

**MACRO-ENVIRONMENTAL FACTORS AND PERFORMANCE OF
WOMEN-OWNED ENTERPRISES IN JUBA COUNTY, SOUTH SUDAN**

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UNIVERSITY**

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DECLARATION

I declare that this thesis is my own work and has not been presented in any other university

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DEDICATION

This thesis is dedicated to my beloved wife Priscillar Awak Deng and my two sons,
Kuir and

Chok for their love, patience and encouragement towards my achievement.

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ABBREVIATION AND ACRONYMS

ANOVA:	Analysis of Variance
EO:	Entrepreneurial Orientation
FDI:	Foreign Direct Investment
GDP:	Gross Domestic Product
GNP:	Gross National Product
SMEs:	Small and Medium Scale Enterprises
SPLMA:	Sudan People's Liberation Movement Army
SPSS:	Statistical Packages for Social Sciences
RBV:	Resource-Based View
US:	United State
VIFs:	Value Inflation Factors

OPERATIONAL DEFINITION OF TERMS

Economic factor:	This refers to macroeconomic variables- tax, interest rate, access to infrastructure, and finance that are considered to influence women-owned enterprises in South Sudan
Effectiveness:	This refers to the extent to the purpose(s) defining women-owned enterprises is accomplished in South Sudan context
Entrepreneurial orientation:	This refers to as strategic behaviours- innovativeness, proactiveness, risk taking, and autonomy characterising women-owned enterprises and also considered consequential in facilitating and pursuing entrepreneurial opportunities in South Sudan context
Environmental factor:	This refers to as contextual factors- socio-cultural, political-legal and economic contextual factors influencing women-owned enterprises in South Sudan context
Family:	This is described as members of both nuclear and extended relations in the social-cultural environment that might exert influence(s) on women-owned enterprises in South Sudan context
Interest rate:	This refers to the prevailing rate at which financial institutions offer credit facilities that might exert influence(s) on women-owned enterprises in South Sudan context
Performance:	This refers to the success attained by women-owned enterprises in terms of personal satisfaction, profitability, effectiveness, and sustainability
Personal satisfaction:	This refers to fulfilment derived by women entrepreneurs from engaging in creating and managing entrepreneurial activities

Profitability:	This refers to the extent to which success of women-owned enterprises is subjectively measured in terms of earnings from portfolio of investments
Political-legal factor:	This refers to the institutional frameworks for regulating the environment within which women-owned enterprises operate
Regulatory laws:	These refer to a codified rules and regulations governing women-owned enterprises in a political-legal environment
Religion:	This refers to how peoples' beliefs shape and influence women-owned enterprises in South Sudan context
Socio-cultural factor:	This refers to the elements of social systems and people culture which may have positive and negative influence on women-owned enterprises in South Sudan context
Societal Norms and Values:	These are principles, rules, or regulations in the socio-cultural environment that might exert influence(s) on women-owned enterprises in South Sudan context
Sustainability:	This refers to extent to which the success of women-owned enterprises is improved and repeated over periods of time
System of Government:	This refers to a style of administration through which people are governed and businesses are regulated in South Sudan context
Tax policy:	This refers to the extent which a tax regime exerts influence on women-owned enterprises in South Sudan context

ABSTRACT

In entrepreneurship research studies, there is an assertion that the alignment of contextual and other individual and organisational factors will enhance positive entrepreneurial performance-related outcomes. This assertion needs to be empirically validated in a South Sudan context where research studies on performance of women-owned enterprises have received limited attention among scholars. In view of the above background, this study investigated the effect of environmental factors on performance of women owned enterprises in Juba County, South Sudan. Specifically, the study investigated the effect of socio-cultural, political-legal, and economic factors on performance of women-owned enterprises in Juba County, South Sudan. In addition, the study tested the mediating effect of entrepreneurial orientation on the relationship between environmental factors and performance of women-owned enterprises in Juba County, South Sudan. The study was anchored on Contingency, Cultural, and resource-Based View theories. The study was guided by Positivist approach and study research design was the combination of descriptive and explanatory designs. The study target population comprised 107 women-owned enterprises duly registered under Chamber of Commerce in Juba County, South Sudan. Census approach was adopted, and stratified and simple random sampling were employed to select the study respondents who were the owners of the registered enterprises. Survey data were collected using a close-ended questionnaire, and Statistical Package for Social Sciences was employed as analytical software tool. Prior the use of multiple regression statistics, relevant diagnostic tests such as linearity, normality, collinearity tests, were conducted and it was found that the assumptions of multiple regression warranting its use in data analysis were not violated. Multiple regression method was used to test the hypotheses at 0.05 level of confidence. The findings show that macro-environmental factor had a significant relationship with performance of women-owned enterprises in Juba, South Sudan. In addition, economic factor was found to have a significant but negative effect on performance of women-owned enterprises, and entrepreneurial orientation was found to have a full and significant mediating effect on performance of women-owned enterprises in Juba County, South Sudan. Political-legal and socio-cultural factors were identified by the respondents as forces within women-owned enterprise; however, they were found with no significant effect on performance of women-owned enterprises in Juba County, South Sudan. The study concludes that macro-environmental factors significantly predicted performance of women-owned enterprises in Juba County, South Sudan. The study therefore recommended that friendly economic policies that will enhance entrepreneurial orientation outcomes leading to the performance of women-owned enterprises should be initiated by Governments at different levels in South Sudan. In addition, Government of the Republic of South Sudan needs to make the political environment attractive as this will encourage women to fully engage in entrepreneurial activities. Furthermore, entrepreneurial education and training should be organised in various social institutions so that people will understand the need to embrace entrepreneurship and encourage more participation of women in ownership of enterprises.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Entrepreneurial activities of small and medium scale enterprises (SMEs) have been identified as an engine growth of nations (Makmood & Hanafi, 2013). SMEs' contributions to national economic development of countries are consequential in terms of employment generation, gross domestic product, revenue generation, reduction of social vices, poverty alleviation, increased national wealth, and among others (Goyal & Parkash, 2011; Bhardwaj, 2013). SMES' contributions to the economic stability of a country are attributed to the efforts of government and individuals engaging in ventures creation. Therefore, performance of SMEs is a major concern of governments and development practitioners. Environment plays a crucial role in business performance but there are still empirical gaps on this topic, more so as it relates to women. As succinctly put forward in literature, women entrepreneurs constitute a great number of individuals that are largely involved in business ownership and their immeasurable contributions have been recognised (Tundui & Tundui, 2012).

As documented in literature, women who engaged in venture creation and development account for 104 million in 49 economies and this represents 84 per cent of the world's Gross Domestic Product (GDP) (Mitchelmore & Rowley, 2013). Women's role in venture creation has been adjudged as a veritable platform for countries to earn array of benefits. As succinctly averred by Bhardwaj (2013), in the United State of America (USA), one out of eleven adult women in entrepreneurial activities and businesses owned by women contributed to the generation of

employment of more than 18 million workers, and generated more than two trillion dollars as revenue to US economy.

In a similar vein, 18 to 20 per cent of the self-employed workers in Southeast Asia are women (Malaysia, Singapore, Indonesia, Thailand, and the Philippine) and enterprises owned by them have contributed significantly to the economies of the regions in terms of business growth and gross domestic product (Teoh & Chong, 2007). In sub-Saharan Africa, women who are active economically outside agriculture constitute owners of macro and small businesses in informal sector. In Tanzania, 43 per cent of the operators of macro and small business sector are women.

In entrepreneurial literature, findings on performance of ventures owned by both men and women differ across studies. As posited by Lerner and Almor (2002), ventures owned by women are underperforming as compared to their men counterpart. However, the empirical work of Jayeola, Seithi, Owoeye, and Yusau (2020) provided evidence of no significant difference between men and women in terms of SMEs performance in Nigeria. In addition, literature has buoyed the argument that several factors are often responsible for crisis of performance as far as small and medium scale enterprises are concern with no exemption to gender affiliation (Olamide & Ogbechie, 2021; Robichaud, Cachon, & McGraw, 2015).

Furthermore, theoretical lenses of contingency approach and cultural theory buoyed understanding that entrepreneurship performance can be earned based on the alignment of both the internal and external organisation factors. It is on this premise that studies have been fronted to unravel how entrepreneurship performance is generated. In high and middle-income economies, studies have shown that entrepreneur's performance is significantly predicted by internal factors such as

strategic capability (Almor, 2013), entrepreneurial orientation and competencies (Mitchellmore & Rowley, 2013; Mahmood & Hanafi, 2013), demographic factors (Akehurst *et al.*, 2012), and contextual factors such as economic, social, cultural, political and legal contexts (Tundui & Tundui, 2012; Nwobobia, 2012).

While the discussion on how entrepreneurship performance is generated continues in literature, research studies on entrepreneurial activities, especially on women entrepreneurship, remain limited in South Sudan context. Therefore, there is need for empirical inquiry on the impact of forces within the environment and individual strategic behaviour on performance of ventures owned and managed by women in South Sudan context.

1.1.1 Performance of Women-Owned Enterprises

There is no uniform conceptualisation of performance across disciplines. Performance is often described in term of success that is desired in an organisation. Fundamentally, performance is described in terms of attainment of objectives sought in an al setting (Santarelli & Tran, 2012). Performance as a measure of success can either be measured objectively or subjectively using financial or non-financial indicators. In literature, using both objective and subjective measures of performance have been considered to be acceptable as evidence showed the two measures are correlated (Kim, 2004).

Performance of SMEs has been measured using several indicators in literature. Bardasi, Sabarwal, and Terrel (2011) measured entrepreneurial performance using firm efficiency and growth as indicators. As performance a measure of success, Santarelli and Tran (2012) measured performance of ventures owned by women as operating profit. In a similar vein, Lerner, *et al* (1997) measured performance of small

and medium businesses as revenue and profitability. In addition, Akehurst, *et al.* (2012) measured performance of ventures owned by women in terms of business growth, and according to Tundui, profitability was operationalised as a measure of performance of small and medium businesses.

An inventory of investigation of impact of entrepreneurial activities shows that entrepreneurs have different motive of establishing ventures, and therefore, the measures of performance of these ventures will be contingent on individual's motives for ventures created and developed. As posited by Gomezelj & Kušce (2013), entrepreneurs' intentions and interests are determined by different personal characteristics and contextual factors, and these often define performance goals. Performance measurement should not revolve round only financial metrics as substantially measured in literature but also non-financial measures.

Apart from business performance (financial performance), the attainment of personal performance aspect of entrepreneurship determines the continuity of already operational ventures. Personal performance such as personal, customer, and work satisfaction contributes significantly to the success of a venture, and this is supported in literature that entrepreneurs who started ventures other than financial reasons recorded higher level of satisfaction (Gomezelj & Kušce, 2013). Drawing from evidence that both subjective and objective measures can be used to as metrics of performance, therefore this study will employ both measures to operationalise performance of ventures owned by women in a South Sudanese context where research study is lacking in both empirical and exploratory perspectives.

1.1.2 Macro-environmental Factors

As ventures created by entrepreneurs are vectors of economic growth and development, the influences of contextual factors remain an important issue of discussion. As it is stated in literature, a business does not operate in a vacuum, but within the confine of its contextual environment, and therefore the factors within the contextual environment exert a significant influence(s) on the survival of entrepreneurial activities (Gomezelj&Kušce (2013). Macro environment in a given context refers to those external variables that immensely influence business strategies, policies, and decision making (Barkauskas, et al., 2015). Macro-environmental is characterised with variables such as social, cultural, political, legal, technological, and economic, and factors within these environments exert influence(s) on any venture to a great extent (Francisco, Roomi, & Linan, 2016; Maziku, Majenga, & Mashenene, 2014).

Socio-cultural environment, drawing from Social Cognitive behaviour Theory, explains that the social context surrounding individuals plays a distinctive role in shaping their cognition, and consequently behaviours. As argued by Francisco, *et al.* (2016), socio-cultural environment shapes and influences entrepreneurs' interests and behaviour in two major contexts: micro social environment and macro-social environment. The micro-social context otherwise termed closer environment exerts influences that are linked to forces from family, friends, or acquaintance, and this may constitute advices, supports, and legitimacy. The macro-social context entails social values and culture shared by the society, and this may constitute appreciation, recognition, and admiration accorded entrepreneurship by the society. The influences

from socio-cultural context can generate more formidable perceptions towards starting-up a venture (Francisco, *et al.*, 2016).

As succinctly posited by Akhter and Sumi (2014), socio-cultural environment is made up of elements of social systems and peoples' culture which caused entrepreneurial emergence to be positively or negatively influenced, developed, and performed. In support of the evidence of significant influence(s) of socio-cultural environment on entrepreneurial activities, a handful of studies have been fronted across contexts. Family is an important element of socio-cultural environment and its significant effect on entrepreneurial activities has been evidenced in literature (Welsh & Kaciak, 2018; Welsh, Mumili, Kaciak, & Ahmed, 2013; Mordi, *et al.*, 2010).

In addition, societal values and norms that support and appreciate entrepreneurial activities may motivate and encourage admiration for entrepreneurs and entrepreneurship. This is evidenced in the empirical study of Maziku, *et al.* (2014) that found significant negative effect of poor support from the society on performance of women in SMEs. The socio-cultural context that supports entrepreneurial activities varies from one country to another and despite its significant effect on and positive association with entrepreneurial outcomes (Muyanyi, *et al.*, 2018; Mwaura, Gathenya, & Kihoro, 2015), it has been found as impediment and constraint to entrepreneurial development and orientation especially among women (Tlaiss, 2014; Ewoh, 2013).

The political-legal context constitutes business environment that offers institutional frameworks for regulating the environment within which businesses operate. As posited by Dissanayake (2018), political-legal context constitutes regulatory environment that is responsible for codifying, enacting, and enforcing structure of law in a society, and the influence(s) of this environment may encourage or restrict the

creation of businesses or new ventures, impeding or expediting the growth, and or threatening the survival of small and medium enterprises. Political-legal environment comprises formal institutions that offer economic freedom: fair and balance judicial system, developed property right institutions, and effective constitutional limit, will facilitate entrepreneurial investment (Zhou, 2013). However, the restraints within the macro environment context such political instability, old laws, complex legislations, rigid rules, unsupportive bureaucratic procedures, and among others may badly affect start-up efforts or survival of existing SMEs across contexts (Stevenson & St-Onge, 2005).

Regulatory environment (political-legal) offers interventions that are essential in promoting entrepreneurship (Alhunity, Mohamad, &Ishak, 2016), and therefore such environment offers structural support systems that have significant impact on venture performance (Lawal, Adegbuyi, Iyiola, Adegbuyi, &Onakoya, 2018). On the other hand, restraints from regulatory environment badly affect formation of businesses or growth and performance of existing ventures; however, some countries experienced high level of genuine entrepreneurial investment for relatively long periods despite deficient formal institutions (Zhou, 2009). Nevertheless, the political-legal context is different from one county to another and therefore the degree of its impact on ventures creation will also vary accordingly across contexts.

