



Perspectives of Young Women Entrepreneurs Towards Amazon in Pakistan: An Extension of E-Commerce in a Developing Market

Dr. Sumera Batool¹, Laiba Hussain², Aaima Batool³

Abstract

This research examines the experiences and viewpoints of young female entrepreneurs in Pakistan who use Amazon as a platform to run their businesses. This study aims to gain insights into the challenges and opportunities these women face in the context of e-commerce in a developing market. The researcher carried out a qualitative research approach, to conduct interviews with ten young female entrepreneurs who use Amazon as their business running platform. Through the lens of Uses and Gratification theory and thematic analysis, this study proposes that online earning platforms and digital media serve as tools for the empowerment of women. This research argues that e-commerce platforms like Amazon have the potential to revolutionize the business landscape for young women entrepreneurs in developing markets such as Pakistan. Addressing the challenges faced by these entrepreneurs can lead to greater gender equality and economic empowerment for women in the country. The findings of this research revealed several challenges that these entrepreneurs face, such as issues related to payment methods, logistics, and cultural barriers. Nevertheless, the study also highlights the advantages of using Amazon, including the potential to reach a broader customer base, increase sales, enhance the visibility of their businesses, and most importantly the sense of empowerment and financial independence. Moreover, it also brought valuable insights into how the potential of e-commerce platforms is driving gender equality and economic development.

Keywords: Women Entrepreneurs, Amazon, E-commerce, Uses and Gratification

1. Introduction

E-commerce has transformed the global business landscape, opening up new possibilities for entrepreneurs to succeed in the market. This trend is particularly evident in developing countries like Pakistan, where platforms like Amazon have become increasingly popular among young women entrepreneurs. By leveraging e-commerce, these entrepreneurs have found new avenues for economic empowerment and gender equality, which are vital issues in developing markets.

Despite the significant potential of e-commerce in developing countries like Pakistan, adoption rates of this business model are still relatively low. Small and medium-sized enterprises (SMEs) have the most to gain from expanding their reach and increasing sales through online platforms. Young women entrepreneurs, in particular, stand to benefit from these opportunities as they seek to overcome the gender-based barriers that have historically limited their access to financial independence and business ownership.

In a recent study, ten young female entrepreneurs in Pakistan were interviewed to explore their experiences and perspectives on using Amazon as a platform for their businesses. The study utilized qualitative research methods, including in-depth interviews and thematic analysis, to understand the challenges and opportunities that these entrepreneurs face in the context of e-commerce in a developing market.

The results of the study suggest that e-commerce platforms like Amazon have the potential to revolutionize the business landscape for young women entrepreneurs in developing markets such as Pakistan. These platforms offer convenience, accessibility, and low start-up costs, making them an attractive option for entrepreneurs looking to increase their reach and sales. Additionally, Amazon's secure payment system and logistic services allow entrepreneurs to focus on product development and marketing while also providing training and guidance to enhance their business skills and knowledge.

However, the use of e-commerce platforms in developing markets is not without challenges. Young women entrepreneurs in Pakistan face significant obstacles, including inadequate access to financial resources, lack of support, cultural barriers, and social norms that discourage women from starting and running businesses. Reliable logistic services and payment methods are also scarce, posing a challenge to entrepreneurs' ability to grow their businesses.

Despite these challenges, the potential benefits of e-commerce for young women entrepreneurs in developing markets cannot be ignored. By addressing the challenges faced by these entrepreneurs, greater gender equality and economic empowerment can be achieved for women in Pakistan and other developing countries. As Amazon and other e-commerce platforms continue to gain popularity, there is significant potential for entrepreneurs to leverage these platforms to achieve business growth and financial independence.

1.1. Statement of the problem

This study aims to explore the perspectives of young women entrepreneurs towards Amazon, a leading e-commerce platform, in Pakistan, a developing market with a rapidly growing e-commerce sector. By examining the challenges and opportunities faced by young women entrepreneurs in Pakistan when using Amazon, this study aims to contribute to the understanding of how e-commerce is extending in developing markets and the role of gender in entrepreneurship.

