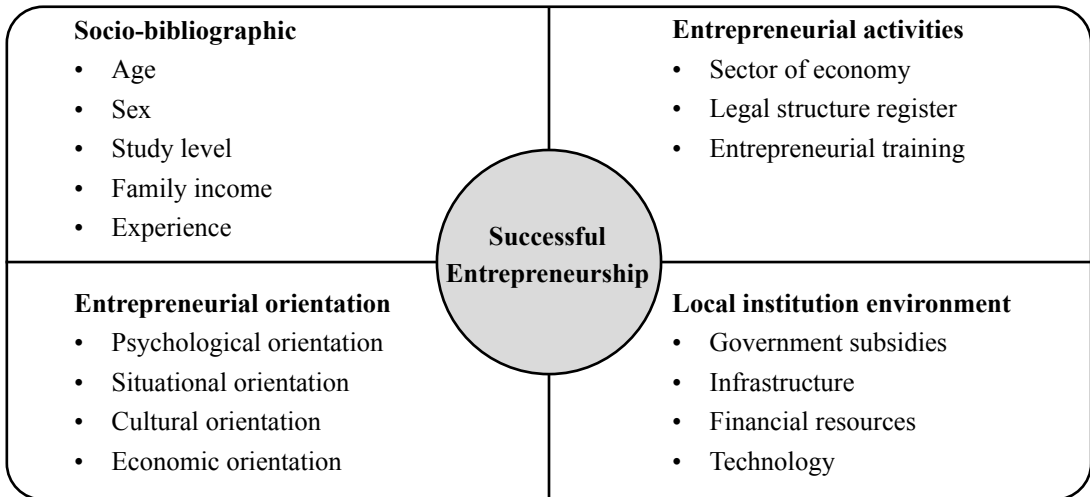
Schumpeter, (1980) delineates development as historical method of structural changes, well driven by innovation. Sledzik (2017) commends with Schumpeter and argues furthermore by underpinning in a noteworthy idea of an innovation; discovery and executing it is totally two different things during the commencement of business or entrepreneurial journey. Only generating new ideas is not sufficient whilst, influential potency is required by strong character to get things done. Entrepreneurship is basically an innovation and the actualization of innovation and depends on its corresponding functions.

Sheehan and Foss, (2007) Resource based view on entrepreneurial perspectives sights resources as key element for firm performance in an organization; it focuses on the internal resources and recognizes capacities and competences of the organization. Priem and Butler as well as some other critics have

recognized the limits in viewpoint extents and argued that the RBV does not state value creation. Likewise, Thornton, (2014) Sociological theory is one of the vital theories of an entrepreneurship that believes an entrepreneurial success is affected by socio-cultural factors. However, the exogenous factors and the other factors are not much considered. Getis and Getis (1966) pinpoint the financial connections among urban communities and their hinterlands zones and suggest that it would be fruitful for small business and for new entrepreneurs as production to consumption phases is relatively shorter. Christensen et al. (2015) ascertains the mechanism by which a product or service initially takes root at the bottom of a market in basic applications, usually by being less costly and more available, and then pushes up market relentlessly, ultimately displacing existing rivals. Nevertheless, it identifies the larger market section but scrupulous research, documentation and market research should be done. So, usually traditionally structured organizations aren't much lenient with this strategy.

In the context of entrepreneurial perspectives and commencement of business, the innovation diffusion model, developed by sledzik, (2013) is felicitous for the study and has been studied extensively to forecast and explain the adoption process (Gamede and Uleanya (2019), Maurice and Nina Pelagie (2015), Meccheri and Pelloni, (2006), Lawton Smith et al. (2005). It is often formulated using either macro-level approaches that aggregate much of the market behavior or using micro-level approaches that employ microeconomic information pertaining to the potential market and the innovation. Based on the innovation diffusion theory and its empirical practices available for the entrepreneur views on business challenges, this study develops a conceptual framework (see figure 1) modified from Maurice and pelagie (2015). Maurice and pelagie (2015) develop the concept first for the local entrepreneurship development in Cameroon. The conceptual framework indicates that linking innovation model with market segments provide a method that utilizes data to understand and predict how potential customers will value innovations, and communicate thoughts in a non-fully connected market.

Figure 1: Conceptual Framework



In this study, Information system process innovations are explicit in the sense that they are formalized, and can thus be transmitted through organizational channels. Technology as system innovation model which model predicts is more likely to be taken up if its attributes in the eyes of potential adopters include such things as relative advantage, low complexity, compatibility with values and ways of working, trial ability, observe ability, potential for reinvention and ease of use. The study integrates mobile devices which can support the planning and adoption of these new technologies because the integration of mobile devices represents a new innovation to many institutions. Lastly, framework on entrepreneurship development emphasized on innovation itself and presented in ways that meet

the needs across all levels of business. It also stresses the importance of communication and peer networking within the adoption process.

Model

The activities contain many appropriate variable that makes relevant impact to build successful entrepreneurship S, can be referred to Successful entrepreneurship, E attributes to Joint effect of entrepreneurial activities.