The economic context of business environment composes of macroeconomic variables that influence the existence of any business entity. As posited by Olawale and Garwe (2010), economic contextual factors include monetary and fiscal policies, inflation rate, interest rate, foreign exchange policy in a country, and they are considered to have potential and unequal influence(s) on consumption patterns and

growth characterising SMEs (Olawale&Garwe, 2010). The economic health status of any country will play a significant impact on activities relating to the establishment of ventures and the growth of existing entrepreneurial undertakings.

The economic environmental impact on entrepreneurial-related activities has been investigated and the outcomes have been characterised with inconsistencies of findings in literature. As remarked by Chittithaworn, Islam, Keawchans, and Yusuf (2010), the economic environment that formed part of the larger business environment has significant influence on business success. In a similar vein, Adeoye and Elegunde's (2012) study found that economic environmental context was significantly related to firm performance. However, empirical studies from scholars have also evidenced insignificant effect of economic environment on entrepreneurial activities across gender affiliations (Hassan, Almubarak, & Ahmed, 2016; Machuki & Aosa, 2011), and therefore the remarked by Zhou (2009) that despite deficient institutional framework a high genuine level of investment can still take place seems relevant. The differences of findings of the effects of environmental context on success and growth of entrepreneurial activities still call need for empirical inquiry across contexts.

Drawing from inventory of literature on the relationship between environmental context and entrepreneurial activities, there are significant and insignificant evidences of environmental related forces influencing performance of business created and owned by women across contexts. Bardwaj (2013) found positive linkage between education and training on performance of women owned enterprises in India. Lerner and Almore (2002) found significant effect of strategic capabilities on performance of businesses owned by women. A study conducted by Santarelli and Tran (2012)

found that human and social capitals predicted success of businesses owned by women in Vietnam.

In sub-Saharan Africa, studies on various factors influencing performance of enterprises owned by women have largely remained anecdotal. Ewoh (2013) conducted an exploratory study and observed that environmental factors ranging from social-structural problems, religion, culture, education, experience, and technology constituted factors that may affect the performance of businesses owned and developed by women in five Africa countries-Nigeria, Ghana, South Africa, Botswana, and Ethiopia. In Kenya, Nwobobia (2012) observed that lack of finances, discrimination, problems with city council, lack of education, and lack of access to justice remain environmental factors affecting the performance of businesses owned and developed by women. As investigated by Igwe, *et al.* (2018), access to infrastructure, size of a firm, education and labour force, and business climate variables are found as factors influencing performance of businesses created and developed by women in Nigeria, Senegal, Kenya, Sudan, and Tanzania.

The various factors influencing performance of women owned enterprises can be summed up under environmental factors, and research studies investigating these factors in a South Sudan context has remain limited and largely anecdotal (Igwe, *et al.*, 2018), it therefore becomes requisite to investigate the effect that environmental conditions have on the performance of enterprises owned by women especially in South Sudan.

1.1.3 Entrepreneurial Orientation

Contextual factors, as argued in literature may not only have a direct related influence on firm performance, but also stimulate firm strategic behaviour which, in turn,

enhances performance related outcomes. Scholars, therefore, argued from this point that entrepreneurial orientation functioned as an outcome to environmental contextual influence and also serves as a determinant of performance related outcomes (Lechner & Gudmundsson, 2014).

Entrepreneurial orientation is a multidimensional construct that is conceptualised as an entrepreneur's or firm's entrepreneurial behaviour: innovativeness, risk-taking, proactiveness, competitive aggressiveness, and autonomy, considered essential in facilitating entrepreneurial opportunities (Mwaura, Gathenya, & Kihoro, 2015). As argued by Marques, *et al.* (2012), entrepreneurial orientation serves as a vector of motivation to create new venture, pursue opportunities and innovations, and enables the deployment of resources so as to maximise benefits from such opportunities and innovations.

Innovativeness attribute describes entrepreneurial behaviour that supports and encourages new ideas, and as well as experimentation and creativity; risk taking orientation describes the attribute of an entrepreneur's, despite uncertainties surrounding success, willingness to pursue opportunities; proactiveness orientation measures entrepreneurial behaviour to exploit a new opportunity in an environment and also to anticipate future events; autonomy measures entrepreneurial orientation in terms of independence in decision making and ability to organise and deploy resources to pursue opportunities, and competitive aggressiveness defines entrepreneurial orientation in term of ability and zeal to compete and outperform rivals in the business environment (Mwaura, *et al.*, 2015; Lechner&Gudmudsson, 2013). Entrepreneurial orientation, as argued in literature, is evidenced to serve as an

antecedent of performance related outcomes (Mamun &Fazal, 2018; Keh, Nguuyen, & Ng, 2007).

A handful of studies have indicated evidence that the relationship that entrepreneurial orientation had with performance was a positive one (Mwaura, *et al.*, 2015), however it been argued that entrepreneurial orientation-performance relationship can also be mediated or moderated by array of variables (Lechner & Gudmudsson, 2014). As remarked by Rosenbusch, *et al.*, 2013), performance-environment relationship may not be directly associated but made possible via the mechanism of firm-specific strategic behaviour.

In an attempt to unravel the effect entrepreneurial orientation has on macro-environmental context-entrepreneurial performance relationship, Stanslaus, Shayo, Kapaya, and Jaensson (2017) argued that moderating factors such as cultural orientation, economic factor, political-legal factor, organisational structure may influence the applicability of entrepreneurial orientation, and hence performance. In the meta-analytic study of Rosenbusch, Rauch, and Bausch (2013), entrepreneurial orientation moderated the linkage between task environment and performance. Entrepreneur orientation is found to be directly associated with performance and functioned as outcome of environmental context; however, its mediating role in environmental context-performance relationship has been found to be statistically insignificant (Anggadwita, Luturlean, Ramadani, &Ratten, 2017).

In a sub-Sahara Africa context, entrepreneurial orientation has been fronted in studies as a construct to explain how entrepreneurial performance outcomes can be generated (Mwaura, *et al.*, 2015; Stanslaus, *et al.*, 2017). However, entrepreneurial orientation as a mechanism for explaining the pathway through which environmental context

influences entrepreneurial performance has attracted limited empirical justification, and therefore the need for empirical enquiry becomes imperative.

1.1.4 Women Entrepreneurship in Juba County, South Sudan

South Sudan is a landlocked country that shares borderland with six other Africa countries (Ethiopia, Congo, Kenya, Central Africa Republic, Uganda, and Republic of Sudan (Brown, 2014). South Sudan attained her independence in Mid-2011 after a protracted war that lasted for 4 to 5 decades (Munive, 2014). The effect of the war wrecked havocs on the country's infrastructures, and national resources were diverted to war efforts. As observed by Arok (2019), the protracted war in Sudan caused untold hardship as people in large numbers were displaced and the entire population was subjected to perpetual impoverishment.

After gaining independence, South Sudan witnessed a surge in foreign direct investment (FDI) but internal crisis caused by the disagreement between the Government Forces and that of the forces loyal to South Sudan People's Liberation Movement Army (SPLMA) engulfed the South Sudan as a young independence nation. This crisis degenerated and led to the government unilateral decisions to shut down oil production and the recent relapse of violent internal crisis positioned the country as a fragile and conflict state (Twijnstra&Hilhorst, 2017). The fragility of the state of South Sudan therefore translates to unpredictability which directly or indirectly affects the development of entrepreneurial activities.

Entrepreneurial activities are viewed as young in South Sudan perhaps as a result of devastations occasioned from protracted civil war (Arok, 2019). Women participation in entrepreneurial activities is characterised with discrimination of all kinds. As remarked by Brown (2014), women constitute 50 per cent of the total population of

South Sudan and their participation in leadership roles and entrepreneurial activities is meagre. The lack of confidence and self-esteem, low-level of education, cultural norms, unwritten laws, and reproductive roles of women discriminate against women's participation and capacity in entrepreneurial activities and leadership role.

The post-war constitution in South Sudan contained a clause that allows for greater participation of women at all levels but the institutional apparatus lacked the capacity, resources, and skill to advance women's developmental issues (Brown, 2014). In addition, civil society groups and community organisations championing the participation of women's participation in leadership role and other activities have their structures and establishment dominated by male or managed by men (Brown, 2014).

Research efforts on the participation of women in entrepreneurial activities and the impact of environmental context on development of small and medium scale enterprises (SMEs) has attracted limited attention from scholars in South Sudan context. Though women's capacity and ability in building bridges in terms of peace and crisis resolution in South Sudan has been acknowledged in literature (Poni, 2017), the performance of ventures created by women needs empirical assessment.

1.2 Statement of the Problem

The statistics in respect to living standard in South Sudan indicates that 50.6 per cent of people are living below or less than one US Dollar in a day. The Government of South Sudan has formulated policies focussing on stimulating new businesses so as to reduce unemployment and eradicate poverty across levels (Government of South Sudan, 2018; Lugga & Zewotir, 2012). Despite the policy to enhance better performance for small and medium-sized enterprises, women who are recognised as

having entrepreneurial potentials and also an important resource for economic growth run businesses that are grossly underperforming (Brown, 2014).

In addition, few available women-owned enterprises have suffered setback in relation to performance crisis. For instance, Majer (2021) remarked that several obstacles are impeding the growth of women-owned enterprises and therefore have resulted to performance crisis in SMEs sector in South Sudan context. While the militating factors against women-owned enterprises in South Sudan context included lack of finance, family support, the effect that the composite variable of macro-environmental variables has on performance of entrepreneurial performance-related outcomes has not been scholarly investigated. While very few studies have been fronted to investigate the determinants of business success or failure in South Sudan context, studies relating to environmental context on performance of ventures created by women have attracted anecdotal attention from scholars in South Sudanese context.

In entrepreneurship related literature, it has been suggested that the environmental context may have both positive and negative significant effect on entrepreneurial activities (Gomezelj & Kušce, 2013). In respect to this assertion, evidence abounds in literature about inconsistency of effect of environmental context on entrepreneurship. Welsh and Kaciak (2018) registered evidence of significant effect of socio-cultural variables such as family supports on entrepreneurship performance. The study of Maziku, *et al.* (2014) found negative significant effect of socio-cultural variables such as societal norms and values on women entrepreneurial activities. In a similar vein, Alhnity, *et al.* (2016) found that political-legal environment impacted significantly on performance of entrepreneurial activities. In addition, Adeoye and Elegunde (2012) affirmed the significant effect of economic environmental context on entrepreneurship

performance. However, evidence from empirical studies has also shown insignificant effect of environmental context on performance of entrepreneurial activities across contexts (Hassan, *et al.*, 2016; Machuki & Aosa, 2011). The evidence of insignificant effect of environmental context on entrepreneurship performance supports the submission of Zhou (2009) that despite deficient formal institutions, many less developed economies still experienced high level of genuine entrepreneurial activities. The inconsistencies of findings of environmental context-entrepreneurship success linkage remained a gap that demands additional empirical examination.

Furthermore, in sub-Saharan Africa, studies on various factors influencing performance of enterprises owned by women have largely remained anecdotal and methodologically deficient. Ewoh (2013) conducted an exploratory study and observed that environmental factors ranging from social-structural problems, religion, culture, education, experience, and technology constituted factors that may affect the performance of businesses owned and developed by women in five Africa countries- Nigeria, South Africa, Botswana, and Ethiopia. In Kenya, Nwobobia (2012) observed that lack of finances, discrimination, problems with city council laws, lack of education, and lack of access to justice remain environmental factors affecting the performance of businesses owned and developed by women. As investigated by Igwe, *et al.* (2018), access to infrastructure, size of a firm, education and labour force, and business climate variables are found as factors influencing performance of businesses created and developed by women in Nigeria, Senegal, Kenya, Sudan, and Tanzania. These aforementioned studies were fraught with methodological lacunas ranging from designs to analytical tools. Therefore, a methodology gap has been created that needs empirical investigation.

Restraints from the macro environment impact on entrepreneurs equally but studies have shown that the propensity of environmental impact is more on businesswomen than the businessmen (Stevenson & St-Onge, 2005). This propensity of environmental impact is yet to be ascertained as far women in venture creation is concerned in South Sudanese context. This also becomes a gap that this needs empirical justification. In addition, environmental context may not only have direct impact on performance related outcomes but do so by influencing strategic behaviour at both individual and organisational level (Lechner & Gudmundsson, 2014). However, studies have remained scant in exploring entrepreneurial orientation to elucidate linkage between environmental context and performance of women owned enterprises. This became a gap that this study poised to address by investigating the mediating effect of entrepreneurial orientation to explain the link between environmental context and performance of women-owned enterprises in Juba County, South Sudan.

1.3 Objectives of the Study

The study was guided by the following objectives:

1.3.1 General Objective

The general objective of the study was to investigate the effect of macro-environmental factors on the performance of women owned enterprises in Juba County, South Sudan

1.3.2 Specific Objectives

- i To determine the effect of socio-cultural factors on performance of women owned enterprises in Juba County, South Sudan
- ii To establish the effect of political-legal factors on performance of women owned enterprises in Juba County, South Sudan

- iii To examine the effect of economic factors on performance of women owned enterprises in Juba County, South Sudan
- iv To establish the mediating effect of entrepreneurial orientation on the relationship between macro-environmental factors and performance of women owned enterprises in Juba County, South Sudan

1.4 Research Hypotheses

- H₀₁: Socio-cultural factors have no significant effect on performance of women owned enterprises in Juba County, South Sudan
- H₀₂: Political-legal factors have no significant effect on performance of women owned enterprises in Juba County, South Sudan
- H₀₃: Economic factors have no significant effect on performance of women owned enterprises in Juba County, South Sudan
- H₀₄: Entrepreneurial orientation has no mediating effect on the interconnection between macro-environmental factors and performance of women owned enterprises in Juba County, South Sudan.

1.5 Significance of the study

This study is of importance to various stakeholders as far entrepreneurial activities are concerned in South Sudan. The findings of this study constituted a pivotal blueprint for Government of South Sudan on the policies and programmes relating to development and promotion of entrepreneurial activities so as to enhance economic growth and development. The international agencies and other donor organisations promoting entrepreneurship at various levels in South Sudan will find interesting this

study's results on how to channel and deploy capabilities and resources to vital sectors of the economy of South Sudan.

The women's zeal in venture creation will be revitalised as this study would help them to gain knowledge on how environmental contextual areas likely to impede the success of entrepreneurial activities in South Sudanese context. In addition, the male folk in South Sudan will also find resourceful the findings of this study and therefore develop a change of orientation and behaviour towards women owning businesses.

The findings of this study added to knowledge areas by offering evidence on the interconnection between environmental context and performance of ventures under the management by women in South Sudan where empirical studies are lacking. Furthermore, the findings of this study functioned as a template for researchers to further research on the constructs of environmental contextual factors and entrepreneurship performance across contexts.

1.6 Scope of the study

In terms of contextual scope of this study, empirical investigation of macro-environmental factors and its effect on performance of women entrepreneurship was carried out in Juba County, South Sudan. This study's focus covered the construct of macro-environmental factors and performance of women entrepreneurs as a conceptual scope. The macro-environmental factor was conceptualised as a composite construct comprising socio-cultural, political-legal, and economic factors as latent variables. The composite construct of macro-environmental factor functioned as the independent variable while performance of women-owned enterprises owned functioned as the dependent variable. In addition, the conceptual scope included the construct of entrepreneurial orientation which was operationalised as a mechanism to

explore the pathway through which macro-environmental factors-entrepreneurship performance relationship was generated.