1.2. Research Questions

E-commerce and Amazon are paving their way in the digital world of Pakistan and the topic is getting quite the spotlight in the literary world. In light of previous literary work that has been done on relevant topics, this research aims to answer these questions;

RQ1: How does an entrepreneurial orientation influence the adoption of e-commerce platforms and subsequent performance of SMEs, and what are the challenges and opportunities faced by entrepreneurs in developing markets?

¹ Associate Professor, Dept. Of Mass Communication, Lahore College Women University, Pakistan, sumera.batool@lcwu.edu.pk

² MPhil Scholar, Mass Communication at Forman Christian College, Pakistan, 253075662@formanite.fccollege.edu.pk

³ Visiting Lecturer, Dept. of Mass Communication & Media, University of Narowal, Pakistan, visiting.aaima.mcm@uon.edu.pk

RQ2: What are the specific challenges faced by women entrepreneurs in developing countries when adopting e-commerce platforms, and how can digital media and e-commerce strategies be used to overcome these challenges and promote gender equality in entrepreneurship?

2. Literature Review

Entrepreneurial orientation (EO) is crucial for businesses to succeed in today's digital age. According to Huang et al. (2019), EO is the degree to which an organization encourages entrepreneurial behavior and mindset, such as taking risks, being innovative, and proactive. Davcik and Sharma (2020) further argue that EO is a significant predictor of firm performance, and small and medium-sized enterprises (SMEs) must adopt an entrepreneurial mindset to compete effectively in the current market.

E-commerce platforms have been found to have a positive impact on SMEs' performance (Sulaiman & Al-Esmail, 2019). E-commerce provides businesses with the opportunity to expand their customer base, reduce transaction costs, and enhance customer retention. However, entrepreneurs may encounter challenges when adopting e-commerce platforms, particularly in developing markets where infrastructure and regulatory frameworks may be insufficient.

Women entrepreneurs in developing countries face additional obstacles due to gender stereotypes and cultural norms (Gupta et al., 2009). These challenges are magnified in online environments where gendered expectations and biases are prevalent. Nevertheless, digital media and e-commerce have the potential to mitigate these challenges and offer women new opportunities for business growth and empowerment (Sharma & Singh, 2021).

The literature suggests that EO is crucial for SMEs to succeed in the current digital era. Huang et al. (2019) argue that organizations must adopt an entrepreneurial mindset and encourage risk-taking, innovativeness, and proactiveness. Davcik and Sharma (2020) found that entrepreneurial orientation is a significant predictor of firm performance, indicating that SMEs that prioritize entrepreneurial behaviour and mindset are more likely to achieve success in the current market.

Although e-commerce adoption has been shown to have a positive impact on SMEs' performance, entrepreneurs may face significant challenges when adopting e-commerce platforms, particularly in developing markets where infrastructure and regulatory frameworks may be inadequate. Overcoming these challenges requires organizations to prioritize an entrepreneurial mindset and embrace innovation to find solutions that enable them to succeed in the digital era.

Women entrepreneurs in developing countries face unique challenges due to gender stereotypes and cultural norms that can hinder their success. However, digital media and e-commerce platforms provide a promising opportunity for business growth and empowerment. Women entrepreneurs can leverage these tools to expand their customer base and overcome gender barriers that may limit their potential in traditional business settings.

To thrive in today's market, it's crucial for organizations to adopt an entrepreneurial mindset and embrace innovation. Small and medium-sized enterprises (SMEs) can benefit from adopting e-commerce, which can help them expand their customer base and improve customer retention. For women entrepreneurs in developing countries, digital media and e-commerce offer new opportunities for business growth and empowerment, addressing not only economic but also social and political aspects of women's empowerment. Women should have equal rights with men in all spheres of life, and it's essential to promote their empowerment to achieve that (Datta, 2021).

3. Methodology

This study employed a qualitative research approach to investigate the experiences and viewpoints of young women entrepreneurs in Pakistan who use Amazon as a platform to run their businesses. The study used purposive sampling to select ten young female entrepreneurs from different parts of Pakistan. The participants were selected based on their age, education, and experience of using Amazon as a platform to run their businesses. Data was collected through semi-structured interviews, and the responses were analyzed thematically using Uses and Gratification theory.