This can be formally stated by:

$$S_y = f(\sum yE_y)$$

Subscripts “y” reflects each individual successful entrepreneur. In addition, the set of variables to be used in empirical estimations is described to make this model functional. This set of variables makes it possible to test five different criteria correlated with Practice of entrepreneurship. Besides successful entrepreneurship, we can determine the major factor affecting function of entrepreneurship.

$$\Pr (Y = C / X_i) = F(X_i \beta)$$

Where, Y is the response generated as difficulty faced by Doti region that is coded as 0 = No, 1 = Moderate difficulty and 2 = High difficulty; F is the standard logistic cumulative function; X is the set of independent variables.

$$PY_i > j = \frac{\exp(x_i\beta - k_j)}{1 + [\exp(x_i\beta - k_j)]}$$

j = 1, 2, ..., M-1, which implies

$$P(Y_i = 1) = 1 - \frac{\exp(x_i\beta - k_j)}{1 + [\exp(x_i\beta - k_j)]}$$

$$P(Y_i = M) = \frac{\exp(x_i\beta - k_{m-1})}{1 + [\exp(x_i\beta - k_{m-1})]}$$

$$P(Y_i = j) = \frac{\exp(x_i\beta - k_{j-1})}{1 + [\exp(x_i\beta - k_{j-1})]} - \frac{\exp(x_i\beta - k_j)}{1 + [\exp(x_i\beta - k_j)]}$$

j = 2, ..., M-1, implying

In the case of M = 2, these equations simplify to:

$$P(Y = 0) = \frac{1}{1 + [\exp(Z_i - k_1)]}$$

$$P(Y = 1) = \frac{1}{1 + [\exp(Z_i - k_2)]} - \frac{1}{1 + [\exp(Z_i - k_1)]}$$

Empirical Estimation

This study tends to measure success level of entrepreneurship by using 12 questions that contains yes and no to understand entrepreneurs' awareness level on business challenges in Doti district. The index is prepared following Paudel et al. (2020), Devkota et al. (2020) as:

$$Y = \begin{cases} Y = 0, & \text{if Scale score} < 50\% \\ Y = 1, & \text{if } 50\% < \text{Scale Score} < 75\% \\ Y = 2, & \text{if Scale score} > 75\% \end{cases}$$

The dependent variable i.e., Y-category poses the value 0, 1 and 2, which is ordered, and hence demand ordered logistic regression. For empirical analysis of the study, ordered logistic model was selected to determine significant variables that identify the factors affecting successful entrepreneurship. The model is explained below;

$$Y = \alpha_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_n X_n + \epsilon \quad (\text{Devkota et al., 2020})$$

Further it can be presented as:

$$Y = \alpha_0 + \beta_1 \text{Age} + \beta_2 \text{Sex} + \beta_3 \text{Study_level} + \beta_4 \text{Family_income} + \beta_5 \text{Experience} + \beta_6 \text{Psychological_orientation} + \beta_7 \text{Situational_orientation} + \beta_8 \text{Cultural_orientation} + \beta_9 \text{Economic_orientation} + \beta_{10} \text{Government_subsidy} + \beta_{11} \text{Infrastructure} + \beta_{12} \text{Financial_resources} + \beta_{13} \text{Technology} + \beta_{14} \text{Sector} + \beta_{15} \text{Legal_Structure_registered} + \beta_{16} \text{Entrepreneurial_training} + \epsilon$$

Where, Y represents Successful entrepreneurs, β_0 is regression constant, $\beta_1 - \beta_{16}$ is coefficient of X, and ϵ is an error term. Table 1 shows the variables and its indication.

Table 1: Variable and its Definitions

Variables	Description	Values	Expected Sign
Age	Age of the respondents	In Years	±
Sex	Gender of the interviewee	1 = Male; 0 = Otherwise	±
Study level	Level of education of participant	1 = Above intermediate; 0 = Otherwise	±
Family income	Does it matter or motivate entrepreneurs because of family income	1 = Yes; 0 = No	±
Experience	Working experience of the participant	In Years	±
Financial Resources	Sufficient capital requires to build successful entrepreneurship	If Yes = 1; 0 = Otherwise	+
Technology	Technology assists to boost entrepreneurial outcome	If Yes = 1; 0 = Otherwise	+
Government subsidies	Support of government to push business	If Yes = 1; 0 = Otherwise	+
Infrastructure	To develop required physical structure	If Yes = 1; 0 = Otherwise	+
Psychological orientation	To be independent	If Yes = 1; 0 = Otherwise	+
Situational orientation	To survive and create own job	If Yes = 1; 0 = Otherwise	+
Cultural orientation	To support the family	If Yes = 1; 0 = Otherwise	+
Sector of economy	Primary Secondary Tertiary	If Yes = 1; 0 = Otherwise	+
Entrepreneurial training	Helps to enhance skills and knowledge	If Yes = 1; 0 = Otherwise	+
Legal structure register	Legally registration of business	If Yes = 1; 0 = Otherwise	+