This study was empirically investigated and quantitative research approach embracing descriptive and explanatory designs were employed. Quantitative research method enabled the study to get data collected and analysed quantitatively, and inferences were made from the analysis for appropriate generalisation. In terms of time scope, this study was carried out within the period of six months during which data were collected, analysed, interpreted, and the compilation of report was done.

1.7 Limitation of the study

This study was carried in Juba County, South Sudan, and the study participants comprised registered women entrepreneurs. The researcher encountered challenges of language because the items of instrument of were constructed in English language and some of the participants did not fully comprehend or communicate in it. The researcher addressed this limitation by employing two research assistants who are versed in English and shouldered the responsibility of interpreting the study items when some of the participants needed guidance or assistance.

South Sudan is fragility and conflict nation occasioned by protracted civil war, and therefore lack of trust and suspicion characterised the study participants and they were not willing to part with information and thereby limiting the researcher's efforts. This limitation was addressed by seeking the consent of the selected participants prior the data collection date with approved evidence (authorisation letter) to conduct research from appropriate regulatory agencies.

As a cross-sectional study, the effect of Covid-19 pandemic, therefore, created a limitation in terms cost escalation of earlier budgeted expenses and elongation of the scheduled periods for data collection and analysis. This limitation addressed by setting aside contingency fund and plans to take care of exigencies that ensued during the period.

1.8 Organisation of the study

This thesis is arranged into five chapters. Chapter one dwells on the introduction to the study which had sub-divisions in terms of study background, the problem gaps in terms of statements, study objectives, formulated research hypotheses, significance of the study, study scope, and limitation. Chapter two of the thesis dwells on the study literature review which entails both theoretical and empirical review; and summary of empirical review and gaps are presented. Chapter three presents the study methodology, and chapter four of this study dwells on analysis of data, interpretation, and discussion. Chapter five of this study presents summary, conclusion, recommendation, and implication for future research studies.

CHAPTER TWO

LITERATURE REVIEW

2.1: Introduction

This chapter presents the review of literature which covers both theoretical and empirical literature review. The summary of empirical literature review and the conceptual framework of the study are also presented in this chapter.

2.2: Theoretical Literature Review

This study is anchored on relevant theories. The theories included contingency theory, cultural theory of entrepreneurship, resource-based view theory, and Dynamic Capabilities Theory.

2.2.1 Contingency Theory

Contingency theory is attributed to the work of Fieldler (1964) in the article “ A Contingency Model of Leadership and Effectiveness. The contingency model states that that there is no best approach leadership to leadership styles but leader’s effectiveness is contingent on a given situation. Contingency model provides a theoretical reasoning that an alignment or fit between internal and external organisational factors will generate a positive organisational performance (Linton, 2014). The earlier researchers in entrepreneurship research employed contingency approach to anchor studies hinging on the fit between the environment, entrepreneurial orientation, structure, strategy, and performance (Covin & Slevin, 1989; Zahra & Covin, 1995). Today, contemporary researchers have employed contingency theory as a theoretical lens to justify how entrepreneurship performance can be attained by considering the various contingencies in the firm’s environment.

As averred by Chowdhury (2011), using contingency theory, a young firm can be able to respond to customer driven complexities through appropriate alignment with various firm's structural compositions. Patel and Conklin (2012) draw from theoretical lens of contingency theory and found that high performance work systems were significantly predicted when group culture and contextual variable were introduced than when it was not. In addition, Wiklund and Shepherd (2005) argued that the employment of contingency theory enabled the understanding of the interactional effect of contextual variables (environment and access to capital) in the entrepreneurial orientation-firm performance relationship. In Umrani, Kura, and Ahmed's (2018) study, contingency theory was leveraged upon to examine organisational culture as a mediating construct in the explanation of the linkage between corporate entrepreneurship and business performance.

At the heart of the contingency theory is the notion that a fit must be maintained between a firm's structure and contextual factors so as to generate performance (Taylor & Taylor, 2014). Therefore, using theoretical lens of contingency theory, the fit between environmental contextual factors and entrepreneurial orientation will drive the need for positive entrepreneurial performance outcomes. Contingency theory became the ground theory used to anchor this study and guided how performance was generated.

2.2.2 Cultural Theory of Entrepreneurship

Cultural theory has its origin from to the classic work of Weber (1930) which dated back to the oldest accounts of differences among the group in business enterprises. Cultural theory states that the requirement for venturing into entrepreneurship is hinged on the differences among group in business performance that emanate from

group differences in cultural values and norms (Smith-Hunter & Boyd, 2004). In addition, the theory also holds that the need for higher achievement and the pursuit of economic independence constitutes the primary drive for the pursuit of self-employment in small business.

Cultural theory aids the understanding that certain cultural features such as acceptance of risk, economical living, dedication to hard work, solidarity and loyalty, and among others can facilitate and encourage entrepreneurship behaviour and support self-employment (Volery, 2007). In entrepreneurial research scholars have employed theoretical lens of cultural theory to underpin studies and support hypotheses formulation. According to Volery (2007), a theoretical framework on ethnic entrepreneurship was anchored on cultural theory. The study on comparison of white and minority business owners was theoretical supported on the tenet of cultural theory (Smith-Hunter & Boyd, 2004).

In entrepreneurship research, studies have asserted that the element of social systems and culture can impact both positively and negatively on entrepreneurial emergence, behaviour and performance (Akhter & Sumi, 2014), and therefore this assertion is in tandem with the tenet of cultural theory. Cultural theory is seen as important in this present study because its theoretical lens was used to underpin the influence that environmental contextual factors has on the development of entrepreneurial orientation as a strategic behaviour leading to performance of entrepreneurial activities.

2.2.3 Resource-Based View

Penrose (1959), in her book titled 'the growth of the firm', led to the conceptualisation of Resource-Based View (RBV) theory. In the book, it was argued that resources

available in organisations are heterogeneous and characterised as imperfect mobility. A great number of scholars have built on the platform provided by Penrose to explain the importance of resources to organisations. Barney (1991) contributed to the discussion of RBV by explaining that organisations will attain a sustainable competitive advantage provided they engaged in building and developing resources and capabilities that are internal to them and, also are considered valuable, rare, inimitable, and not substitutable.

Resources that organisations utilised to attain organisational goals entail human, material, money, machines, and it may include capabilities such as structure, culture, management style, technology, and host of others. These capabilities and resources, as argued in literature, if well-developed and built will assist organisations to obtain superior advantages and performance over competitors. A number of researchers have employed RBV to underpin entrepreneurial related studies. Lerner and Almor (2002) employed RBV to explore the strategic capabilities linkage. The investigation of the entrepreneurial orientation on performance of SMEs by Price, Stoica, and, Weaven (2013) was underpinned by resource-based view theory. Tahsee and Ramayah (2015) employed RBV to explore the linkage that entrepreneurial competencies had on performance of SMEs in India. Entrepreneurial orientation, as an individual or firm strategic behaviour, can serve as important capabilities that can be developed and leveraged upon to attain a competitive advantage that is sustainable which can further lead to performance outcomes. Therefore, RBV was relevant to support the hypothesis elucidating the pathway between environmental context and performance of businesses owned by women via entrepreneurial orientation.

2.2.4 Dynamic Capabilities Theory

Dynamic capabilities theory, according to Teece and Pisano (1994), provides a theoretical lens to understand the importance of both internal and external environment of firm for gaining competitive advantage. Unlike RBV that emphasised only on the capabilities and resources from the internal environment of a firm as a source of competitive advantage, Dynamic capabilities theory was of the view that relying on the internal environment of a firm alone cannot guarantee competitive advantage but the ability of a firm to combine, developed, and reconfigured both internal and external expertise in order to respond to speedily changing environment (Samsudin & Ismail, 2019).

In entrepreneurship research studies, dynamic capabilities theory is employed to explain how sustainable competitive advantage can be attained by SMEs owners by leveraging not only on the resources and capabilities within the micro environment but also the opportunities and the resources offered by the external environment. Dynamic capabilities theory addresses the defect of RBV's inability to give consideration to the firm's external environment by presenting a firm's success as a function of both internal and external environment. Therefore, this study made use of Dynamic capabilities theory as a premise to explain the relationship between performance of women-owned enterprises and macro-environmental factors.

2.3 Empirical Literature Review

2.3.1 Social-cultural Factors and Performance of Businesses owned by Women

Tlaiss (2014) investigated women entrepreneurship in United Arab Emirate. The focus of the study was mainly to ascertain the barriers and the impact of culture on women entrepreneur. The study sample size was 20 women entrepreneurs and in-

depth interview was adopted as a data collection method. The interview conducted revealed that socio-cultural factor such as poor family support constituted barriers to women's intention to create business ventures and entrepreneurial development, and performance. The study also found that cultural factors in terms of gender inequality (masculinity superiority to feminism), and religion constituted barriers to performance of women entrepreneurs. The study revealed how some important barriers to women entrepreneurship using interview method, and however, the findings of the study could have been better enhanced if quantitative data were to be collected and analysed inferentially so as to make inferences relating to the effect of socio-cultural on women entrepreneurial activities. This gap was addressed in this study by carrying out quantitative investigation of the effect that socio-cultural context exerts on performance of women entrepreneurship.

Modarresi, Arasti, Talebi and Farasatkah (2016) investigated women entrepreneurship in Iran. The study majorly focused on home-based businesses owned and managed by women and adopted qualitative approach where an interview from 20 respondents. Data collected were analysed and results revealed that socio-cultural concerns were the reasons why women were motivated to own and manage businesses in Iran. The study was a qualitative approach and a method of data collection was through interview; however, this methodological approach is always constrained with small sample size and lack of capacity to make inference about the larger population. This present study sought to address these gaps by employing quantitative approach to investigate women entrepreneurship activities and its relationship with socio-cultural context.

Mordi, *et al.* (2010) investigated the role which cultural values played in understanding the challenges faced by female entrepreneurs in Nigeria. The study dwelled on how women respond to challenges of entrepreneurship between the non-Western and Western contexts. The study drawn data from 274 women who operated their businesses in Lagos, Oyo, and Ogun States, Nigeria, and data collected were analysed descriptively and inferentially. The results of the analysis showed that cultural values allowed women in entrepreneurship to be resourceful and confident in facing challenges of entrepreneurship in non-western context than western context. The findings arrived were based on the descriptive results of analysis and rank correlation of the items of the data collected. There is therefore a need to find out if cultural value as an element of social-cultural context could predict performance of ventures created by women.

Adom, Asare-Yeboah, Quaye, & Ampomah, (2018) conducted a study of work and family life of female entrepreneurs in Ghana. Drawing data from 25 active women entrepreneurs through a case study strategy, in-depth face-to-face interview, and participant observation, the study found that roles and responsibilities of women entrepreneurs had impact that was negative on income and business performance-related outcomes. The findings of negative impact in the study are mere exploratory statement that demands empirical and quantitative justification. This present study carried out quantitative research to determine the impact that socio-cultural context had on performance of businesses owned and managed by women.

Wolf and Frese (2018) reviewed study on spousal influence on women entrepreneurship in sub-Saharan Africa. The study conducted a systematic literature review and six types of supportive and constraining spousal influences were

identified. The study concluded by developing propositions that husband is an influential stakeholder in women entrepreneurship in sub-Saharan Africa. The study limited in many ways as compared to this present study. Firstly, the study remains exploratory based on literature review and therefore the findings lacked empirical justifications. There is also need for qualitative approach to ascertain whether elements of socio-cultural context can predict women entrepreneurial outcomes, especially in sub-Saharan Africa context.

2.3.2 Political-legal Context and Performance of Women Entrepreneurship

Khattab, Ahmed, and Ahmed (2017) explored the determinants of business entrepreneurship success in Sudan. The study was an exploratory study and data were collected from 62 entrepreneurs via questionnaire and analysed. The results of the analysis were presented using simple percentages and findings of the study revealed that government policies, among others were found to be a determinant of business entrepreneurship success in Sudan. The study, however, is fraught with some inconsistencies: the context where the study took place is not clear because as at present Sudan as a sovereign nation is not in existence as the country is excised into North and South Sudan. The quantitative analysis of data using simple percentage is not robust enough to determine whether items of a study are measuring the variables under investigation, and therefore there is need for adequate statistical analytical method. This present study addressed inherent gaps in the aforementioned study by employing appropriate statistical methods to determine factorability of data under study and to establish the association among the study's constructs.

Adeoye (2013) explored the impact that business environment exerted on performance of entrepreneurial activities in Nigeria. The study was exploratory and

information obtained from secondary sources such as academic publications, reports, and publications from government, agencies and stakeholders in entrepreneurship related field was used to make informed decisions. The study concluded that entrepreneurship curriculum should be included in schools in Nigeria. The study was largely exploratory and there is no element of the evidence of impact of business environment on entrepreneurship performance, and therefore this becomes a gap that needs to be addressed. This present study sought to carry out empirical investigation to determine the impact of environmental context on entrepreneurship performance.

Panda (2018) conducted a study to review and rank constraints faced by both male and female entrepreneurs in developing countries. The study hinged on reviewing of literature and qualitative method to identify and rank into categories the various facing entrepreneurs. The study found that unstable political environment was one the constraints facing entrepreneurs. The conclusion of this study was based on submissions reached in past literature and this lacks empirical justification in sub-Saharan Africa context. This became a gap that this present study intended to bridge by investigating empirically the effect of institutional environment (political-legal) on performance of ventures owned and managed by women in sub-Saharan Africa.

Tønnessen (2019) conducted a study on marital privilege and constitutional right of women at work in Sudan. The study explored how women negotiate legal constraints imposed on them by their husbands. The study concluded that the legal framework enabled women in Sudanese context make independent economic choices. The study recognised the impact of legal environmental context in shaping economic choices made by women in Sudanese context, however there is still need for empirical

investigation on how legal context influences the choice(s) of women in respect to creating and managing ventures.

2.3.3 Economic Context and Performance of Women Entrepreneurship

Igwe, *et al.* (2018) investigated productivity challenges of entrepreneurship and small and medium enterprises in sub-Saharan Africa countries. The study explored literature on the issues of doing businesses in Africa, start-up survival and closure, size and informality, and gender issues in Africa. The study used World Bank Enterprise Survey data and concluded that access to finance, and infrastructures, among others are factors working against productivity and investment in Africa. The findings in the aforementioned study lack empirical justification. Since countries are different from one another in terms of environmental contextual factors, there is therefore a need to find out from the context of each country the likely contextual factors influencing entrepreneurship performance and other related outcomes.

Kaburi, *et al.* (2012) conducted a study on entrepreneurship challenges in developing economies using a Kenya as a case study. The study explored the literature and relied on secondary sources and highlighted various environmental contextual factors as challenges facing entrepreneurship development in Africa. The findings arrived at the study are pointers to the factors constraining entrepreneurship in Africa but the findings lack empirical justification. This present study bridged the gaps in Kaburi's *et al.* (2012) study by investigating empirically environmental contextual influence on entrepreneurship performance in a developing context especially from South Sudan.