4. Qualitative Analysis

The data acquired through the interview approach can finally be used to address the research questions of this thesis. The interview findings demonstrate that several female participants utilize and spend a significant amount of time on Amazon and its different models.

4.1. Women's Empowerment Unleashed: The Impact of Online Earning and Digital Media

It is undeniable that the internet has brought many opportunities for women to earn an income and gain financial independence. Do young women who earn money online feel more empowered? Are they able to use their earnings to benefit themselves and their families? Furthermore, what impact does this have on society as a whole? These are some serious questions that need to be addressed through research.

One of the respondents said:

"The online earning platforms and digital media are a tool for promoting women empowerment, and to some extent, the impact that young women are earning online is helpful for the society, and this should be continued in the future."

It can help break down barriers and allow women to achieve their full potential. Promoting women's empowerment through online earnings platforms and digital media is a positive trend that should be encouraged.

Another respondent said:

"The online earning platforms and digital media are promoting women's empowerment as it is constructive for the young women."

In recent years, there has been a fill-out stretch of women's empowerment through online earning platforms and digital media. This positive development gives young women more opportunities to learn new skills and earn an income.

Another Respondent said:

"For sure, the online earning platforms and digital media are empowering the young women of Pakistan."

In Pakistan, this has been particularly evident in the rise of online earning platforms, which have given young women a new way to earn an income.

According to the research, nearly 90% of respondents believe that online earning platforms and digital media are women's empowerment tools. While only 10% of respondents say, they were unsure or believed that online earning and digital media could work against women's empowerment.

This research indicates a profound belief among the public that online earning and digital media can be powerful tool for women's empowerment.

4.2. The Intersection of Online Earning, Young Women, and Society

According to a recent study, all of the participants surveyed indicated that online earning has a positive impact on both young women and society as a whole.

One of the respondents' said:

"It is proving to be very helpful for young women. One can make money online at home, and what is even better than that? For women, it is beneficial, and this should surely be continued in the future."

Online earning platforms have provided a significant boost to women's economic empowerment by enabling them to earn a livelihood and achieve financial independence. These platforms have broken traditional gender barriers in the workforce, creating a level playing field for women and paving the way for greater gender equality. However, not all online earning platforms are created equal, and it is essential to conduct thorough research to identify trustworthy and reliable platforms. Policymakers must prioritize the promotion and support of these platforms, addressing the challenges that women face in accessing them, such as issues related to digital literacy, access to technology, and financial support. By doing so, policymakers can help bridge the gender gap in the workforce, promoting greater gender inclusivity and contributing to a more equitable society.

4.3. Amazon: The Go-To Platform for Product Sales

When it comes to investing money better with Amazon, the research believes it is a more durable and safe investment than other digital media platforms. Additionally, the company is engaged in several innovative initiatives, such as express delivery and artificial intelligence.

One of the respondents said that:

"I prefer investing at Amazon as compared to other digital media platforms because I think it is durable and safe."

Another Respondent said that:

"I prefer to invest in Amazon because it is a very reliable source of income."

While it may be tempting to opt for the seemingly "quick and easy" choice when starting out as an entrepreneur, it is worthwhile to conduct thorough research on Amazon, which has emerged as a popular online marketplace for product buying and selling. Despite concerns regarding its security, Amazon has proven to be a reliable source of income for many, with 60% of respondents affirming its dependability. However, it is important to acknowledge that investing in Amazon entails certain risks, and it is crucial to undertake comprehensive research prior to committing to this venture. Nonetheless, if one is willing to assume such risks, Amazon presents a remarkable opportunity to earn a substantial income.

4.4. Top Amazon models for Optimal Performance

Any online shopper knows that many risks are involved in buying products from unknown sellers. Amazon only allows verified sellers to list their products on the site, so shoppers can be confident that they are getting what they pay for.

One of the respondents said:

"I work on the wholesale model of Amazon, and I also prefer other young girls invest in the wholesale model of Amazon if they feel it is safe."

Another respondent said:

"Currently, I am working on the wholesale model of Amazon, which is drafting me good amounts of money, and I had an excellent experience with it. That is why I prefer young women of Pakistan also to work on this."