Study Area and Population

Business has been recognized as the priority sector. It is considered as key to strengthening the national economy, improving living standard and reducing poverty as well as helping to preserve cultural tradition

and historic monuments. This study covers Doti district, focusing major destinations of FWDR. Doti lies in the Far western province of Nepal, it is the business hub of this region. People of different caste and ethnicity live here and different star hotels and business are grooming these days, different natural, cultural, religious and historical sites are in easy access from Dhangadhi (Kilombero District, 2013). This district, with Silgadhi as its headquarters, covers an area of 2,025 square kilometers (782 sq. mi) with a population of 207,066 in 2001 and increasing marginally to 211,746 in 2011. According to the National Census 2011, the total population of Doti is 211,750 comprising 114,498 female (54.04%) and 97,252 male (45.93%) residing in 41,440 households. Doti has an average population density of around 105 people per square km. The average family size is 4.99. The average literacy rate is about 59.4% (45.66% female and 76.65% male). Doti has a multi ethnic composition with Chhetri, Thakuri, Kami, Damai, Brahman, Sarki, Sanyashi, Magar, Newar and others. The common language is Nepali (98.78%) (Kilombero District, 2013). Burmeister and Aitken (2012) asserted sample size determination helps in arranging the study by helping to accomplish strategically significant outcome by the utilization of research resources efficiently and ethically.

Research design and Research Instrument, and Data Analysis

This research is based on explanatory research design and it includes qualitative, quantitative or both approaches followed by data collection. Since the study's aim is to identify entrepreneur's view on business challenges, this analysis requires an explanatory research design to examine the cause-and-effect relationship between the variables (Ivankova et al., 2006). According to Yin (2014) explanatory research concentrates on explaining the relation between cause and effect and helps to answer why and how. Research instruments used in this research are observation, expert opinion, survey questionnaire and reports. This research trusted on primary data collection method where both qualitative and quantitative data are available. Structured questionnaires are used as research instruments for the first section of this study. The Data Analysis is a crucial part of this study. It was performed through under given procedure with the help of descriptive analysis, attitude index and inferential analysis. Entrepreneur's views on business challenges, factors affecting entrepreneurs from successful business operation in Doti region are analyzed and some managerial implications were suggested. This study intends to measure success level of entrepreneurs by using 12 questions that contains yes and no as response options to respondents where questions regarding entrepreneurs views on several business problems in Doti region.

Data Analysis and Results

This section has been divided into socio demographic information, Information about entrepreneurship, entrepreneurial index, factors affecting successful entrepreneurial startups, challenges experienced by entrepreneurs in Doti region and also endeavors to provide the managerial solution and several efficient strategies to cope up these challenges.

Socio- Demographic Characteristics

The study was conducted among 184 respondents, among that highest age group of respondents belongs to 30- 40 years i.e. 78 (42.39%). The study also shows that male respondents were heavily involved in a business sectors than female which accounts for 83%, while the majority of respondents had accomplished their higher secondary and secondary level i.e. 28.80 % and 29.34 % respectively. Mostly (60.8%) belongs to nuclear family (See Table 2). The study revealed that more than half (61.4%) respondents were engaged in Trading followed by Service sector i.e. 31.5 % subsequently, 3.3% were engaged in manufacturing sector and remaining, 3.8% holds for various other sectors.

Table 2: Socio-economic Variables of the respondents

Variables	Number	Percentage (%)
Sex		
Male	152	82.60
Female	32	17.4
Age		
20-30	44	23.91
31-40	78	42.39
41-50	42	22.82
Above 50	20	10.86
Education		
Illiterate	9	4.89
Primary Level	34	18.47
Secondary Level	53	28.80
Higher Secondary Level	54	29.34
Bachelor's Level	28	15.21
Master's Level	6	3.26
Family Type		
Nuclear	112	60.8
Joint	9	4.89
Extended	63	34.23
Number of Family Members		
Below 5	81	44.02
6-10	74	40.21
11-15	27	14.67
Above 16	2	1.08
Marital Status		
Unmarried	25	13.5
Married	151	82.06
Others	8	4.34
Type of Business		
Trading sector	113	61.4
Service sector	58	31.5
Manufacturing sector	6	3.3
Others	7	3.8

Source(s): Field Data, 2021

Information about Entrepreneurship

The study shows an income generation of those existing business and its annual turnover. It indicates that 23.9% of the business have their annual turnover between NRs.3 – 4 million, followed by 20.6%

business with above NRs. 5 million, 19.0% (NRs.1 – 2 million), 15.7% (NRs.2 – 3 million), 11.9% (NRs.4 – 5 million) respectively. The lowest turnover i.e., less than NRs. 1 million is observed among 10.32% businesses operating in Doti District. Also, it is observed that most of the respondents (66.3%) were young and less experienced – where half of them (50.5%) had less than or equals to 5 years of experience, followed by one third (32.6%) with up to 10 years or experience. Only 16.8% respondents pose decade long experiences.