Nsengimana, Iwu, and Tengeh (2019) conducted a study to investigate factor responsible low numbers of women entrepreneurs in Rwanda. The study adopted a quantitative research methodology and data drawn from 398 women entrepreneurs

were quantitatively analysed and the results were interpreted using statistical parameters such as mean and standard deviation. The findings from the analysis showed that economic related factors such as a complex tax system and limited access to capital contributed to low number of women entrepreneurs in Africa. The generalisation of the findings of the study to Africa context is however is a submission in error because economic condition of one country is different from another, and therefore such generalisation demand further empirical validation in a similar context. In addition, making inferences from descriptive analysis of data is not robust enough and thus the need for adequate quantitative statistical method becomes necessary. These were limitations in the aforementioned study that this present study intended to address.

Legas (2015) conducted a comparative perspective of the challenges to entrepreneurial success in sub-Saharan Africa countries. The study relied on data from Global Entrepreneurship Monitor, World Bank Doing Business, and Enterprise Survey Databases. The data obtained were descriptively analysed and results the analysis showed that a complex tax system, lack of infrastructure, lack of finance, among others constituted challenges to the success of entrepreneurial activities in sub-Saharan Africa. The limited in terms of making inferences from descriptive parameters based on the analysis conducted in the study. This becomes a gap that study intended to address by carrying out empirical inquiry on the link that environmental context had on entrepreneurship performance in a sub-Saharan Africa country.

2.3.4 Environmental Context, Entrepreneurial Orientation, and Performance of Women Entrepreneurship

Stanslaus, *et al.* (2017) explored the assessment of the moderating factors that have effects on entrepreneurial orientation and performance in Tanzania. The study was completely exploratory and the term entrepreneurial orientation was conceptualised and the various moderating factors such as socio-cultural, political, legal and economic orientations were explored. The study confirmed the link among the moderating factors and their effect on performance of SMEs. This study is characterised with a number of limitations: firstly it is not clear whether the identified environmental variables served as moderating or mediating constructs in the conceptual model. This study reported significant effect of moderation and the statistical evidence in relation to that in the study. The study, having reported significant effect claimed that future research was needed to test the empirical model. This present study found the various inconsistencies in the Stanslaus, *'s et al.*, (2017) study as gaps to be filled by carrying empirical inquiry that is qualitative in nature to determine mediating effect of entrepreneurship orientation.

Rosenbusch, Rauch, and Bausch (2013) carried out meta-analytic study on the mediating role that entrepreneurial orientation exerted on the link between task environment and firm performance. The meta-analysis was performed on research studies conducted for the past 30 years on task environment-performance relationship and entrepreneurial orientation. The findings from the analysis established entrepreneurial orientation as a mediating factor in the link between task environment and firm performance. The findings of the study indicated that entrepreneurial orientation can indirectly explained task environment-performance relationship;

however, evidence of significant effect in a meta-analytic study, as argued in the literature, does need empirical investigation for validation and generalisation of findings. This present study sought to carry out empirical inquiry on environmental context-entrepreneurial performance relationship with entrepreneurial orientation as a mediating mechanism.

Ali, Abdullah, and Gorondutse (2017) explored the literature and investigate whether entrepreneurial orientation, market orientation, total quality, and organisational culture are linked to performance of SMEs. Relied on extensive review of literature, the study concluded and developed a conceptual framework to explain the webs of relationship that may exist entrepreneurial orientation-performance of SMEs linkage. The proposed relationships in the conceptual framework of the study are mere propositions that need to be supported via empirical investigation. The present conducted empirical investigation register the effect that entrepreneurial orientation exerted in the explanation of the re environmental context-entrepreneurship performance linkage in South Sudan context.

In Hoque's (2018) study, entrepreneurial orientation and performance of SMEs in Bangladesh with organisational culture as the mediating construct was examined. The data were analysed using SEM-AMOS and results showed that entrepreneurial orientation significantly related to SMEs performance and organisational culture significantly mediated the relationship. The study findings showed that entrepreneurial orientation served as an antecedent of SMEs performance but what determines entrepreneurial orientation as a strategic behaviour needs to be empirically investigated. This present study poised to empirically investigate both and antecedent and a outcome of entrepreneurial orientation.

2.4 Empirical Literature Reviewed, Gaps and Focus of Current Study

The review of empirical literature indicated that a chunk of studies have investigated the effect that the constructs of environmental context, entrepreneurial orientation, had on entrepreneurship performance. The findings of these studies have shown mixed submissions and justifications, and as well as methodological and theoretical limitations. In addition, the review of empirical studies clearly shows lack of studies investigating the extent of effect of environmental context on performance of women-owned enterprises in South Sudan. These findings therefore become gaps that demand necessary attention and to be addressed via further empirical investigation. The empirical literature review, gaps and the direction to address these gaps in this present are discussed in Table 2.1.

Table 2.1 Empirical Literature Review and Research Gaps

Author(s)	Construct area				
Tlaiss (2014)	Socio-cultural context				
Modarres, <i>et al.</i> (2016)	Socio-cultural context				
Focus	Findings	Gap	Focus of the current study		
Impact of culture on women entrepreneurship	Cultural factors were found to constitute as barriers to women entrepreneurship	It was completely qualitative study	Focused on redefining socio-cultural factors and justify its relationship via empirical investigation	Lack quantitative justification of results	Focused on generating continuous data so as to aid empirical justification between socio-cultural factors and performance of women-owned businesses
Impact of socio-cultural environment on women entrepreneurship	Socio-cultural concerns were the reasons for motivation of women into entrepreneurship	Purely qualitative approach	Focused on conceptualising socio-cultural factors and its impact on entrepreneurial performance via empirical data justification	The study was purely exploratory	Focused on operationalising family as one of the elements of socio-cultural context and its impact on entrepreneurship performance was empirically investigated
cultural values and challenges faced by women entrepreneurs	Cultural values allowed women to be resourceful	Inference was made based on descriptive	Focused on adopting both		

	and confident dealing with challenges facing entrepreneurship in non-western context than the western context.	analysis and this hindered generalisation of findings	descriptive and inferential designs as part of methodology to establish relationship between socio-cultural factors and entrepreneurial performance		
Khattab, <i>et al.</i> (2017)	Political-legal context	Determinants of business entrepreneurship in Sudan	Government policies were found to be a determinant of business entrepreneurship success in Sudan	Limited by making inferences for generalisation of findings on the basis of descriptive (percentage) analysis	Focused on inferential analysis so as to make inferences for generalisation
Adeoye (2013)	Political-legal context	Impact of business environment on entrepreneurship performance in Nigeria	Business environment impacted on entrepreneurship performance and entrepreneurship education should be integrated to school curriculum	It was exploratory study and evidence of significant impact could not be justified	Focused on quantitative study to verify empirical justification of the relationship between environmental context and entrepreneurship performance
Panda (2018)	Political-legal context	Constraints facing women entrepreneurship	Unstable political environment constituted one of	The findings were based on review of literature	Focused on quantitative research method so as to

			the constraints facing entrepreneurship		determine empirical relationship between the constructs of this study
Tønnessen (2019)	Political-legal context	Legal privilege and constitutional right of women at work.	Legal framework empowered women to make independent economic choice	Lacked theoretical underpinning supporting the study's variables of interest	Focused on drawing theoretical insights to anchor link between political-legal factors and performance of women-owned enterprises
Igwe, <i>et al.</i> (2018)	Economic context	Productivity challenges of entrepreneurship in sub-Saharan Africa	Access to finance, and access to infrastructures influenced investment and productivity in Africa.	It was purely exploratory study	Focused on both descriptive and explanatory designs to establish empirical justification among the study constructs of this study
Kaburi, <i>et al.</i> (2012)	Economic context	Entrepreneurship challenges in developing economy: A case study in Kenya	Environmental contextual forces constituted challenges facing entrepreneurs in Africa.	The study solely relied on review of literature	Focused on theoretical underpinning to support the study objectives and hypotheses and empirical justification
Nsengima (2019)	Economic context	Factors responsible for low number of women entrepreneurs in Rwanda	Economic variables such complex tax and limited access to capital responsible	The use of descriptive parameters to make inferences was wrong.	Used appropriate techniques to determine the relationship between the study constructs

			for low number of women entrepreneurs		and then make inferences
Legas (2015)	Economic context	Challenges facing entrepreneurial success in Africa	a complex tax system, lack of infrastructure, lack of finance, among others hindered entrepreneurial success in sub-Saharan Africa.	Lacked appropriate methodology for drawing inferences	Focused on empirical investigation using appropriate methodology for making inferences that can be generalised
Stanslaus, <i>et al.</i> (2017)	Entrepreneurial orientation	Effect of entrepreneurial orientation, moderating factors on performance of SMEs	Moderating factors (political, legal, economic, social, and cultural) have effect that was significant on performance of SMEs	Inconsistencies of results as indicated in the finding of the study	Focused on establishing the mediating effect of entrepreneurial in environmental context-entrepreneurship performance relationship
Rosenbusch, <i>et al.</i> (2013)	Entrepreneurial orientation	Meta-analytic study on entrepreneurial orientation as a mediator in environment-entrepreneurship performance	Entrepreneurial orientation mediated task environment-entrepreneurship performance relationship	Meta-analytical study needs empirical validation for generalisation of findings	Focused on collection of primary data and employing appropriate statistical methods to establish hypothesised relationships
Ali, <i>et al.</i> (2017)	Entrepreneurial orientation	Entrepreneurial orientation influence	Entrepreneurial orientation may	The findings were just a mere	Focused on operationalising

		on total quality and performance of SMEs	have influence total quality which in turn lead to performance of SMEs	proposition that need empirical validation	entrepreneurial orientation to empirically explain environmental context- entrepreneurship performance relationship
Hoque (2018)	Entrepreneurial orientation	Entrepreneurial orientation and SMEs performance of in Bangladesh	Entrepreneurial orientation significantly influenced performance of SMEs	Entrepreneurial orientation determinants need to be investigated	Focused on investigating both the antecedents and outcomes of entrepreneurial orientation

2.5 Conceptual Framework

A conceptual framework was proposed in this study to elucidate the linkage between environmental context and performance of women owned enterprises in South Sudan.

The proposed conceptual framework is depicted in Figure 2.1.

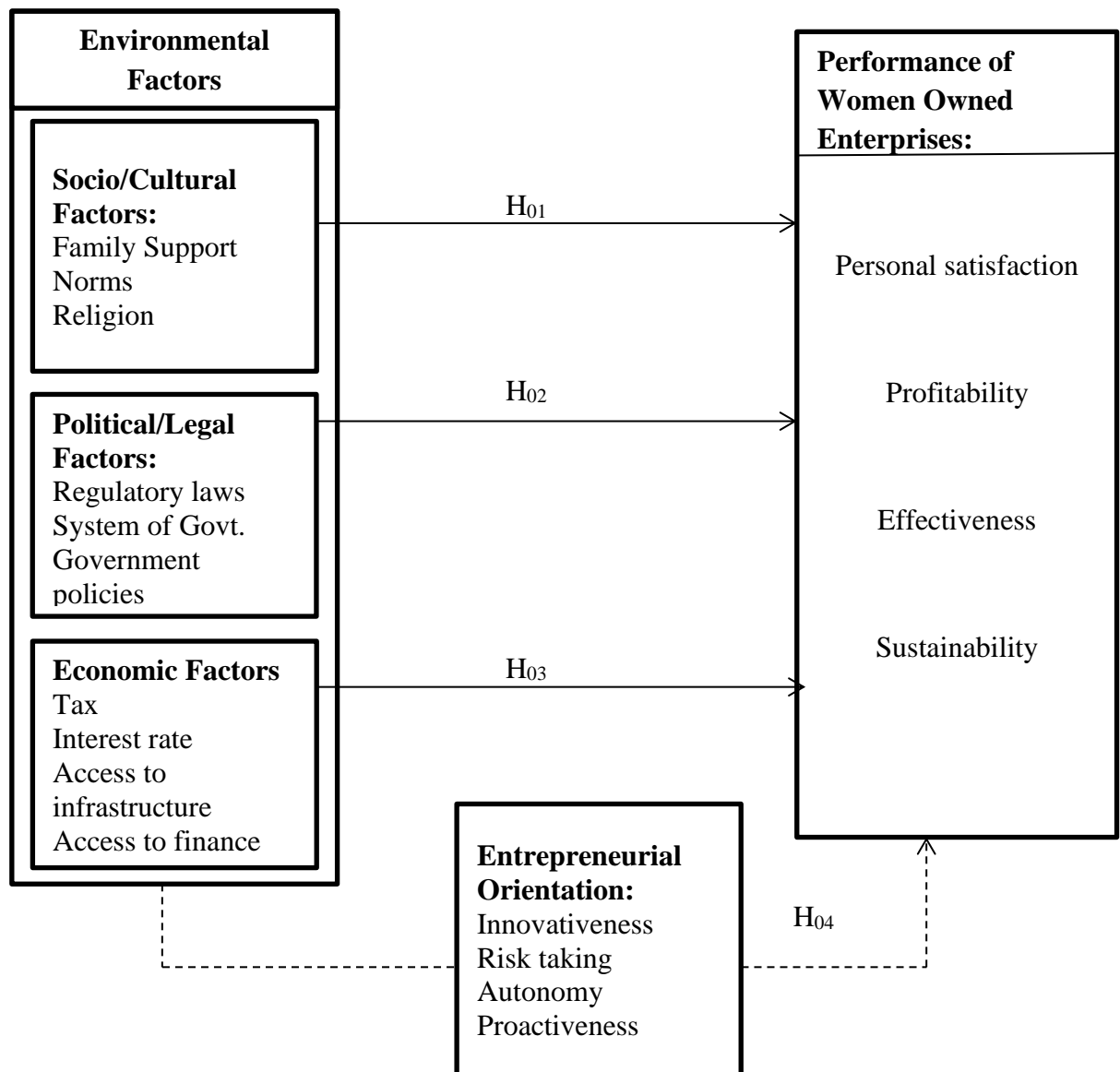


Figure 2.1 Conceptual Framework

Source: Researcher's Conceptualisation (2022)

As indicated in Figure 2.1 environmental contextual factor was operationalised as the independent variable comprising socio-cultural, political-legal, and economic factors as latent variables. Performance was the dependent variable measured with perceived indicators such as personal satisfaction, customer satisfaction, profitability, work satisfaction, and sustainability. The mediating variable of this study was operationalised as entrepreneurial orientation.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the study research methodology. The sections covered in the study methodology include: philosophical approach adopted, the type of research design, the way the variables were operationalized and measured, population of the study, data collection instrument, and research ethics.

3.2 Research Philosophy

This study adopted positivism as a research philosophy. Positivism is a philosophical approach that is premised on objective evaluation of a reality and that the truth can be discerned from untruth subject to empirical validation or support (Saunders, et al. 2009). Furthermore, a sizeable chunk of researchers has adopted positivism approach to justify formulation of research objectives and hypotheses, data collection methods, analysis, and interpretation of deductive research study (Field, 2013). This study therefore adopted positivism as a research philosophy because the study used to validate the reality of the relationship between the constructs of this study by carrying out empirical investigation via a deductive research study.