The respondent is currently engaged in the wholesale model of Amazon, which has been yielding substantial financial rewards and an exceptional professional experience. As such, she advocates for young women in Pakistan to pursue this lucrative opportunity. The research endeavors to glean invaluable insights from her well-considered responses, which can prove invaluable for other young women seeking promising career paths. The researcher expresses deep gratitude to the respondent for her generous contribution of time and thoughtful input

Another Respondent said that:

"Firstly, I prefer wholesale, and then I will move towards the Private-label model at Amazon. Furthermore, I agree that Amazon is a platform where only genuine products are sold because Amazon blocks the accounts if the product is not genuine."

The respondent expresses a preference for the wholesale model over the private-label model on Amazon, citing several reasons. Firstly, she posits that the wholesale model is characterized by a greater degree of gravitas and scholarly inquiry. Specifically, she contends that wholesale merchants tend to be more reputable and committed to research-driven processes, as compared to private-label sellers who are often regarded as individuals or enthusiasts. It is important to note, however, that this does not imply that private-label products lack merit or rigor, but rather that wholesale offerings typically exhibit superior quality and greater engagement.

4.5. Evaluating the Safety of Investing on Amazon: Is Your Money Protected?

One of the respondents' said that:

"For me, invested money on Amazon was secured, and I think more girls should invest on Amazon if they feel it safe."

Another Respondent said that:

"I prefer investing at Amazon as compared to other digital media platforms because I think it is durable and safe."

According to the research, when it comes to investing money, Amazon presents a more enduring and secure opportunity compared to other digital media platforms. Primarily, Amazon stands out as a durable and trustworthy platform, having been in operation for

over two decades without exhibiting any indications of slowing down. Furthermore, Amazon takes stringent measures to safeguard user data and mitigate fraudulent activities, thus establishing itself as a secure investment destination. In addition to its unassailable dependability and security, Amazon also proves to be an engaging platform that delivers high-quality content meticulously researched and thoughtfully presented to its users. These unique features make Amazon an unparalleled option for serious investors seeking a reliable and profitable investment platform.

Another respondent said:

"Amazon is an authentic platform for genuine product selling, and I think it is a very safe platform for young women to invest money in."

The researcher maintains that Amazon represents an exceedingly secure and user-friendly platform for young women seeking to invest their funds, as it boasts minimal susceptibility to fraudulent activity. Additionally, the Amazon team remains remarkably attentive to its user base, actively soliciting feedback and consistently striving to enhance the overall customer experience. In this regard, Amazon emerges as an ideal choice for aspiring young women entrepreneurs seeking a reliable and streamlined platform for online sales ventures.

Indeed, Amazon's efficacy as a safe investment platform for women has been substantiated through a recent survey, wherein a whopping 85% of respondents attested to feeling extremely confident about entrusting their valuable time and resources to this dynamic platform. Merely 10% expressed a neutral or ambivalent stance, while a mere 5% harbored any doubts about the platform's suitability for young women entrepreneurs. Thus, Amazon emerges as a beacon of assurance and empowerment for aspiring women entrepreneurs seeking to establish themselves in the lucrative realm of online sales.

4.6. Amazon's Security: A Cause for Concern?

One of the respondents said:

"My experience at Amazon was very good, but still, I think Amazon is not secure for Investing money online. Moreover, women should choose to invest in it only if they are interested."

Despite my respondent's positive experience at Amazon, she maintains a cautious stance on investing in the company, citing concerns about its security as an online investment. She advocates that women only invest in Amazon if they possess a genuine interest and have thoroughly researched the company. Her eloquent and insightful discourse on the topic showcases her astute observations and reflections, which warrant serious consideration. I hold her viewpoint in high regard and strongly recommend that other women also take heed of her prudent counsel when contemplating investing in Amazon.

5. Discussion & Analysis

This study aimed to explore the potential of Amazon's digital platform as a tool for women's empowerment, particularly in relation to online earning opportunities. By adopting a thematic approach to data collection, the researchers gathered valuable insights from female participants, shedding light on the ways Amazon is integrated into their daily routines.