In the study, (27.67 %) respondents engaged in entrepreneurship were intended to be money maker followed by 24.67% self-motivated entrepreneurs, 14.67% risk bearer, 14.13% as Innovative entrepreneur, 12.5% market creator and 7.07% responded to be motivator respectively. The study further reveals that one third respondent's (33.7 %) main motive to be an entrepreneur is for wealth creation followed by 26.09% for Solving Problems, subsequently, 14.13% to expand creativity and equivalently, desire for the flexible lifestyle. Consequently, 11.41% were passionate about Learning. Only 0.54% agreed for other reason. The entrepreneurial index is presented in Table 3.

Table 3: Entrepreneurial Index

S.N.	Particulars	Yes		No	
		Number	%	Number	%
A Opportunity Perception					
1	Entrepreneurial startups need the ability to perceive new opportunities.	165	89.67	19	10.33
2	Market size influences entrepreneurship prospects and determines market opportunities.	141	76.63	43	23.37
B Skills of startup					
1	Various business skills and experience were needed for a successful business startup.	123	66.85	61	33.15
2	Entrepreneurship can be influenced positively by startup skills and business education.	138	75	46	25
C Fear of Failure					
1	One of the most critical barriers to Startups is the fear of failure.	92	50	92	50
2	Emerging companies could be slowed by a high-risk major hurdle.	103	55.98	81	44.02
D Socio-Cultural Support					
1	Without good family cultural support, the best and brightest do not want to be entrepreneurs.	112	60.87	72	39.13
2	Entrepreneurial ability and strategy may be influenced by culture.	104	56.52	80	43.48
E Competition					
1	Competition can have an impact on a company's ability to survive and grow.	148	80.43	36	19.57
2	Uniqueness is a parameter for evaluating the impact of entrepreneurship.	106	57.61	78	42.39

S.N.	Particulars	Yes		No	
		Number	%	Number	%
F	Quality of Human Resources				
1	Experienced employees improve entrepreneurship processes.	166	90.22	18	9.78
2	In the entrepreneurial process, skilled and cross-functional manpower brings positivity.	163	88.59	21	11.41

Source(s): Field Data, 2021

The Entrepreneurial Index reveals critical factors affecting entrepreneurship across various dimensions. In the Opportunity Perception category, a significant 89.67% of respondents believe that perceiving new opportunities is essential for entrepreneurial startups, with 76.63% agreeing that market size plays a crucial role in determining entrepreneurship prospects. The Skills of Startup dimension highlights that 66.85% of respondents emphasize the need for diverse business skills and experience for success, while 75% believe that startup skills and business education positively impact entrepreneurship. Fear of Failure is identified as a significant barrier, with 50% acknowledging it as a critical issue and 55.98% indicating that high-risk hurdles can impede emerging companies. Sociocultural Support is also vital, as 60.87% note the importance of good family cultural support for entrepreneurship, and 56.52% recognize culture's influence on entrepreneurial ability and strategy. In the Competition category, 80.43% agree that competition affects a company's ability to survive and grow, while 57.61% consider uniqueness a key factor. Lastly, the Quality of Human Resources is underscored by 90.22% who believe experienced employees enhance entrepreneurship processes, and 88.59% stress the importance of skilled and cross-functional manpower in fostering a positive entrepreneurial environment. From the index, it is found that successful entrepreneurship in the Doti region is strongly influenced by the ability to perceive opportunities, possessing relevant skills and experience, overcoming the fear of failure, receiving sociocultural support, navigating competition, and leveraging high-quality human resources. Each of these factors plays a critical role in determining the success or failure of entrepreneurial ventures.

This study further identified key factors influencing successful entrepreneurship startups. Age and gender were found to be significant, with 69.57% and 73.37% of respondents, respectively, acknowledging their impact on business success. Entrepreneurial training was deemed essential by 51.63%, while 67.93% believed family income motivated the desire to start a business. Availability of sufficient capital (78.8%) and initial infrastructure (84.78%) were crucial for startup success. Technology support was vital for 85.87% of respondents, and 75.54% felt that successful entrepreneurs possess inherent leadership and talent. Challenges arose after changes in the regional capital, with 58.7% finding it difficult for new entrants. Despite these challenges, 68.48% of youths saw entrepreneurship as a desirable career choice. However, opinions were mixed regarding government support, legal procedures, and the business environment following the change in the regional capital (See Table 4).

Table 4: Factors Affecting Successful Entrepreneurship Startup in Doti Region

S.N.	Particulars	Yes		No	
		Number	%	Number	%
1	Is age an important factor in establishing a profitable business?	128	69.57	56	30.43
2	Did gender really matter or affect in smooth operation of business?	135	73.37	49	26.63
3	Is entrepreneurial training essential for effective entrepreneurship?	95	51.63	89	48.37
4	Can desire to start a successful business is motivated by family income?	125	67.93	59	32.07
5	Did the most important thing for startup is availability of sufficient capital?	145	78.8	39	21.2
6	Is initial infrastructure required for successful ventures to expand?	156	84.78	28	15.22
7	Are entrepreneurial Performance supported by technology?	158	85.87	26	14.13
8	Are Successful business people born leaders with a lot of talent and influencing capabilities?	139	75.54	45	24.46
9	Is it really a difficult situation for new entrant in market of Doti after change in regional capital?	108	58.7	76	41.3
10	Is entrepreneurship a desirable career choice for the youths of this region?	126	68.48	58	31.52
11	Has significant developmental activity been promoted by government?	96	52.17	88	47.83
12	Do you think that there is easy legal procedure for entrepreneurship activity?	111	60.33	73	39.67
13	Is the situation favorable to business activities after change in regional Capital?	116	63.04	68	36.96
14	Has the culture of business activities changed after the change in regional capital?	104	56.52	80	43.48