3.3 Research design

The description of the blueprints or plans to data collection and specification of how research questions and study hypotheses can be addressed is often termed as research design (Saunders, *et al.*, 2009). As explained in literature Field (2013), there is no single special design to a study; however, researchers can resort to using array of designs provided it aligns with the attainment of outcomes of the phenomenon under

study. The design that was made used in this study were descriptive and explanatory in nature.

Descriptive design explains or describes the attributes of the survey variables of interest and the explanatory design helps in determining the linkage that exists between the constructs of this study. The designs employed were descriptive and explanatory because the study intended to carry out survey research where attributes of the study participants and constructs were descriptively analysed and presented. In addition, through explanatory design, the relationship between the variables of interest of this study was inferentially determined.

3.4 Population of the study

The study population comprised the women owners of registered SMEs in Juba County South Sudan. According to Juba Chamber of Commerce, there were one hundred and seven (107) dully registered SMEs owned by women in Juba County, South Sudan as at 2018 (Juba Chamber of Commerce, 2018). The population appeared to be small and therefore census approach was employed in this study. As posited by Saunders, *et al.* (2009) a census approach is considered resourceful in research study provided data collection and analysis can be obtained from the list of possible case or members group in the study population. The study participants who were purposively selected therefore comprised the women-owned SMEs registered in Juba County, South Sudan

3.5 Data Collection and Instrument

Primary data were obtained using questionnaire as an instrument of data collection. The questionnaire was structured in such a way to be easier and acceptable by the

participants to fully comprehend. A questionnaire as a method of data collection is adjudged easier to be administered and scholars have employed it in literature as a data collection instrument (Saunders, *et al*, 2009). The questionnaire used was sectionalised into two areas: section A focused on the demographic profiles of the study participants; and section B focused on the items covering the study's constructs. The questionnaire was administered to the respondents using 'Drop and Pick' method. That is each of the respondents was left with the questionnaire and to be collected the following day. This method was seen as a way by which the respondents would have enough time to attend to the items contained in the questionnaire.

3.5.1 Operationalisation and Measurement of Variables

The dependent variable in this study was be entrepreneurship performance and independent variable is composite construct of environmental context operationalised as socio-cultural, political-legal, and economic context. The study investigated whether environmental context-entrepreneurship performance linkage will be mediated by entrepreneurial orientation. Table 3.1 presented the three constructs in this study and how they are operationalised.

Table 3.1 Operationalisation of Variable

Variable	Nature	Operationalisation	Indicators	Scale measurement
Socio-cultural factors	Independent variable	Elements of social systems and people culture which may have positive and negative influence on entrepreneurial emergence, development, and performance.	Family supports Norms Religion	5-point Likert scale
Political-legal factors	Independent variable	Business environment that offers institutional frameworks for regulating the environment within which businesses operate.	Regulatory laws System of Government Government policies	5-point scale
Economic factors	Independent variable	Business environment composes of macroeconomic variables that influence the existence of any business entity	Tax rate Interest rate Access to infrastructure Access to finance	5-point Likert scale
Entrepreneurial orientation	Mediating variable	Entrepreneur or firm's strategic behaviour considered essential in facilitating and pursuing entrepreneurial opportunities	Innovativeness Risk taking Autonomy Proactiveness	5-point Likert scale
Entrepreneurship performance	Dependent variable	Subjective measurement of business success based on entrepreneur's perception and evaluation	Personal satisfaction Profitability Effectiveness Sustainability	5-point Likert scale

Source: Author (2020).

3.6 Pilot Study

This study carried out a pilot test before the questionnaires are administering to the study respondents. This study prepared 15 questionnaires containing the items of this study to be administered to 15 unregistered women entrepreneurs especially those that

were operating in informal sector within Juba County. By pilot testing the instrument of this study, the data collected allowed for the reliability of the research instrument was ascertained.

3.6.1 Validity of Research Instrument

As posited by Jankowicz (2005), when an instrument of a study measures what it intends to measure, then validity is ascertained. Validity of the items of instrument of this study in terms of face, content, and construct validity was conducted via a pilot study. As posited in literature, face validity refers to the subjective evaluation and appropriateness of research instrument by the researcher. This study relied on the instruments used in previous studies and various concepts conceptualised in literature. Content validity describes the measurement and appropriateness of a given construct in a study. This study relied on the expert opinions of scholars and lecturers in entrepreneurship filed in School of Business, Kenyatta University to ascertain whether the items of instrument are adequate in content to the various content operationalized in this study. Construct validity measures the appropriateness of research instrument in relation to the theoretical assumptions underpinning a study. Construct validity was ascertained by ensuring that the items of instrument are designed to cover and represent the objectives and hypotheses rooted in theoretical assumptions.

3.6.2 Reliability of Research Instrument

The reliability of the items constituting the variable of interest was conducted to measure how adequate the study items are in terms of internal consistency. The internal consistency, therefore, was determined using Crombash Alpha statistics subjected to the minimum threshold of 0.70 alpha coefficient set in this study. The threshold set as benchmark in this study has been adjudged in literature as reliable

way to make informed decisions when determining internal consistency of research instrument (Field, 2013). The reliability test conducted and the analysis are indicated in Table 3.2

Table 3.2 Results of Reliability Results

Construct	Observed Items	Score	Remark
Socio-cultural factors	10	0.73	Considered Reliable
Political-legal factors	8	0.72	Considered Reliable
Economic factors	6	0.75	Considered Reliable
Entrepreneurial orientation	5	0.70	Considered Reliable
Performance of women-owned entrepreneurship	5	0.73	Considered Reliable
Items	34	0.73	Considered Reliable

As elaborated in Table 4.1, the aggregate alpha coefficient for the 34 items measuring both the independent and dependent variables was 0.73. This therefore indicates that all the items are reliable as aggregate value is above alpha value (.70) set as a threshold in this study. In terms of reliability of each of the variables investigated in this study, socio-cultural environment had initial alpha value less than .70 with 10-items, and having subjected for further probe it was discovered that two of the items (item 1 & 9) less measured socio-cultural factors and the they were deleted. The rest of the items (8-item) were found to have average alpha coefficient of 0.73 and this therefore indicates a good reliability result. The 8-item that addressed political-legal factors had alpha coefficient of 0.72 and thus indicates a good reliability result. In addition,

economic factors as one of the independent variables had a reliable result of 0.75 alpha coefficient, and therefore the items are considered reliable. Entrepreneurial orientation was investigated as mediating variable with 5-item instruments, and the analysis indicates a good reliability result of 0.70, while performance as the dependent variable with 5-item instruments had a good reliability result of 0.73. The reliability results obtained in this study are in consonance with alpha coefficients obtained in previous studies of Owoeye (2020) and Kiiru (2015). The overall reliability results, therefore, indicate that the 32 items piloted in this study are appropriate to be subjected for further analysis.

3.7 Data Collection Procedures

The process of data collection involved getting approval to carry out research from the participants of this study. Therefore, an approval or authorisation letter was sought from Kenyatta University and this was to be submitted to Chamber of Commerce in Juba County, South Sudan. The essence of submitting this letter is to obtain authority and permission to conduct research and obtain data from the study participants. In addition, a written letter to obtain the consent of the study participants was done prior the date of collection so as to identify the willingness of the participants in the study. The data collection took a period of two months and during this time the questionnaire was handed over to the participants and collection takes place later.

3.8 Data Analysis and presentation

This study made use of analytical tool of Statistical Package for Social science (SPSS) to manipulate the data collected. Descriptive analysis was done using parameters such as mean and standard deviation for explanation and presentation of results. The relationship between the constructs of this study was determined by subjecting the

data collected to linear multiple regression analysis. Through the linear regression analysis, the hypotheses of significant effects formulated in this study were tested and inferences were obtained for appropriate generalisation. Prior to the analysis via linear multiple regression statistics, the fit between the data collected and the multiple regression statistics were ascertained via diagnostic analysis.

3.8.1 Empirical Model

This study carried out empirical investigation of the relationship between macro-environmental context (independent variable) and performance of women-owned enterprises (dependent variable), and also to establish the moderating effect of entrepreneurial orientation in macro-environmental factors- performance of women-owned enterprises relationship. The relationship was determined using Linear Multiple Regression equation adapted from Field (2013), and contextualised as follows:

$$Y = \beta_0 - \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \varepsilon \dots\dots\dots \text{Model 1}$$

Where:

Y = Performance of Women-owned Enterprises

X₁ = Socio-cultural factors

X₂ = Political-legal factors

X₃ = Economic factors

β₀ = Intercept

β₁-β₃ = Regression coefficients

ϵ = Residual term

The above empirical model (model 3.1) was used to address the null hypotheses (H_{01} - H_{03}) formulated in this study.

This study sought to establish the mediating effect of entrepreneurial and therefore the empirical model for determining this hypothesis was obtained following three-variable model suggested by MacKinnon, *et al.* (2002). The models are expressed as follows:

$$Y = \beta_{02} + \beta_4 X_4 + \epsilon_i \dots\dots\dots \text{Equation i}$$

$$Y = \beta_{03} + \beta_5 X_4 + \beta_6 X_5 + \epsilon_i \dots\dots\dots \text{Equation ii}$$

$$X_5 = \beta_{04} + \beta_7 X_4 + \epsilon_i \dots\dots\dots \text{Equation iii}$$

Where:

Y = Performance of women-owned enterprises

X_4 = Macro-Environmental Factors

X_5 = Entrepreneurial orientation

β_{03} - β_{03} = Intercept terms

β_4 - β_7 = regression coefficients

In the above model specifications, equation i represents the direct relationship between composite variable of macro-environmental factors, equation ii represents the relationship between environmental context and performance of women-owned enterprises performance when entrepreneurial orientation is introduced as mediating

variable, and equation iii represents the direct relationship between macro-environmental factors and entrepreneurial orientation.

Table 3.3 Criteria for Determining Mediation Decision Effect

Coefficients Interpretation		Decisions
1.	If $\beta_4, \beta_6, \beta_7$ in equation i, ii, and iii < 0.05 but β_5 in equation ii > 0.05	Perfect or full Mediation
2.	If $\beta_4, \beta_5, \beta_6,$ and β_7 in all equations are significant	Partial Mediation
3.	If the coefficients in equation ii and iii < 0.05 but the coefficient of β_4 in i is equal to β_5 .	No Mediation

3.9 Diagnostic Tests

The fitness of data collected to appropriateness of regression statistics were ascertained via diagnostic analysis. In this study the diagnostic analysis covered various tests such as linearity, normality, and multicollinearity tests. The essence of diagnostic tests was also to ensure that the assumption of multiple regression statistics is not violated. Linearity is an assumption in multivariate analysis that states that a linear relationship the predicting and outcome variables in a study must be linearly related. A relationship in regression statistics can be positively or inversely linearly related, and scholars have determined linearity test using Pearson's correlation coefficient (Field, 2013). The test of linearity will be based on Pearson correlation test in this study.

The test of normality is to determine whether data collected in a study achieve normal distribution. The violation of this assumption will make multiple regression statistics inappropriate for analysis (Field, 2013). There are several statistical parameters that can be used to measure the normality of data and it includes Skweness and Kurtosis

and normal probability plot diagram (P-P-Plot). Normality test was determined using values of the skewness and kurtosis coefficients, and it was discovered that the data collected achieved normal distribution and therefore assumption of multiple regression is not violated. This result achieved is in consonance with findings of previous studies using values of skewness and Kurtosis to determine test of normality (Kiiru, 2015).

Linearity among variables is expected in multiple regression analysis but high collinearity among predicting variables is considered inimical and can thwart regression analysis results. A check on multicollinearity is often done via Value Inflation Factor (VIF) and Tolerance Factor, and therefore the coefficients obtained are used to determine whether predicting variables are highly correlated (Field, 2013). The values of VIF and tolerance factor indicated that the assumption of linearity in respect to multiple regression was not violated.

3.10 Research Ethics

This study ensured that ethical issues relating to research studies were adhered to. The study ensured that authorisation letter to conduct a research study was obtained from appropriate quarters. In addition, a letter of introduction accompanied the research questionnaires to be given the respondents. The items of instrument were designed in such a way to avoid denigrating or disparaging the personality of the study participants. Verbal consent from the participants was obtained before the instruments of this study are administered. This study ensured that all the sources of documents, items, and materials used in this study were properly acknowledged and referenced.

CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSION

4.1 Introduction

This chapter presents the results of the various analysis carried out in the course of this study and the discussion thereof. The discussion centres on descriptive analysis on profile of respondents and variables of interest, and inferential analysis of the various hypothesised relationships in this study.

4.2 Response Rate

Data collection instrument used was questionnaire. It was structurally designed and contained all the 32 items measuring the variables of interest in this study. The unit of observation was 107 respondents who were sent the questionnaire addressing the study's items of instrument. The results of the analysis of response rate are presented in Table 4.1

Table 4.1 Response Rate

Items	Number of Items	Percentage
Returned Questionnaire	86	80.4
Non-returned Questionnaire	21	19.6
Distributed Questionnaire in Total	107	100

Source: Survey Data (2022)

As shown in Table 4.1, 86 questionnaires from 107 questionnaires sent to the study participants were adequately filled and retrieved. The proportion of questionnaires filed and returned was 80.4 percent and the ones not retrieved constituted 19.6 percent. As posited in literature, above 70 percent response rate is adjudged as good in research

studies (Saunders, *et al.*, 2009), and therefore 80.4 response rate attained in this study represents a good response rate and deems fit as adequate for the study unit of observation.

4.3 Descriptive Statistics

Data collected in this study were subjected to descriptive analysis and the main purpose of this analysis was to establish the description of the profiles of the study respondents and characteristics of the study variables of interest. The descriptive analysis aided the understanding of how the respondents are distributed, and variation of responses among the respondents (Field, 2013). The results of the analysis are discussed as follows:

4.3.1 Age Distribution of the Respondents

The results of the analysis with respect to distribution of the participants in terms of are contained in Table 4.5

Table 4.2 Distribution of the Respondents in terms of Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20-29 yrs	28	32.6	32.6	32.6
30-39 yrs	52	60.5	60.5	93.0
40-49 yrs	6	7.0	7.0	100.0
Total	86	100.0	100.0	

Source: Survey Data (2022)

As indicated in table 4.2, respondents with the age bracket 30-39 constituted the highest number (52) of women who engaged in ventures creation followed by 28 respondents within the age bracket 20-29, and 6 respondents within the age bracket 40-49 were owners of small and medium scale enterprises in Juba County, South

Sudan. The age distribution of the respondents indicates that young women are more involved in ownership of small and medium enterprises in Juba County, South Sudan.

4.3.2 Educational Levels of the Respondents

Participants were asked to indicate the levels of their educational attainment. The level of educational attainment was measured with items relating to primary, secondary, undergraduate, and postgraduate constructs. The distribution in respect to the education attainment of the respondents in relation to the results of the analysis of data collected in this study is contained in Table 4.6.