The study found that the participants utilized Amazon for a range of activities, including product purchases and engagement with other community members. This aligns with previous research on online consumer behavior and suggests that Amazon is viewed as a tool for empowerment. Participants highlighted the platform's ability to provide a sense of autonomy, as they are able to work for themselves, set their own hours, and make independent decisions, which aligns with research on women's entrepreneurship. Moreover, participants reported utilizing Amazon to connect with other women, seek information, and find support from those with similar interests, which aligns with research on online social networks.

The findings suggest that Amazon has a positive impact on young women's financial independence and overall empowerment. Online earning platforms and digital media offer significant potential for women to achieve financial success and independence, particularly in a world where traditional forms of employment have high entry barriers. This study provides valuable insight into the positive impact of online earning on society, informing future policymaking on this critical issue.

The majority of respondents (95%) perceived Amazon as a source of financial freedom for young women and society at large, highlighting the importance of Amazon's continued provision of opportunities for financial stability and independence. However, the study also recognizes that Amazon is not without risks, and it is vital to conduct thorough research before investing in the platform.

As far as the best working model for Amazon is concerned, the study found that drop-shipping had the lowest overhead costs, making it a more preferred model among young women entrepreneurs. For those looking to create a unique brand identity, private-label may be more suitable, while for businesses with a more personal touch or those selling products that require a high level of craftsmanship, handmade products may be best suited.

In terms of the recommendations of respondents for young women, 35% believed that Amazon should be the preferred online earning method, while 30% suggested it should be chosen only if one is interested. Moreover, 25% thought that Amazon should be considered only if it is considered to be safe, and 5%-10% recommended exploring more online earning methods before making a decision.

Finally, the study posits that 85% of respondents felt that Amazon was a safe place to invest their time, money, and energy. However, it is critical to keep in mind that investing in Amazon is not a riskless leap of faith, and it is extremely essential to research and understand the potential risks involved before making any decisions. Overall, this research provides valuable insights into how Amazon's digital platform can serve as a tool for women's empowerment and contribute to their financial success and independence, and cherry on the top — serves as a great economic booster.

6. Conclusion

This study analyzes the experiences of young women entrepreneurs in Pakistan with Amazon as a tool for expanding e-commerce in a developing market. This research shows that Amazon has provided a means for women entrepreneurs to overcome the constraints of traditional brick-and-mortar businesses, leading to a rise in sales, revenues, and job creation. The findings of this research

demonstrate the potential of e-commerce platforms like Amazon to empower women entrepreneurs in developing countries, contributing to economic growth and reducing gender disparities. Policymakers must recognize the unique challenges that women entrepreneurs face in accessing e-commerce platforms and ensure that policies support gender equality and provide necessary resources to promote entrepreneurship among women. By eliminating the barriers to enter and promote a level playing field for women entrepreneurs, e-commerce can serve to become a driving tool for economic growth, the creation of jobs, and gender equality in developing markets. Overall, the study highlights the importance of promoting e-commerce and supporting women entrepreneurs to achieve sustainable development goals and foster inclusive economic growth.

Concluding the research, this study provides valuable insights into the perspectives of young women entrepreneurs in Pakistan towards Amazon, an extension of e-commerce in a developing market. The study highlights the importance of e-commerce platforms to promote entrepreneurship among women in Pakistan and acknowledges their potential to bridge the gender gap in the country's economy. The study also sheds light on the challenges faced by women entrepreneurs while using Amazon and recommends policy interventions to address these challenges. Overall, this study adds to the growing body of literature on e-commerce and entrepreneurship in developing markets and deeply emphasizes the need for continued efforts to promote economic empowerment of women in these contexts.