Source(s): Field Data, 2021

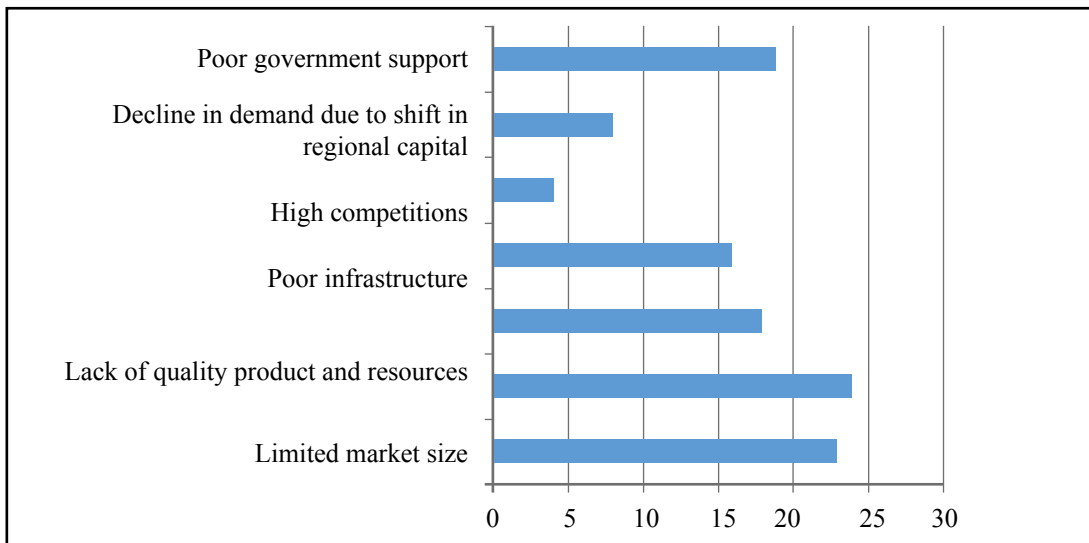
Entrepreneurial Challenges existing in Doti Region

The study in Doti region shows that more than half (60.02%) business respondents faced entrepreneurial challenges as it is stated that 39.67% faced higher level of challenge followed by 20.01 % faced moderate level of challenge (See Figure 2). Only 1.08% faced low level of challenge during the commencement of business. In this regard, Kanchana et al. (2013) argued that overestimating Success, Misplaced Purpose, Negative Mindset, Poor Organization, Jack of All Trades, Employee Motivation, and Lack of Support are some of the major challenges experienced by entrepreneurs. The significant obstacles are existed even during the implementation as respondent felt different issues, one fourth (25

(%) of respondent felt the change in the regional cap. Likewise, 22.28% finds shortage of innovation, similarly, 14.67% identifies lack of financial resource followed by 14.13% faced lack of managerial and entrepreneurial skills, 13.8% detects lower level of market size, subsequently 9.2% for political instability. Only 1.08% for other reasons respectively.