Table 4.3 Distribution of the Respondents in relation to Educational Level

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid primary	2	2.3	2.3	2.3
secondary	16	18.6	18.6	20.9
undergraduate	40	46.5	46.5	67.4
postgraduate	28	32.6	32.6	100.0
Total	86	100.0	100.0	

Source: Survey Data (2022)

As indicated in Table 4.3, women ownership of registered SMEs in Juba County as categorized in terms of educational level shows that women with undergraduate degrees constituted the highest distribution with 46.5 percent, followed by women with postgraduate degrees constituting 32.6 percent, while women under the category of secondary educational level constituted 18.6 percent, and 2.3 percent represented the category of respondents not having education beyond primary school level. The distribution of respondents based on educational level shows that women who engaged in entrepreneurship are more educationally empowered and possessed requisite knowledge of entrepreneurial activities.

4.3.3 Years of Business Operational

Respondents were asked to address questions relating to the items measuring the years of doing businesses. The years of operations covered 1-5, 6-10, 11-15, and 16 years and above. The respondents were asked question to specify the years their enterprises have become operational. The respondents' responses were analysed and the results are contained in Table 4.4.

Table 4.4 Distribution of Responses on Years of Operation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-5 yrs	56	65.1	65.1	65.1
6-10 yrs	22	25.6	25.6	90.7
11-15 yrs	4	4.7	4.7	95.3
16 yrs and above	4	4.7	4.7	100.0
Total	86	100.0	100.0	

Source: Survey Data (2022)

As shown in Table 4.4, enterprises that have been operating and existing for the period of five years took the highest distribution constituting 61.5 percent, followed by 25.6 percent of enterprises in operation up to the period of ten years while enterprises in operation from eleven to 15 years and from sixteen years and above constituted 4 percent respectively. The distribution of responses in relation to years of operation indicates that most women-owned enterprises have been operating after the end of the Civil War that broke out in South Sudan. The distribution further indicates and supports information about few numbers of enterprises owned by women especially in Juba County, South Sudan.

4.3.4 Business Sector

Respondents were also asked to indicate the business sectors they have been operating. The items measuring business sector addressed goods and service sectors.

The distribution of the responses in terms of products attributed to the enterprises owned by women addressed two areas: services and goods. The results of the analysis of responses are presented in Table 4.5.

Table 4.5 Distribution of Responses on Business Sector

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid services	38	44.2	44.2	44.2
goods	48	55.8	55.8	100.0
Total	86	100.0	100.0	

Source: Survey Data (2022)

As it was stated in Table 4.5, women are more involved in business dealing with tangible and physical goods than the service-related products. The distribution showed that business sector dealing with goods constituted 55.8 percent of the responses while enterprises in service-related line constituted 44.2 percent of the total responses. The distribution therefore indicates that women in South Sudan engaged in ownership of both goods and service-related products.

4.3.5 Type of Enterprises

The respondents were asked questions on the types of enterprises owned in relation to retailing, wholesaling, and manufacturing businesses. The results of the analysis in relation to the responses from respondents are presented in Table 4.6.

Table 4.6 Distribution of Responses on Type of Enterprises

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid retailing	76	8.4	88.4	88.4
manufacturing	10	11.6	11.6	100.0
Total	86	100.0	100.0	

Source: Survey Data (2022)

As indicated in Table 4.6, the enterprises types show the distribution that the respondents in majority deal in retailing activities and this accounted for 88.4 percent

of the responses, and 11.6 percent of the respondents engaged in manufacturing activities. The distribution showed that none of the respondent was involved in wholesaling line of business. These results further support the argument in traditional setting in Africa that women are engaged in selling of items in bit than the male counterpart.

4.3.6 Socio-cultural Factors

The participants responded to the questions measuring socio-cultural factors in the questionnaire. Socio-cultural factor was operationalised as independent variable in this study and it contained item measured on a Likert's scale ranging from 1= strongly agree, 2= agree, 3= neither agree nor disagree, 4= disagree, and to 5= strongly disagree. The results are discussed using parameters such as the mean and standard deviation and also stated in Table 4.7

Table 4.7 Analysis of Responses on Socio-cultural Factor

Socio-cultural factors: Item	Mean	Standard Deviation
Cultural beliefs and tradition often affect participation of women in ownership of business ventures	1.7674	1.40314
Religions play a vital role in the ownership and management of small businesses by women	3.2093	1.27525
Societal values frown at women owning and managing businesses	2.1860	1.25099
Gender discrimination often impacts negatively on the businesses owned and control by women	2.2326	1.40314
Domestic responsibilities and reproductive roles often constrain women entrepreneurial development	1.5581	.92805
Spousal influence determines the participation of women in entrepreneurship	1.8837	1.13156
Societal tradition places emphasis on men as superior in management of businesses	1.9302	1.32657
Cultural differences greatly affect the women entrepreneurship emergence and development	2.5814	1.42635
Score	2.1686	1.2681

Source: Survey Data (2022)

As contained in Table 4.7, the average mean stood at 2.1685 and drawing from the study's scale, the aggregate score indicates agree and thus portends that the participants agreed with the questions addressing socio-cultural factors as one of the environmental factors affecting women entrepreneurial activities. The mean score for each of the items measuring socio-cultural factor ranges from strongly agree to agree except items 2 and 8 that the respondents neither agreed nor disagreed with. The neither agreed nor disagreed results indicate that the respondents neither agreed nor disagreed whether religious activities and cultural differences influenced ownership of enterprises by women in South Sudan. The average standard deviation score, as indicated in Table 4.10, indicates that the spread of the responses around the mean, and this further indicates the mean score as a good precision of estimate.

In the other items, respondents agreed that cultural and traditional beliefs influenced entrepreneurial activities among women in South Sudan as indicated in mean score of 1.7674 indicating strongly agreement on the scale adopted in this study. Respondents also agreed that societal values frowned at women owning enterprises in South Sudan as revealed in a mean score of 2.1860 which aligned with agreement on the scale adopted in this study. Gender discrimination was found to influence of entrepreneurial activities among women entrepreneurs in South Sudan as indicated in the mean score of 2.2326 indicating agreement based on the scale adopted in this study.

A mean score of 1.5581 indicating agreement on the Likert's scale adopted in this study showed that respondents agreed in their opinions that domestic responsibilities constrained entrepreneurial development among women in South Sudan. The respondent also agreed that spousal influence constituted factor affecting

entrepreneurial activities among women entrepreneurs in South Sudan with a mean score of 1.8837 indicating agreement on the Likert's scale adopted in this study.

Societal values that placed emphasis on superiority of men were found to influence women entrepreneurs as revealed in a mean score of 1.9302 indicating strong agreement in respect to the Likert's scale that was employed in this study. The overall mean and standard deviation scores therefore show that socio-cultural factor constitutes one of the contingencies influencing entrepreneurial activities in South Sudan. The results of this analysis were in tandem with findings of socio-cultural factor as influencer of entrepreneurial activities in previous studies of Modarres, *et al.* (2016) and Mordi, *et al.* (2010).

4.3.7 Political-Legal Factor

Political-legal factor was a latent variable was measured using 8-item in on a scale ranging from 1=strongly to 5= strongly disagree. Descriptive analysis on survey data collected on political-legal factor showed results that were interpreted using descriptive parameters such as the mean and standard deviation and presented on Table 4.8.

Table 4.8 Analysis of Response on Political-legal Factor

Political-legal factors: Items	Mean	Standard Deviation
Political differences affect women entrepreneurial emergence and development	2.3023	1.32904
Legal rights enable women to make appropriate economic choices relating to entrepreneurship	2.4186	1.47501
Political instability often interrupt women entrepreneurial intention and choice	1.4419	1.02446
Government policies and programmes often discourage women entrepreneurship emergence and performance	2.9535	1.43819
Registration of business is cumbersome and tedious and this constrains entrepreneurship emergence	2.6512	1.51671
War and uncertainties have not encouraged the participation of women in ownership and management of business	1.8372	1.26361
Legal ownership of business by women encourages participation of women in entrepreneurship	1.7209	1.11304
Government interventions and support for women entrepreneurship promote women entrepreneurship emergence	1.8140	1.11156
Average Score	2.1425	1.2840

Source: Survey Data (2022)

As indicated in Table 4.8, the overall average mean and standard deviation scores were standing at at 2.1425 and 1.2840. The mean score approximates to 2 showed agreement on scale of this study, and this means agreement on part of the participants on items measuring political-legal factor in this study. The mean score for each of the items measuring political-legal factor also indicated that the respondents agreed to most of the items except items 4 & 5 that were greeted with neither agreed nor disagreed responses. Items measuring political differences whether it affects women entrepreneurial emergence showed a descriptive mean score of 2.3023 indicating agreement on the part of the respondents based on the scale adopted in this study.

The respondents also agreed that legal right enabled them to make appropriate choices of entrepreneurial activities as this revealed in a mean score of 2.4186 indicating that the participants agreed to the items on the scale of this study. The respondent also agreed that political interruption influenced entrepreneurial intentions and choices among women in South Sudan with a mean score of 1.4419 indicating strong agreement on the part of respondents. In addition, the respondents were strongly agreed that war and other uncertainties discouraged promotion of entrepreneurial activities among women in South Sudan with a mean score of 1.8372 meaning strongly agree on the Likert's scale adopted in this study.

In term of the overall mean score it can therefore be concluded that items measuring political-legal factors are variables influencing enterprises owned by women in South Sudan. However, legal ownership and government interventions were found to influence participation of women in ownership of entrepreneurial activities in South Sudan as revealed in mean scores of 1.7209 and 1.8140 respectively indicating agreement on the study scale adopted. The results of this analysis are in consistence findings in previous studies on political-legal factors as contingencies influencing entrepreneurial activities (Khattab, *et al.*, 2017; Adeoye, 2013)

4.3.8 Results of Descriptive Analysis on Economic Factor

A set of 6-item questions were designed to measure economic factor as a latent variables elucidating environmental factors. The items were measured on 5-point Likert's scale ranging from 1= strongly agree, to 5= strongly disagree. The interpretation of the analysis using descriptive parameters such as mean and standard deviation are presented in Table 4.9.

Table 4.9 Analysis of Responses on Economic Factor

Economic factors: Items	Mean	Standard Deviation
The tax system promotes women entrepreneurial emergence and development	3.1163	1.44237
The interest rate policy allows women to have access to borrowing from financial institution	3.0000	1.42251
Infrastructures are available to promote women owned business enterprises	3.3023	1.55730
Access to capital promotes women entrepreneurship emergence and development in my environment	2.4419	1.58378
Women are discriminated in terms of accessing loans and finances from financial institutions	3.3023	1.58723
Economic policies of government take women into consideration in terms of entrepreneurial emergence and development	3.1860	1.42673
Average Score	3.0581	1.5033

Source: Survey Data (2022)

As indicated in Table 4.9, the overall mean score had a value of 3.0581 and a value of 1.5033 for standard deviation. The overall mean score of 3 indicates neither agree nor disagree based on the study scale. This result of neither agree nor disagree therefore means that the respondents were of the view that economic factor could or not influence entrepreneurial activities in South Sudan. The mean score for each of the items also indicates the respondents were neither in agreement or disagreement about the influence of economic factor as influencer of enterprises owned by women in Juba County, South Sudan.

In the first item explaining whether tax system promoted women-owned enterprises in South Sudan, the respondents remained neutral in their responses with a mean score of 3.1163 indicating neither agree nor disagree on the study scale adopted. The mean score was further supported by a standard deviation score of above 1 indicating high variability of responses. The respondents nether agreed nor disagreed on the influence of interest rate policy on their borrowing capabilities in bank as this revealed in a mean

score of 3.0000 indicating neither agree nor disagree based on the Likert's adopted in this study. The level of infrastructure was an item measuring economic factor and with the mean score of 3.3023 which indicates neither agree nor disagree based on the scale adopted in this study.

Accessibility to capital was used as a measure of economic factors and the respondents agreed that such promoted entrepreneurial activities in South Sudan with a mean score of 2.4419. In terms of discrimination against women from accessing loans to support enterprises, the respondents neither agreed nor disagreed to the statement as indicated in a mean score of 3.3023 representing a neutral position based on the scale adopted in this study. The respondent also neither agreed nor disagreed on economic policy of governments as it promotes emergence of entrepreneurial activities in South Sudan as indicated in a mean score of 3.1860 indicating a neutral position in this study. The standard deviation scores for all the items measuring economic factors showed high variability of responses and also confirms that the responses varied among the respondents. The results of the descriptive analysis support evidence in previous literature that economic factors might influence performance-related outcomes of entrepreneurial activities (Hassan, Almubarak, & Ahmed, 2016; Machuki & Aosa, 2011)

4.3.9 Entrepreneurial Orientation

Entrepreneurial orientation was investigated as a moderating variable in this study, and participants were requested to address to questions addressing performance in terms of risk-taking, proactiveness, competitiveness, innovativeness, and autonomy. Entrepreneurial orientation was investigated in this study as mediating variable to

explain the linkage between environmental factors and performance of women-owned enterprises in South Sudan.

Table 4.10 Analysis of Responses on Entrepreneurial Orientation

Entrepreneurial orientation: Items	Mean	Standard Deviation
My risk-taking ability enhances my entrepreneurial potentials	1.6047	.94904
I always take advantage of identifying business opportunity and ideas in the environment	1.8372	1.06119
I make unilateral decisions that often encourage and promote my business ideas	1.8140	1.19323
I always have the urge to bring new idea on the table and create new things	1.5581	.92805
I like to engage in healthy competition within the market environment	1.5349	.90356
Average Score	1.6698	1.0070

Source: Survey Data (2022)

As indicated in Table 4.10, the scores of the overall mean and standard deviation were 1.6698 and standard deviation and 1.007 respectively. The aggregate mean score was approximated to 2 (agree) indicates that the participants agreed on the questions addressing entrepreneurial orientations. The standard deviation score also indicates low variability of responses and this thus portends that the sample mean reflects as valid estimator of the population. Inferring from the descriptive analysis it was concluded that entrepreneurial orientation characterized enterprises owned by women in Juba County, South Sudan.

Risk taking is one of the items measuring entrepreneurial orientation in this study and the descriptive analysis showed a mean score of 1.6047 which indicates a strong agreement by majority of the respondents on the study scale adopted. This score shows that women in enterprises in Kenya are risk takers. Pro-activeness was measured with an item explaining taking advantage of business opportunities and ideas in the environment, and as indicated in the mean score of 1.8372 the majority of

the respondents strongly agreed to the items. This mean score further indicates that proactive is a behavioral attribute of women-owned enterprises in South Sudan. Innovativeness is an attribute of entrepreneurial orientation and this was measured with item indicating creating new idea and new things, and therefore the mean score of 1.5581 reflects the study participants strongly agreed to the item based on the scale adopted in this study. The mean score further indicates that women-owned entrepreneurs in South Sudan are innovators.

An item measuring autonomy as an indicator of entrepreneurial orientation showed a mean score of 1.8140 which indicates that the respondents strongly agreed that that the kind of autonomy enjoyed with having enterprises influenced their desire to engaging in ventures creation. Competiveness was measured as an attribute of entrepreneurial orientation and respondents were asked if they liked engaging in healthy competition in the market. The respondents agreed with a mean score of 1.5349 which indicates strongly agreement on the adopted scale in this study. The results of this study support the findings in the previous literature that entrepreneurial orientation played a role of influencer in formation of entrepreneurial activities (Hoque, 2018; Ali, *et al.*, 2017).