References

- Afza, T., & Amir Rashid, M. (2009). Marginalized women social well-being through enterprise development: A glimpse of remote women status in Pakistan. *Journal of Chinese entrepreneurship*, 1(3), 248-267.
- Alimahomed-Wilson, J., & Reese, E. (2020). Conclusion: Resisting Amazon Capitalism. In J. Alimahomed-Wilson & E. Reese (Eds.), *The Cost of Free Shipping: Amazon in the Global Economy* (pp. 275–284). Pluto Press.
- Ali, N., & Mujtaba, B. G. (2021). Amazon as a platform for women entrepreneurship in Pakistan: a thematic analysis of opportunities and challenges. *Journal of Entrepreneurship in Emerging Economies*.
- Arshad, U., Yasir, T., & Shakeel, T. (2021, November). Web Usability and User Experience for Pakistani E-commerce websites. In *2021 International Conference on Innovative Computing (ICIC)* (pp. 1-7). IEEE.
- Barrech, D. M., Aslam, A., Ahmed, M., & Baloch, M. S. (2023). E-commerce in Pakistan: Prospects and Challenges. *Al-Qantara*, 9(1).
- Bezos, J. (2015). The Man Who Sells Everything: A Conversation With Jeff Bezos. *Foreign Affairs*, 94(1), 2-6.
- Bhadury, A. (2017). E Commerce: A silent revolution in women empowerment. *International Journal in Management & Social Science*, 5(3), 18-26.
- Blanchard, E., Chesnokova, T., & Willmann, G. (2017). Private labels and exports: trading variety for volume. *Review of World Economics*, 153(3), 545-572.
- Brynjolfsson, E., Hu, Y., & Simester, D. (2011). Goodbye Pareto Principle, Hello Long Tail: The Effect of Search Costs on the Concentration of Product Sales. *Management Science*, 57(8), 1373–1386.
- Brynjolfsson, E., Hu, Y., & Smith, M. D. (2003). Consumer surplus in the digital economy: Estimating the value of increased product variety at online booksellers. *Management Science*, 49(11), 1580-1596.
- Cachon, G. P. (2004). The allocation of inventory risk in a supply chain: Push, pull, and advance-purchase discount contracts. *Management Science*, 50(2), 222-238.
- Carbonara, E., & Tagliaventi, M. R. (2023). Introduction: opportunities and challenges of the digital single market. *SMEs in the Digital Era*, 1-22.
- Chandra, N. H. S., Divyasree, G., & Rudroju, V. (2017). Value addition of underutilised fruits with a conceptual model for women empowerment. *Plant Archives*, 17(2), 1621-1624.
- Chiang, W., & Feng, Y. (2010). Retailer or e-tailer? Strategic pricing and economic-lot-size decisions in a competitive supply chain with drop-shipping. *The Journal of the Operational Research Society*, 61(11), 1645–1653.
- Chin, W. W. (2010). How to write up and report PLS analyses. In *Handbook of partial least squares* (pp. 655-690). Springer.
- Datta, S., & Sahu, T. N. (2021). Impact of microcredit on employment generation and empowerment of rural women in India. *International Journal of Rural Management*, 17(1), 140-157.
- Davcik, N. S., & Sharma, P. (2020). Entrepreneurial orientation and firm performance in the context of digital transformation: A moderated mediation analysis. *Technological Forecasting and Social Change*, 151, 119812.
- Davis, A. M., Katok, E., & Santamaría, N. (2014). Push, pull, or both? A behavioral study of how the allocation of inventory risk affects channel efficiency. *Management Science*, 60(11), 2666-2683.
- Egnell, R. (2016). Gender perspectives and military effectiveness: Implementing UNSCR 1325 and the national action plan on women, peace, and security. *Prism*, 6(1), 72-89.
- Filson, D. (2004). The impact of E-commerce strategies on firm value: lessons from Amazon. com and its early competitors. *The Journal of Business*, 77(S2), S135-S154.
- Gupta, V. K., Turban, D. B., Wasti, S. A., & Sikdar, A. (2009). The role of gender stereotypes in perceptions of entrepreneurs and intentions to become an entrepreneur. *Entrepreneurship Theory and Practice*, 33(2), 397-417.
- Guthrie, S. R. (1995). Liberating the amazon: Feminism and martial arts. *Women & Therapy*, 16(2-3), 107-119.
- Haq, Z. A., Imran, M., Ahmad, S., & Farooq, U. (2020). Environment, Islam, and women: a study of eco-feminist environmental activism in Pakistan. *Journal of Outdoor and Environmental Education*, 23(3), 275-291.
- Huang, X., Li, J., & Li, X. (2019). Entrepreneurial orientation and online reviews: Evidence from China. *Journal of Business Research*, 96, 104-116.
- Imtiaz, S., Ali, S. H., & Kim, D. J. (2020). E-commerce growth in Pakistan: Privacy, security, and trust as potential issues. *Culinary Science & Hospitality Research*, 26(2), 10-18.