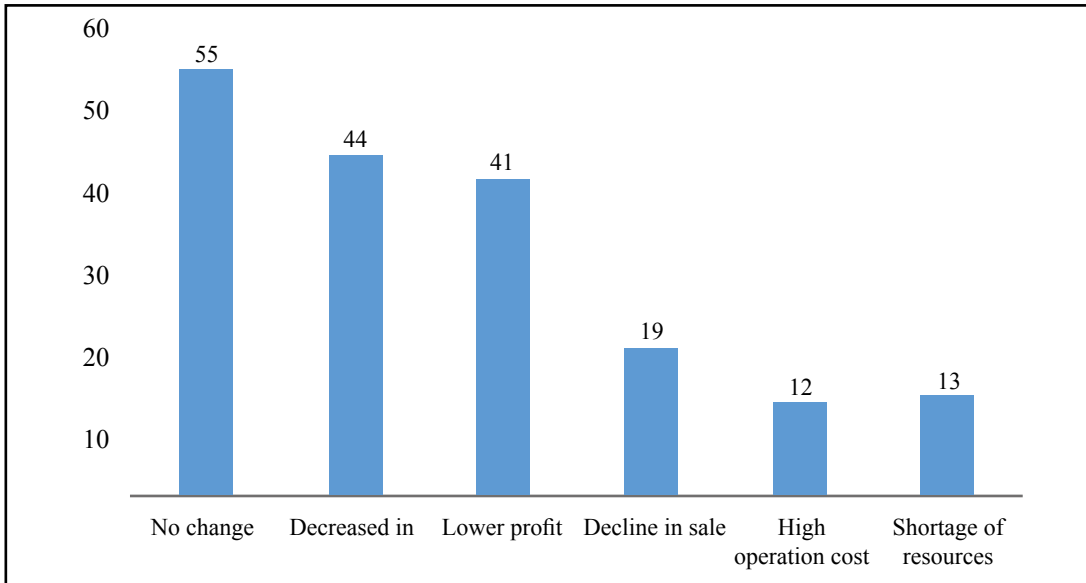
The study recognizes responsible body categorized as micro to macro entity for gaining insightful information stimulating business challenges which identifies 40 % of individuals followed by society i.e. 30 %. Likewise, 24 % decided government and its intention as well as study sighted family and other factors also insignificantly contribute to it. This study also stated that these issues occur most frequently and can vary according to the situation and degree of impact with respect to those challenges which are moderate, which accounts for 46.19% of respondents; it is neither very high nor very low. Likewise, 43.47% accounts for high degree of impact. Subsequently, 5.97% accounts for low degree. Only 4.34% accounts for very high level of impact. The study was carried out to assure the business problem. More than half (60.86%) population of respondents confirmed for the hardship while doing business. Further, the major problem faced by the respondents are lack of technology and innovation (13.04%) followed by 12.5 % decided for limited market size, subsequently, 9.7 % tackled lack of quality product and resources. Likewise, 10.32% faced poor governmental support. Similarly, 8.6 % faced problem of poor infrastructure as well as 4.34% tackled problem due to decline in demand. Only 2.17% felt presence of high competition.

Figure 2: Challenges faced by entrepreneurs at Doti



Source(s): Field Data, 2021

It is noted that high level of problem is being faced which accounts for 39.67% of respondents, However, 20.10% felt moderate level of problem. Only 1.08% sensed low level of problem. The shift in economic activities after the change in regional capital was assessed, about 29.89 % didn't feel any changes followed by 23.91 % found decrease in demand, subsequently, 22.28 % realized lower profit, likewise, 10.32 % observed decline in sale, similarly 7.06 % faced shortage of resources and 6.5% noted high operational cost respectively. Figure 3 shows the economic activities after change regional capital from Doti.

Figure 3: Economic Activities after change in Regional Capital

Source(s): Field Data, 2021

Managerial solution regarding entrepreneurship in Doti Region

The Survey in the study shows that 67.39% respondents were impacted by Covid-19 pandemic. They were facing difficulties to run business and heavy loss during pandemic time. Whilst, 33% population of survey who were not much impacted by this pandemic scenario identified various alternative mechanisms, adaptation of technology and efficient managerial skills to cope up this havoc. The measure effect of pandemic on entrepreneurship was analyzed; 27.17% responded for Business activities slower down followed by 17.93% reported for decreased demands. Similarly, 13.58% stated increase in bank loan and interest and 8.69% stated for increase in operational cost.

The study was undertaken to provide the managerial solution. Moreover, it was carried out to assess several efficient strategies to overcome various problems. About 64.13% entrepreneurs were able to handle challenges by grabbing the Market opportunities, subsequently, 19.02% of them believed to solve the problem by proper utilization of capital followed by 14.67% respondent stated bringing innovation and creativity, remaining 2.17% of them indicated learning managerial and entrepreneurial skills helped them to overcome these challenges. In this respect, Sabella & El-Far (2019) have asserted that entrepreneurship, in addition to creating economic gains, produces a new reality entwined with many desired challenges and opportunities, provoking a sort of resistance rooted in Palestinian women's daily practices. More than 45% individuals revealed that effort and social responsibility can assist to bring and motivate new business in Doti region. The study stated that 45.10% of respondents believe effort and improvement of local business vastly depends on hands of society.

Likewise, Knowledge and creativity of each individual plays an important role. Subsequently, 33.15% respondents agree with this fact. Relatively, 21% of respondent individuals revealed that government support, policy, system, rules can assist to bring and motivate new business in Doti region. Remaining 1% revealed importance of family support in Development of business. The respondents have also suggested creating successful entrepreneurship and improvement in current issues. Majority of respondents suggested to motivate youth and use creativity and energy of youth force so that numerous problematic matters of this sector can be managed.

It is stated that 20.65% respondents suggested promoting innovation and technology. Likewise, 15.21% also felt an importance of government support which plays crucial role where not every problem can be solved through individual effort rather, they need governmental help in development of entrepreneurship. Subsequently, 18.4% of respondents had also prioritized the importance of promotional activity. Likewise, 14.13% believed development of infrastructure is important for building successful entrepreneurship and ultimately, 11.95% of expansion of market was also not neglected by the respondents.