4.3.10 Performance of Women-owned Enterprises

This study investigated performance of women-owned enterprises as an outcome variable in this study and participants were requested to subjectively respond to how they attain performance with respect to financial and non-financial metrics. Performance of women-owned enterprises was measured using items on scale from 1 to 5. Table 4.11 therefore contained the descriptive findings.

Table 4.11 Performance of women-owned enterprises

Performance of women-owned enterprises: Items	Mean	Standard Deviation
This business has offered me the satisfaction I derive in setting it up	2.1163	.97521
I have been able to attain the goals of setting-up this business	2.0465	.83886
This business earns me enough incomes and I have recouped the money I invested in this business	2.4419	1.11255
I enjoying doing what I am doing presently	1.6977	.90839
I have enjoyed a steady growth in my business for a certain period of time.	2.0465	1.06171
Average Score	2.0698	0.9793

Source: Survey Data (2022)

As shown in Table 4.11, the aggregate mean score of 2.0698 indicates agreement based on the adopted study scale. Furthermore, the results indicate that the respondents identified with the items as measuring performance as a criterion variable in this study. The standard deviation score of 0.9793 also indicates low variability of responses and this further means that the responses spread around sample mean as a true estimate of population parameter.

In each of the item measuring performance of women-owned enterprises, the results of the analysis showed that the respondents agreed that items are measuring performance of women-enterprises. The first item under performance of women-owned enterprises explained the satisfaction offered by the businesses established by the respondents, and they all agreed that satisfaction was derived as indicated by a mean score of 2.1163 which indicated agreement on the study adopted scale. The respondents also agreed that they have been able to achieve the goals that they have been able to achieve the goals of establishing their businesses as indicated by a mean score of 2.0465 which amounted to agreement on the adopted study scale.

The majority of the respondents also agreed that their businesses had generated incomes which enabled them to have recouped the capital invested in the ventures as

indicated in a mean score of 2.4419 which indicates agreement on the 5-point Likert's scale adopted in this study. Personal satisfaction with the enterprises created by women was also an item used to measure performance and the majority of the respondents identified with the items with a mean score 1.677 indicating strongly agreement in the scale adopted in this study.

The last item measuring performance of women-owned enterprises emphasised on growth of the business over a period of time, and the majority of the respondents agreed to the item with a mean score 2.0465 amounting to agreement in the Likert's scale adopted in this study. The standard deviation scores for all of these items showed that the responses spread around the mean scores and this further supported the aggregate score by the respondents. Performance measured with both financial and non-financial indicators in this study is in agreement with previous literature that performance can be subjectively measured (Gomezelj & Kušce, 2013).

4.4 Diagnostic Tests

As remarked in literature, the use of regression statistics to analyse sets of data must be carried out having ensured that some certain assumptions are not violated (Field 2013). These assumptions are determined via diagnostic tests including normality, linearity, and multicollinearity examinations. Therefore, the diagnostic tests involving normality, linearity, and multicollinearity ascertaining whether regression assumptions have been violated were carried out in this study.

4.4.1 Normality Test

As posited in literature, the statistical values of skewness and kurtosis can be used to estimate a set of data have achieved normal distribution (Field, 2013). In order to establish normally distributed data, a rule of thumb has been employed that the

coefficients of skewness and kurtosis must be between the values of -0.1 and +0. The test of normality in this study is shown in 4.12.

Table 4.12 Normality Test

Variables	Descriptive	Statistics	Std. error	Remark
Performance of Women owned enterprises	Skewness	-0.610	0.126	Normally Distributed
	Kurtosis	0.452	0.261	
Socio-cultural factor	Skewness	-0.632	0.246	Normally Distributed
	Kurtosis	0.314	0.356	
Political-legal factor	Skewness	-0.243	0.432	Normally Distributed
	Kurtosis	0.212	0.127	
Economic factors	Skewness	0.186	0.132	Normally Distributed
	Kurtosis	-0.680	0.242	
Entrepreneurial Orientation	Skewness	-0.643	0.136	Normally Distributed
	Kurtosis	0.132	0.271	

As indicated in Table 4.12, the values attributed to Skewness and kurtosis tended towards -0.1 to +0.1. These values indicate that the positive values a heavy or pointy-tailed distribution and the negative values a fat or light scale distribution thereby explaining a normal distribution data. It is therefore concluded, based on the values of skewness and kurtosis parameters that the multiple regression statistics was suitable to analyse sets of data collected in this study.

4.4.2 Linearity Test

Linearity test is employed for comprehending if the activities of the predicting and the criterion variables of interest are linearly related. According to Field (2013), the coefficient of Pearson correlation test can be drawn to ascertain whether variables of interest are linearly related or not. The linearity test carried out in this study is identified in Table 4.13

Table 4.13 Linearity Test

		Performance	Conclusion
Socio-cultural factors	Pearson correlation	.106	Linear
	Sig. (2-tailed)	.006	
	N	86	
Political-Legal factors	Pearson correlation	.340	Linear
	Sig. (2-tailed)	.002	
	N	86	
Economic factors	Pearson correlation	.224	Linear
	Sig. (2-tailed)	.019	
	N	86	

As indicated in Table 4.13, the results of the linearity test showed that there were linear relationships among socio-cultural, political-legal economic factors and the composite variable of performance. The inter-item correlation matrix indicated that a positive correlation coefficients among all the variable of interests in this study. The evidence of linear relationships among the variables of interest under investigation is an indication that linear multiple regression method is suitable to be used for the analysis of data collected in this study.

4.4.3 Test of Multicollinearity

According to Field (2013), when the proxies of independent variable are correlated to one another, it means there is high collinearity of the coefficients of the independent variables and this therefore indicated violation of assumption of multiple regression method. In order to test for multicollinearity in a data set, the coefficients of both the values of inflation factor (VIF) and tolerance factor can be used as a deciding statistical estimate.

Table 4.14 Multicollinearity Test

Model	Coefficients		Conclusion
	Collinearity Statistics		
	Tolerance	VIF	
Socio-cultural factors	0.640	1.290	No multicollinearity
Political-legal factors	0.733	1.160	No multicollinearity
Economic factors	0.639	1.768	No multicollinearity
Entrepreneurial Orientation	0,580	1.938	No multicollinearity

Source: Survey Data (2021)

The values of VIF and Tolerance factors, as shown in Table 4.14, indicated that there was no multicollinearity among the variables serving as variables of interest in this study. It can therefore be concluded that the variables are not highly correlated and therefore no violation of multicollinearity is reported.

4.5 Hypotheses Testing

This study sought to investigate the effect of environmental factors on performance of women-owned enterprises in Juba County, South Sudan. Environmental factors were measured using latent variables of socio-cultural, political-legal, economic, and performance of enterprises owned by women was the dependent variable. The relationship between the independent and dependent variables was mediated via mechanism of entrepreneurial orientation. In order to establish the relationships among the variables of interest in this study, four hypotheses were formulated to address the study objectives, and the results of the analysis of survey data are presented as follows:

4.5.1 Results of the Multiple Regression Based on Model Summary

The general objective of this study aimed at determining the effect of environmental factors on performance of women-owned enterprises in Juba County, South Sudan.

Data collected were analyzed based on the regression model specified to address the general objectives of this study. The results of the regression model in line with the data collected in this study are contained in both Tables 4.15 and 4.16.

Table 4.15 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.267(a)	.071	.037	.66881	1.533

a Predictors: (Constant), economic factor, socfactor, political legal factor

b Dependent Variable: entreperformance

As shown in Table 4.15, the coefficient of determination showed a value of .071, and this therefore indicates that only 7 percent of the variation in performance of women-owned enterprises was measured by the composite construct of environmental factors in Juba County, Kenya. The coefficient of determination in this study appeared to be low; however, researchers have posited that such a low value for a coefficient of determination is usually associated with studies relying on primary data (Owoeye, 2020; Bowra, *et al.*, 2012; Reisinger, 1997). These results indicate that what really determines or measures the construct of performance in respect to enterprises owned by women in Juba County, South Sudan remains substantial and this therefore needs to be addressed in future empirical investigation. The overall interpretation of the results means that there is a significant relationship between environmental factors and performance of women-owned enterprises in Juba County South Sudan. The results were in consonance with previous literature that found positive and significant prediction of environmental factors on performance of small and medium enterprises (Francisco, *et al.*, 2016; Maziku, *et al.*, 2014).

Table 4.16 Analysis of Variance (ANOVA)

Mode		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.822	3	.941	2.103	.016
	Residual	36.679	82	.447		
	Total	39.501	85			

a Predictors: (Constant), economic factor, socfactor, political legal factor

b Dependent Variable: entreperformance

As shown in Table 4.16, the ANOVA table presented results that indicate a significant predicting ability of environmental factors on performance of women-owned enterprises in Juba County, South Sudan. In addition, the significance of F-value ($p < 0.005$) further indicates a fit between the regression model and data collected in this study.

4.5.2 Test of Hypotheses of Direct Effect

This formulated three corresponding hypotheses to address the main objectives of this study. Data collected were therefore analyzed using multiple regression statistics and the results are presented as follows:

Table 4.17 Results of the Multiple Regression Analysis

Mode		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.474	.309		4.772	.000
	socfactor	.143	.111	.156	1.294	.199
	political legal factor	-.120	.118	-.132	-1.019	.311
	economic factor	-.181	.079	.266	2.302	.024

Dependent Variable: entreperformance

The first objective formulated to address the purpose of this study was to determine the effect of socio-cultural factors on performance of women-owned enterprises in Juba County, South Sudan. The corresponding hypothesis was stated as follows:

H₀₁: Socio-cultural factors have no effect on performance of women-owned enterprises in Juba County South Sudan

As shown in Table 4.17, the results of the multiple regression analysis showed values of $\beta = .143$, $t = 1.294$, and $p = 0.199$ for the effect of socio-cultural factors on performance. These results indicate that the null hypothesis of no significant effect of socio-cultural factors on performance of women-owned enterprises is accepted. This further means that the results are not statistically significant, and therefore socio-cultural factors did not have any effect on performance of women-owned enterprises in Juba County, South Sudan. The results of no significant effect in this study were in variance with previous studies that found significant effect of socio-cultural factors on performance of small and medium enterprises in other contexts. For instance, studies conducted by Muyanyi, *et al.* (2018) and Mwaura, Gathenya, and Kihoro (2015) found that socio-economic variables had significant effect-positive and negative on performance of entrepreneurial activities; however, the findings of this study established insignificant effect of performance of women-owned enterprises. The findings further support remarks in literature that economic contingencies are varied from one country to another and therefore its level of influence may be contextually varied (Gathenya, *et al.*, 2015; Maziku, *et al.* 2014).

The second objective this study examined was to ascertain effect of political-legal factors on performance of women-owned enterprises in Juba County, South Sudan.

The hypothesis relating to the objective was stated as follows:

H₀₂: Political-legal factors do not have significant influence on performance of women-owned enterprises in Juba County, South Sudan:

As shown in Table 4.17, the regression parameters for determining the hypothesis of no significant effect of political-legal factor on performance of women-owned

enterprises showed $\beta = -.120$, $t = -1.019$, and $p = 0.311$. These results thus indicate that the hypothesis is not significant at 95 percent level of significant, and therefore the hypothesis of no significant effect is not rejected. This further means that political-legal factors constituted no effect on performance. The findings therefore are in contrast with previous studies that provided evidence of significant effect of political-legal factors on performance of women-owned enterprises (Lawal, *et al.*, 2018). However, Zhou (2009) argued that despite countries with deficient regulatory systems, small and medium enterprises were still performing very well, and this thus is in consonance with the findings of this study (Maziku, *et al.*, 2014).

The third objective sought by this study was to determine the effect of economic factors on performance of women-owned enterprises in Juba County, South Sudan.

The corresponding hypothesis was stated as follows:

H₀₃: Economic factors have so significant on performance of women-owned enterprises in Juba County, South Sudan:

The third hypothesis sought to be established stated that economic factor have no effect on performance. As indicated in Table 4.17, the regression estimates indicate $\beta = -.181$, $t = 2.302$, and $p = 0.024$. These results therefore explain that the null hypothesis formulated on the effect of economic factors on performance of women-owned enterprises was significant at 95 percent level of significance, and thus the null hypothesis of no significant effect is rejected. The overall interpretation therefore means that economic factors had significant effect on performance of women-owned enterprises in Juba County, South Sudan. In addition, the results also indicated that one unit increase in economic factors yielded .181 decrease in performance of women enterprises in Juba County South Sudan. The interpretation of this result is that economic factor had a negative contribution to performance of women-owned

enterprises in Juba County, South Sudan. The results of this analysis are in variance with findings in previous studies that ascertained insignificant effect of economic factors on performance of small and medium enterprises (Ahmed, 2016; Machuki & Aosa, 2011). The findings of significant effect of economic factors on performance of women-owned enterprises further validate the theoretical lens of contingency theory, as employed in entrepreneurship studies, that a fit between internal and external context characterizing entrepreneurial activities will have impact on performance-related activities (Umrani, et al., 2018; Patel & Conklin, 2012).

4.5.3 Test of Mediating Effect of Entrepreneurial Orientation

This study had as fourth objective to establish the mediating effect of entrepreneurial orientation on the relationship between environmental factors and performance of women-owned enterprises in Juba County, South Sudan. The results of the data analysed to establish the hypothesis of mediating effect in this study are presented in Tables 4.18 to 4.27.

H₀4: Entrepreneurial Orientation does not have significant mediating effect on the relationship between environmental factors and performance of women-owned enterprises in Juba County, South Sudan

In order to establish the mediating effect of entrepreneurial orientations on the relationship between environmental factors and performance of women-owned enterprises, the three-variable model as specified by MacKinnon, *et al.* (2002) was employed via regression statistical method. The first step was to find the relationship between the composite variable of environmental factors and performance of women-owned enterprises and the regression equation to establish this step is given as follows:

$$EP = \beta_0 + \beta_1EF + \varepsilon$$

Table 4.18 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.184(a)	.034	.022	3.36997

Source: Survey Data (2022)

As shown in Tables 4.18, 4.19, and 4.20 respectively, the regression parameters indicate that there was a prediction of performance by the composite variable of environmental factors as the $p = 0.049$ ($p < 0.05$). This regression results for the composite variable of environmental factors justify the results of the multiple regression for the test of direct hypothesised relationships.

Table 4.19 ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.574	1	33.574	2.956	.049(a)
	Residual	953.961	84	11.357		
	Total	987.535	85			

Source: Survey Data (2022)

As indicated in Table 4.19, the ANOVA table indicates a significant F-value ($p < .049$), and this therefore means that there is a fit between the regression model and the data collected. Based on the explanation provided by MacKinnon, et al. (2020), the condition satisfying the mediation effect was met.

Table 4.20 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
1		B	Std. Error	Beta		
	(Constant)	7.661	1.605		4.772	.000
	envfa	.047	.028	.184	1.719	.049

Source: Survey Data (2022)

The second step under the three-variable model is to establish whether the introduction of the mediating variable (entrepreneurial orientation) with the composite variable (environmental factors) will predict performance of women-

owned enterprises. The regression model to address the second step is specified as follows:

$$EP = \beta_0 + \beta_2EF + \beta_3EO + \varepsilon$$

Table 4.21 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.506(a)	.256	.238	2.97534

Source: Survey Data (2022)

As indicated in Tables 4.21 and 4.22, the regression parameters indicate that the model is significant with both the environmental factors and entrepreneurial orientation jointly explained 25.6 percent variation in performance of women-owned enterprises. These results indicate that both environmental factors and entrepreneurial orientation jointly predicted performance of women-owned enterprises in Juba County, Kenya.