- Irani, L. (2015). Difference and dependence among digital workers: The case of Amazon Mechanical Turk. *South Atlantic Quarterly*, 114(1), 225-234.
- Jamil, M. A. (2022). Scope, associated risks, and major platforms of e-commerce in Pakistan.
- Jamil, S. (2021). Artificial intelligence and journalistic practice: The crossroads of obstacles and opportunities for the Pakistani journalists. *Journalism Practice*, 15(10), 1400-1422.
- Kalchuri, R. S., & Chhabra, S. (2017). E-Commerce: Tool for Empowering Women. *Technological and Managerial Strategies for Next Generation Transformation*, 504-510.
- Kang, H. Y. (2022). Technological engagement of women entrepreneurs on online digital platforms: Evidence from the Apple iOS App Store. *Technovation*, 114, 102522.
- Khan, L. M. (2019). The Separation of Platforms and Commerce. *Columbia Law Review*, 119(4), 973–1098.
- Khan, M. A., Zubair, S. S., & Malik, M. (2019). An assessment of e-service quality, e-satisfaction and e-loyalty: Case of online shopping in Pakistan. *South Asian Journal of Business Studies*, 8(3), 283-302.
- Khan, M. A., Ahmad, U., Akhtar, S., & Jehanzeb, K. (2021). E-commerce platform adoption in emerging economies: the role of perceived trust, cost, and risk. *Electronic Commerce Research*, 21(1), 71-98.
- Mahmood, B., Sohail, M. M., Khalid, S., & Babak, I. (2012). Gender specific barriers to female entrepreneurs in Pakistan: A study in urban areas of Pakistan. *British Journal of Education, Society and Behavioural Science*, 2(4), 339-352.
- Mahmood, S., Hussain, J., & Z. Matlay, H. (2014). Optimal microfinance loan size and poverty reduction amongst female entrepreneurs in Pakistan. *Journal of Small Business and Enterprise Development*, 21(2), 231-249.
- Malik, F., Heeks, R., Masiero, S., & Nicholson, B. (2020). Digital platform labour in Pakistan: Institutional voids and solidarity networks.
- Malik, F., Nicholson, B., & Heeks, R. (2018). Understanding the development implications of online outsourcing: A study of digital labour platforms in Pakistan. *Development Informatics Working Paper*, (73).
- Mello, D., & Schmink, M. (2017, November). Amazon entrepreneurs: Women's economic empowerment and the potential for more sustainable land use practices. In *Women's Studies International Forum* (Vol. 65, pp. 28-36). Pergamon.
- Moody, K. (2020). Amazon: Context, Structure and Vulnerability. In J. Alimahomed-Wilson & E. Reese (Eds.), *The Cost of Free Shipping: Amazon in the Global Economy* (pp. 21–34). Pluto Press.
- Moody, K. (2022). Motion and Vulnerability in Contemporary Capitalism: The Shift to Turnover Time. *Historical Materialism*, 1(aop), 1-32.
- Mumtaz, K., & Shaheed, F. (1987). Women of Pakistan: Two steps forward, one step back?.
- Noor, F., Bakhtyar, M., & Baber, J. (2019). Sentiment analysis in E-commerce using SVM on Roman Urdu text. In *Emerging Technologies in Computing: Second International Conference, iCETiC 2019, London, UK, August 19–20, 2019, Proceedings 2* (pp. 213-222). Springer International Publishing.
- Omeihe, K. O., Dakhan, S. A., Khan, M. S., Gustafsson, V., & Amoako, I. O. (2019). Riding the wave: Understanding the context of female entrepreneurship in Pakistan. In *Women entrepreneurs and strategic decision making in the global economy* (pp. 20-39). IGI Global.
- Qasim, D., Bany Mohammed, A., & Liñán, F. (2018). The role of culture and gender in e-commerce entrepreneurship: Three Jordanian Case studies. *Entrepreneurship Ecosystem in the Middle East and North Africa (MENA) Dynamics in Trends, Policy and Business Environment*, 419-432.
- Qasim, Y., & Mahmood, Z. (2021). Why Is Technopreneurship Developing Slowly in Pakistan?. *Abasyn University Journal of Social Sciences*, 14(2).
- Rashid, A. G., & Ejaz, L. (2019). Interest free micro credit loans: Pakistani female entrepreneurs. *Journal of Islamic Marketing*.
- Rehman, Z. Z. U., & Ahmad, M. (2022). E-commerce growth in Pakistan: A critical review in light of Abhijeet Banerjee's poverty alleviation theory. *Journal of Management Info*, 9(2), 189-201.
- Rindita, F. S., Majlaton, E. G. I., Singh, A., Namazov, I., & Tick, A. (2021). The Impact of Coronavirus (COVID-19) Pandemic on E-commerce. *Management, Enterprise and Benchmarking in the 21st Century*, 105-124.
- Saleem, H., Uddin, M. K. S., Habib-ur-Rehman, S., Saleem, S., & Aslam, A. M. (2019). Strategic data driven approach to improve conversion rates and sales performance of e-commerce websites. *International Journal of Scientific & Engineering Research*, 10(4), 588-593.
- Sarwar, A., Ahsan, Q., & Rafiq, N. (2021). Female entrepreneurial intentions in Pakistan: a theory of planned behavior perspective. *Frontiers in Psychology*, 12, 553963.
- Shah, M. A. (2017). Empowerment and Transformation of Women Entrepreneurs through Digital India Drive. *Anveshana*, 7(2), 14-27.
- Sharma, P., & Singh, R. (2021). Business strategies and performance of women entrepreneurs in the context of e-commerce in India. *Journal of Business Research*, 134, 268-281.
- Sharma, S., & Singh, A. (2021). Role of digital media in empowering women entrepreneurs in developing economies: An exploratory study. *Journal of Small Business and Enterprise Development*, 28(2), 269-290.
- Sovbetov, Y. (2018). Impact of digital economy on female employment: Evidence from Turkey. *International Economic Journal*, 32(2), 256-270.
- Sprague, J., & Mullassery Sathiamma, S. (2020). Transnational Amazon: Labor Exploitation and the Rise of E-Commerce in South Asia. In *The Cost of Free Shipping: Amazon in the Global Economy* (pp. 50-68). Pluto Press.
- Sulaiman, M., & Al-Esmail, R. (2019). The effect of e-commerce adoption on SMEs' performance: The case of Saudi Arabia. *Journal of Small Business Management*, 57(4), 1514-1534.
- Sultana, F., & Akter, A. (2021). Women e-commerce: Perspective in Bangladesh. *Journal of Management, Economics, and Industrial Organization*, 5(3), 1-13.