Ordered Logistic Regression Estimation

The ordered logistic result estimating awareness about entrepreneurs view on business challenges in Doti district are presented in Table 5. Prior to estimate final ordered logistic regression, data is checked for pre- and post-estimation to ensure reliability and validity concerns. Under pre-estimation concern, to check whether the variable undertaken is correct or not, we perform specification error test in STATA. The test indicates no specification errors in the obtained dataset. Similarly, the post-estimation test i.e., multicollinearity and heteroscedasticity test were performed and observed that dataset are free from multicollinearity (as mean VIF score is 1.37, which is below the common rules of thumbs i.e., 10) but poses heteroscedastic problem. Thus, in final regression we perform robust standard error test, which is the prescribed test when dataset is observed with heteroscedastic problem. The final regression estimation derived from STATA is presented in table 5.

Table5: Ordered Logistic Regression: Entrepreneurs Awareness on a Business Challenges

VARIABLES	(1) Logit Model	(2) Odds Ratio	(3) Marginal Effects
Entrepreneur			
age	-0.00574 (0.0347)	0.994 (0.0345)	5.93e-05 (0.000372)
sex	-0.160 (0.504)	0.852 (0.430)	0.00166 (0.00554)
_std_lvl_	-14.93*** (1.329)	3.28e-07*** (4.36e-07)	0.154 (0.110)
_fmly_inc_	0.654 (0.517)	1.923 (0.994)	-0.00675 (0.00699)
expiience	0.195*** (0.0602)	1.215*** (0.0731)	-0.00201 (0.00154)
_psyco_orient_	-0.857 (0.572)	0.424 (0.243)	0.00885 (0.00847)
_situ_orient_	0.277 (0.462)	1.319 (0.610)	-0.00286 (0.00481)
_cult_orient_	0.598 (0.426)	1.819 (0.775)	-0.00618 (0.00646)
_econ_orient_	-1.083** (0.470)	0.339** (0.159)	0.0112 (0.00827)

VARIABLES	(1) Logit Model	(2) Odds Ratio	(3) Marginal Effects
_govt_sub_	0.630* (0.339)	1.877* (0.637)	-0.00650 (0.00507)
infra	1.366* (0.709)	3.921* (2.779)	-0.0141 (0.0101)
_finc_res_	-0.341 (0.617)	0.711 (0.439)	0.00353 (0.00676)
techno	-0.875* (0.523)	0.417* (0.218)	0.00903 (0.00811)
_sect_of_eco	-0.241 (0.471)	0.786 (0.370)	0.00249 (0.00449)
_legl_str_reg	-0.414 (0.404)	0.661 (0.267)	0.00428 (0.00506)
_enr_tran_	0.168 (0.411)	1.182 (0.486)	-0.00173 (0.00457)
Constant cut1	-19.13*** (1.740)	4.92e-09*** (8.57e-09)	
Constant cut2	-12.00*** (1.784)	6.12e-06*** (1.09e-05)	
Observations	184	184	184

The table 5 shows there are altogether 6 variables statistically significant in the model. It indicates that experience (1.25 times), government subsidies (1.87 times) and infrastructure (3.92 times) are positively associated with encouraging entrepreneurship in Doti. On the other hand, study level, economic orientation, and technology are associated with a lower incidence of awareness among entrepreneurs in Doti.

Discussion

This study tries to explore the process of building successful entrepreneurship in Doti region after analyzing existing challenges present there. Here, Segal et al. (2005) have discussed that entrepreneurship is frequently considered as a risky career choice since it involves increased uncertainty, barriers, failures, and frustrations connected with the process of starting a new business. Further, Hebert & Link (2015) have argued that the entrepreneur is someone who specializes in taking charge of and making decisions that alter the location, form, and usage of goods, resources, or institutions. As the rapid change in business environment occurs, most of the entrepreneurs are aware regarding several factors and concerned about the entrepreneurship which could impact business. The study depicts that male respondents were heavily involved in a business sectors than female which accounts for 83%, thus, it reflects that sex percent does not affect self-efficacy for any of the entrepreneurial tasks. On the other hand, gender-role orientation clearly does (Mueller & Dato-On, 2008). In the study, various types of enterprises were selected and categorized as trading, manufacturing and service sector. Moreover, the research shows that 76.63% people believe that Market size influences entrepreneurship prospects and

determines market opportunities. Respectively, Respondents agree on one of the most critical barriers to Startups is the fear of failure and those emerging companies at high-risk. Edelman et al. (2016) in some previous studies indicated that entrepreneurs may come from dysfunctional families and they start new business in order to gain control over business world and suggested future research must focus on the different types of families, such as cohabitation, domestic partners, divorcées, extended families, intergenerational families, and the implications of these different family types on the scope and outcomes of start-up activities. This study deliberately dives upon micro entity. In the study, 60.87% believe that without good family cultural support, the emerging entrepreneurs aren't motivated to be entrepreneurs. Subsequently, 56.62% of respondents accepted entrepreneurial ability and strategy may be influenced by culture. The study in Doti region shows that more than half (60.02%) of the business respondents faced entrepreneurial challenges as it is stated that 39.67% faced higher level of challenge and more than half (60.86%) of the population of respondents confirmed for the hardship while doing business. In such scenario, Ahlstrom & Ding (2014) maintained that in China, the entrepreneurial sector has exploded from almost nil to over six million registered private enterprises in the last 35 years, and this figure may be conservative.