Table 4.22 ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	252.767	2	126.384	14.276	.000(a)
	Residual	734.767	83	8.853		
	Total	987.535	85			

Source: Survey Data (2022)

As also indicated in Table 4.23, the regression results also indicate that entrepreneurial orientation was statistically significant with $\beta = .504$, $t = 4.976$, and $p = 0.000$. This therefore means that entrepreneurial orientation as a mediating variable was statistically significant. However, the regression results also indicate that environmental factor is not statistically significant with $\beta = 0.014$, $t = .560$, and $p = 0.557$. This therefore means that entrepreneurial orientation had a significant effect on performance of women-owned enterprises in Juba County, South Sudan

Table 4.23 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.338	1.492		3.578	.001
	envfa	.014	.025	.055	.560	.577
	Ent.Orientati on	.504	.101	.489	4.976	.000

Source: Survey Data (2022)

The third step to under the three-variable model for determining mediating effect is to regress the mediating variable (entrepreneurial orientation) on independent variable (environmental factors). The regression model to determine this step is specified as follows:

$$EO = \beta_0 + \beta_4 EF + \varepsilon$$

Table 4.24 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.265(a)	.070	.059	3.20429

Source: Survey Data (2022)

As also indicated in Table 4.24, the condition satisfying mediation effect, as specified by MacKinnon, et al. (2002) was met as evidence showed that significant linkage between environmental factors and entrepreneurial orientation was found. The results showed that a relationship existed between entrepreneurial orientation and environmental factors

Table 4.25 ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.066	1	65.066	6.337	.014(a)
	Residual	862.469	84	10.267		
	Total	927.535	85			

Source: Survey Data (2022)

As thus shown in Tables 4.24 and 4.25, the regression parameters ($R^2 = .070$, F-value = 6.137, & $p = 0.014$) indicate that environmental factors significantly predicted entrepreneurial orientation.

Table 4.26 Coefficients

Mode 1		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.606	1.526		3.018	.003
	envfa	.066	.026	.265	2.517	.014

Source: Survey Data (2022)

As also presented in Table 4.26 the test of hypothesis of significant effect of environmental factors on entrepreneurial orientation was statistically significant. The test was conducted to as one of the conditions to be met before the mediating effect can be ascertained. In the analysis, as shown in Table 2.6, entrepreneur orientation was regressed against the composite variable of environmental factors and the results showed that the relationship was statistically significant. With the statistically significant effect of the relationship, one of the conditions satisfying the establishment of mediating effect has been achieved. Therefore, the result means that given one increase in environmental factor, there is 0.66 unit increase in entrepreneurial orientations.

Table 4.27 Decision Criteria for Mediating Effect

Coefficients Interpretation		Decisions
1.	If $\beta_4, \beta_6, \beta_7$ in models 3.2, 3.3, and 3.4 are significant but β_5 in model 3.3 is not significant (i.e. = when the coefficient of the mediating variable when introduced was significant and the coefficient of independent variable was not significant)	Perfect or full Mediation
2.	If $\beta_4, \beta_5, \beta_6, \text{and} \beta_7$ in all models are significant (i.e; when the coefficients of both independent and mediating variables were significant)	Partial Mediation
3.	If β_6 and β_7 in model 3.3 and 3.4 are significant but the significant value of β_4 is equal to β_5 in model 3.3	No Mediation

Having established the conditions justifying the three-variable step for determining mediation effect, the decision criteria set by MacKinnon, *et al.* (2002) were followed to ascertain the magnitude of the mediating effect of entrepreneurial orientation in the explanation of the relationship between the independent and dependent constructs of this study. As presented in Table 4.27, the condition for declaring full mediation effect holds that if the coefficient of the mediating variable when it was introduced to the model is significant alongside with the insignificant coefficient of the independent variable, then a full mediation exists. Therefore, drawing from the analysis of mediating effect in this study, the condition of full mediation is met as the coefficient of mediating variable- entrepreneurial orientation was statistically significant and the coefficient of the independent variable-environmental factor was insignificant ($\beta_3 = .504, p = 0.000, \beta_2 = 0.014, p = 0.577$). It can be concluded that entrepreneurial orientation mediated the relationship between environmental factors and performance of women-owned enterprises in Juba County, South Sudan. The results of the mediating effect of entrepreneurial orientation on the relationship between

environmental factor and performance related outcomes is in variance with previous that found evidence of insignificant effect (Anggadwita, *et al.* 2017). In addition, the results of this study also corroborated previous studies that registered a linkage between entrepreneurial orientations and performance related outcomes (Mamun & Fazal, 2018; Mwaura, *et al.*, 2015). In addition, the findings of significant mediating effect of entrepreneurial orientation were in support of the theoretical insights from Resource-Based View theory that an organisation can rely on its distinctive capabilities to attain competitive advantage in a competitive environment. Therefore, women-owned enterprises can leverage on their entrepreneurial orientations as capabilities to attain performance in a given volatile and dynamic environment.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATION

5.1 Introduction

This chapter presents summary, conclusion, recommendation, and future research implication of the study.

5.2 Summary

This study investigated the effect of environmental factors on performance of women-owned enterprises in Juba County, South Sudan. This study also investigated whether the relationship between environmental factors and performance of women-owned enterprises could be mediated by the composite construct of entrepreneurial orientation. There were objectives-both general and specific, formulated in this study and the corresponding hypotheses were drawn in relation to the objectives following direction from theoretical assumptions. Primary data collected were analysed via both the descriptive and inferential statistics.

The study investigated the effect of socio-cultural factor performance of women-owned enterprises in Juba County, South Sudan, and the corresponding hypothesis was to establish whether socio-cultural factor had any significant effect on performance of women-owned enterprises in Juba County, South Sudan. Data collected were analysed and the findings showed that socio-cultural factors had no significant effect on performance of women-owned enterprises in Juba County, South Sudan ($\beta = .143$, $t = 1.294$, and $p = 0.199$).

The second specific of this study was to determine the effect of political-legal factor on performance of women-owned enterprises in Juba County, South Sudan, and the corresponding hypothesis was to establish whether political-legal factor had effect on performance of women-owned enterprises in Juba County, South Sudan. The findings from the analysis of data showed that political legal factors had no effect on performance of women-owned enterprises in Juba County, South Sudan ($\beta = -.120$, $t = -1.019$, and $p = 0.311$).

The third specific objective of the study was to determine the effect of economic factor on performance of women-owned enterprises in Juba County, South Sudan. The corresponding hypothesis was to ascertain whether economic factors had significant effect on performance of women-owned enterprises in Juba County, South Sudan. Finding from the analysis of data showed that economic factors had significant but negative effect on performance of women-owned enterprises ($= -.181$, $t = 2.302$, and $p = 0.024$).

The fourth objective of the study was to establish the mediating effect of entrepreneurial orientation in the relationship between the environmental factors and performance of women-owned enterprises in Juba County, South Sudan. The corresponding hypothesis was to establish the mediating effect of entrepreneurial orientation on the relationship between environmental factors and performance of women-owned enterprises in Juba County, South Sudan. Findings from the analysis of data collected in this study revealed that the relationship between environmental factors and performance of women-owned enterprises was found to be mediated by entrepreneurial orientation ($\beta_3 = .504$, $p = 0.000$, $\beta_2 = 0.014$, $p = 0.577$).

5.3 Conclusion

The main purpose of this study was to ascertain whether the composite construct of environmental factors (political-legal, socio-cultural, and economic) had effect on performance of women-owned enterprises. Descriptive analysis showed that there were agreements by study participants that socio-cultural and political-legal factors constituted factors influencing entrepreneurial activities of Women in Juba County, South Sudan.

The results of the inferential analysis further supported the effect of environmental factors on performance of women-owned enterprises. In addition, economic factors were found to have a significant and negative effect on performance of women-owned enterprises in Juba County, South Sudan. Furthermore, entrepreneurial orientation as variable was found to mediate the relationship between environmental factors and performance of women-owned enterprises in Juba County, South Sudan.

It can therefore be concluded that the environmental factor that affect performance of women-owned enterprises in Juba County, South Sudan is economic factor, and it contributed negatively to performance of women-owned enterprises. Therefore, economic policies in South Sudan constitute factors influencing entrepreneurial activities in a negative way. In addition, another important conclusion arrived at in this study is that the attributes of entrepreneurs (entrepreneurial orientations) remain the major determinants of performance of women entrepreneurs in Juba County, South Sudan. In general, it is concluded that entrepreneurial orientation serves as antecedent of performance of entrepreneurial activities and as well as outcome of environmental forces in Juba County, South Sudan.

5.4 Recommendation

The study recommends that governments at all level in South Sudan need to initiate and implement policies that will address her main economy. Government should ensure that both fiscal and monetary policies are not offensive as this will enhance entrepreneurial activities which will in turn have positive effect on the economy in terms of improved GDP, poverty reduction, and employment opportunities. The government of South Sudan needs to make friendly economic policies that will create a virile environment promoting entrepreneurial activities.

It is also recommended that a special Entrepreneurial Intervention Fund should be set aside by the government of South Sudan to assist women to engage in entrepreneurial activities. The fund should be given in form of loan with long tenor of repayment and low interest. In addition, in order to positively engage women in entrepreneurial activities in South Sudan, governments at levels should create enabling environment that is conducive for promoting entrepreneurial behaviours. The institutions such as legal, religious, political, and financial institutions should be strengthened as this will lead to the promotion and development of entrepreneurial activities in South Sudan. The findings from this study showed that socio-cultural and political-legal factors had no effect on performance of women-owned enterprises, therefore women entrepreneurs need not see forces from the environment as hindrances but strengths to initiate and promote entrepreneurial development in South Sudan. In addition, Government of the Republic of South Sudan needs to make the political environment attractive as this will encourage women to fully engage in entrepreneurial activities. Furthermore, entrepreneurial education and training should be organised in various

social institutions so that people will understand the need to embrace entrepreneurship and encourage more participation of women in ownership of enterprises.

5.5 Suggestion for Future Research Studies

This study was carried out among women entrepreneurs in Juba County, South Sudan. Therefore, the findings of this study may not be able to be generalised across all the regions in South Sudan. It is thus suggested that a study of this nature should be replicated in other regions in South Sudan for better generalisation of findings. In addition, a significant effect of macro-environmental factors on performance of women-owned enterprises was found in this study; however, the variables investigated as composite construct of environmental factors are not exhaustible. Therefore, others variables that can serve as indicators of macro-environmental factors should be considered for investigation in future research undertakings in the context of South Sudan.

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APPENDIX 1:

**RE: ENVIRONMENTAL CONTEXT AND PERFORMANCE OF WOMEN
OWNED ENTERPRISES IN JUBA COUNTY, SOUTH SUDAN**

My name is Joseph Manyang Chok. I am undertaking research on the above-named topic as part of requirement to complete my postgraduate programme.

I am soliciting your assistance to respond to the items measuring what I intend to achieve based on the topic of this study. A copy of the questionnaire containing the items is attached to this letter for your appropriate attention.

I want to assure you that your response to the items of this study will be strictly used for academic purposes and your confidentiality will be of highest priority.

I will be very grateful for any assistance rendered.

Thanks.

JOSEPH MANYANG CHOK

D58EA/27407/2019

APPENDIX 11: ITEMS

Section A: Demographic Profiles of the Participants

1. Specify your age bracket:

20- 29yrs [] 30-39yrs [] 40-49yrs [] 50yrs and above []

2. Specify the highest education level attained:

Primary School [] High Schools [] Undergraduate Degree [] Postgraduate Degree []

3. Specify the year(s) you have been operating your business

1-5yrs [] 6-10yrs [] 10-15yrs [] 16yrs and above []

4. What is your business type?

Retailing [] Wholesaling [] Manufacturing []

5. What sector is your business

Services [] Goods []

SECTION B

Questions relating to contextual factors in the business operating environment are contained in this section. The section presents several statements that require you to give your opinion on the extent to which different contextual factors that may influence performance of women owned enterprises in South Sudan.

1. Socio-cultural Context and Entrepreneurship Performance

	STATEMENT	RESPONSES				
		1	2	3	4	5
1.	Supports from the family encourage more women participation in entrepreneurial activities					
2	Cultural beliefs and tradition often affect participation of women in ownership of business ventures					
3	Religions play a vital role in the ownership and management of small businesses by women					
4	Societal values frown at women owning and managing businesses					

5	Gender discrimination often impacts negatively on the businesses owned and control by women					
6	Domestic responsibilities and reproductive roles often constrain women entrepreneurial development					
7	Spousal influence determines the participation of women in entrepreneurship					
8	Societal tradition places emphasis on men as superior in management of businesses					
9	Societal inclination to women entrepreneurship is encouraging and motivating					
10	Cultural differences greatly affect the women entrepreneurship emergence and development					

2: Political-legal Context and Entrepreneurship Performance

	STATEMENT	RESPONSES				
		1	2	3	4	5
1.	Political differences affect women entrepreneurial emergence and development					
2	Legal rights enable women to make appropriate economic choices relating to entrepreneurship					
3	Political instability often interrupts women entrepreneurial intention and choice					
4	Government policies and programmes often discourage women entrepreneurship emergence and performance					
5	Registration of business is cumbersome and tedious and this constrains entrepreneurship emergence					
6	War and uncertainties have not encouraged the participation of women in ownership and management of business					
7	Legal ownership of business by women encourages participation of women in entrepreneurship					
8	Government interventions and support for women entrepreneurship promote women entrepreneurship emergence					

3: Economic Context and Entrepreneurship Performance

	STATEMENT	RESPONSES				
		1	2	3	4	5
1.	The tax system promotes women entrepreneurial emergence and development					
2	The interest rate policy allows women to have access to borrowing from financial institution					
3	Infrastructures are available to promote women owned business enterprises					
4	Access to capital promotes women entrepreneurship emergence and development in my environment					
5	Women are discriminated in terms of accessing loans and finances from financial institutions					
6	Economic policies of government take women into consideration in terms of entrepreneurial emergence and development					

4: Entrepreneurial Orientation and Entrepreneurship Performance

	STATEMENT	RESPONSES				
		1	2	3	4	5
1.	My risk-taking ability enhances my entrepreneurial potentials					
2	I always take advantage of identifying business opportunity and ideas in the environment					
3	I make unilateral decisions that often encourage and promote my business ideas					
4	I always have the urge to bring new idea on the table and create new things					
5	I like to healthy competition within the market environment					

6: Perceived Entrepreneurship Performance

	STATEMENT	RESPONSES				
		1	2	3	4	5
1.	This business has offered me the satisfaction I derive in setting it up					
2	I have been able to attain the goals of setting-up this business					
3	This business earns me enough incomes and I have recouped the money I invested in this business					
4	I enjoying doing what I am doing presently					
5	I have enjoyed a steady growth in my business for a certain period of time.					