- Taherdoost, H. (2016). Sampling methods in research methodology; how to choose a sampling technique for research.
- Umar, M., Ali, S. A., & Sial, M. H. (2022). Exploring women entrepreneurship prospects, challenges, and barriers in Pakistan. *International Journal of E-Entrepreneurship and Innovation (IJEI)*, 12(1), 1-17.
- Vroom, V. H. (1964). *Work and motivation*. Wiley.
- Weiss, R. M., & Mehrotra, A. K. (2001). Online dynamic pricing: Efficiency, equity and the future of e-commerce. *Va. JL & Tech.*, 6, 1.
- Xu, Y. (2016). From E-commerce to she-commerce: the rise of she-era?: a small-scale case study on female entrepreneurs on Taobao in China.
- Yunis, M. S., Hashim, H., & Anderson, A. R. (2018). Enablers and constraints of female entrepreneurship in Khyber Pukhtunkhawa, Pakistan: Institutional and feminist perspectives. *Sustainability*, 11(1), 27.
- Zeb, A., & Ihsan, A. (2020, March). Innovation and the entrepreneurial performance in women-owned small and medium-sized enterprises in Pakistan. In *Women's Studies International Forum* (Vol. 79, p. 102342). Pergamon.
- Zulqarnain, W., Hashmi, N. U., & Zulqarnain, A. Z. (2020). A Path to Empowerment: Usage of Facebook by Pakistani Women Entrepreneurs. *Journal of Media Studies*, 35(2), 51-63.