The theoretical discourse that has been discussed in this study is based on the Schumpeter's ideas of entrepreneurship as an innovation; Maurice and Pelagie (2015) concept on successful entrepreneurship conceptual framework has been introspected rigorously. Firstly, an idea consolidate innovation model with market segment; the model proposed in this paper aims to improve the forecasting accuracy by representing the real world situation as closely as possible. This includes a two-stage Adoption process that allows for heterogeneous aware individuals and adopters, and segmented Bayesian learning. The proposed model allows firms to get an understanding of how biasing, initial market perception, word-of-mouth behavior, and economic conditions impact the adoption process (Ferreira & Lee, 2014). Furthermore, the discussion is concentrated on Information system. It's process innovations cover not only changes in the technological core of the development activity like the use of new programming languages or operating systems, but also organizational or administrative innovations like new project management methods, participative modes of interactions, or new forms of contracting development work outside the organization (Mustonen-Ollila & Lyytinen, 2003). The framework opines technology as system innovation model. It discusses on nine major components like innovation, potential, adopters, social influencers, organization's absorptive capacity for new knowledge and its receptive context for change subsequently, any particular innovation depending on prevailing pressures for change, Respectively, process of assimilating an organization level corresponding to an individual adoption, then after, organization efficient implementation.

Likewise, Exogenous factors for innovation and ultimately, the relationship between these different mechanisms as crucial component for innovation success. Likewise, it explores the potential use of Rogers' Diffusion of Innovation model as a framework to glue implementation of mobile devices into nursing curriculum (Doyle et al., 2014). Ultimately, it has explored the synergies between entrepreneurship and innovation through a review of principle literature. Entrepreneurship and innovation are positively related to one another and interact to help an organization thrive; entrepreneurship and innovation are complementary, and a combination of the two is critical to an organization's success and sustainability in today's dynamic and changing environment; entrepreneurship and innovation are not limited to the early stages of a new venture; rather, they are essential to an organization's success and sustainability in today's dynamic and changing environment.

Conclusion and Recommendations

This study sheds light on a variety of aspects of successful entrepreneurship; consequently, to comprehend entrepreneurship as well as examine the aspects that influence it. It also tries to provide managerial implications for entrepreneurial improvement in the Doti. The study identified several

business challenges that exist in Doti district which are pushing entrepreneurial activity backward. The major and most significant challenges that are faced by entrepreneurs were change in regional capital, lack of financial resources, Shortage of innovation and creativity and lower size of market, lack of managerial, entrepreneurial solution and political instability.

The study suggests following recommendations for policymakers and future practitioners after considering the aims and insights gained from the study. The study focused on the entrepreneurs view on business challenges in Doti.

- **Strengthening Entrepreneurial Policies:** It's beneficial for core development of business in Doti as several business issues are being existed for starter. There has been less chance of success of entrepreneurship. So, it is needed to build entrepreneurial policies which will promote entrepreneurship and there should be supporting policies that can impact the stakeholders of entrepreneurship for the good of entrepreneurship. It will reduce impediments to business formation without encouraging unqualified people to create unsustainable enterprises or subsidizing start-ups that don't require it.
- **Government Support:** After successful completion of research on business challenges on Doti, we have found out that current business scenario is not that much well in Doti district. There are lots of business issues but we also find out there is a possibility of successful entrepreneurship for which it needs necessary government support. Due to Covid19, every sector has been impacted. Businesses are heavily affected because of it. In this situation, government can provide direct grants and interest free loans and also provide access to venture capital investment. Reduction on taxation and also provide little bit liberalization on legal procedures and registrations issues. Bring up supportive and motivating programs to encourage youth entrepreneurs and also support through reduction of tariffs.
- **Promote Technology and Innovations:** As through survey and in-depth study we have found out businesses of Doti are very much backward in technology and innovations which is one of the major reasons behind slow growth in business in this region. So it's needed to make enhancement in technology and innovation in order to meet customer expectation in best possible way. As it helps business to move together with changing business environment, Critical thinking and problem-solving skills (Bhandari et al., 2021) are cultivated in an innovative environment, which encourages business people to think outside the box and generate creative solutions. This creates a culture and attracts people with varied viewpoints. They'll respond to problems using Analytical thinking and capacity to generate fresh ideas and solutions. It also provides competitive advantages over other region business.
- **Management of Business Resources:** Every corporation must make sensible use of all resources because they are the most expensive investments a company can make. Furthermore, firms invest a significant amount of effort and money in developing the suitable talent pool. As a result, when their talents and competencies are utilized to their full capacity, overall efficiency and profitability improve. Today, resource management is an essential component of any organization. After organizations became more sophisticated with a matrix structure and extended across several geographies, it grew into its own discipline. It includes resource scheduling, resource forecasting and planning, capacity planning, and business intelligence/reporting, integration with other related applications, and more. As in our survey we have found out there had been an issue of appropriate utilization of available resources due to lack of knowledge and business education. So it's needed to make optimum and efficient utilization of resources.

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