

Strategic Resilience and Opportunity Recognition as Drivers of Business Continuity Intentions Among Women Entrepreneurs: Evidence from Emerging Entrepreneurial Ecosystems

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Abstract—Women entrepreneurs contribute significantly to economic development, employment generation, and community well-being; however, sustaining business operations over the long term remains a persistent challenge, particularly within resource-constrained and uncertain entrepreneurial environments. Despite growing interest in entrepreneurial sustainability, limited empirical research has examined how entrepreneurial capabilities and social resources collectively influence business continuity intentions among women entrepreneurs. Addressing this gap, the present study develops and validates an integrated framework grounded in Conservation of Resources Theory, Social Capital Theory, and Organizational Resilience Theory. The study investigates the effects of Strategic Resilience, Entrepreneurial Learning Orientation, Opportunity Recognition Capability, and Social Capital Strength on Business Continuity Intention through the mediating role of Entrepreneurial Self-Renewal. A quantitative research design was employed using data collected from 472 women entrepreneurs operating across various sectors in Southern Rajasthan, India. Structural Equation Modeling (SEM) was used to assess the measurement and structural models and to test the proposed hypotheses. The results demonstrated satisfactory reliability, convergent validity, and discriminant validity across all constructs. The structural model revealed that Strategic Resilience ($\beta = 0.287, p < 0.001$), Entrepreneurial Learning Orientation ($\beta = 0.251, p < 0.001$), Opportunity Recognition Capability ($\beta = 0.223, p < 0.001$), and Social Capital Strength ($\beta = 0.181, p < 0.001$) significantly and positively influence Entrepreneurial Self-Renewal. Furthermore, Entrepreneurial Self-Renewal exhibited a strong positive effect on Business Continuity Intention ($\beta = 0.668, p < 0.001$). The model explained 61.8% of the variance in Entrepreneurial Self-Renewal and 56.2% of the variance in Business Continuity Intention. The findings highlight the importance of resilience, learning orientation, opportunity recognition, and social connectedness in fostering entrepreneurial renewal and long-term business sustainability. The study contributes to entrepreneurship theory by positioning Entrepreneurial Self-Renewal as a central mechanism linking entrepreneurial resources with business continuity. Practical implications are offered for policymakers, entrepreneurship support organizations, and development agencies seeking to strengthen the sustainability of women-owned enterprises.

Keywords— Women Entrepreneurs, Strategic Resilience, Entrepreneurial Self-Renewal, Social Capital Strength, Business Continuity Intention, Structural Equation Modeling (SEM).

I. INTRODUCTION

Entrepreneurship has emerged as one of the most influential drivers of economic transformation, innovation, employment generation, and social development across both developed and developing economies. Within this broader entrepreneurial landscape, women entrepreneurs have increasingly become important contributors to economic diversification and inclusive development. Their participation in entrepreneurial activities extends beyond income generation and business ownership, contributing to community development, poverty reduction, family welfare, and regional economic growth (Gehlot et al., 2022; Naguib & Barbar, 2025). As governments and international organizations continue to promote gender-inclusive development strategies, the role of women entrepreneurs has gained substantial academic and policy attention (Rosca et al., 2020). Despite this growing recognition, women entrepreneurs continue to encounter significant challenges in sustaining business operations over extended periods. Many entrepreneurial ventures struggle not because of inadequate startup motivation but because of difficulties associated with maintaining business continuity amid uncertain market conditions, resource limitations, technological disruptions, and changing consumer preferences (Bullough et al., 2022). Business continuity has therefore become a critical concern within entrepreneurship research, particularly in contexts where entrepreneurs operate under constrained conditions and heightened environmental uncertainty.

The entrepreneurial environment has undergone substantial transformation over the past decade. Globalization, digitalization, changing customer expectations, economic fluctuations, and unexpected disruptions have altered the nature of entrepreneurial activities. Entrepreneurs are increasingly required to respond to complex challenges while simultaneously identifying new opportunities for survival and

growth. Traditional determinants of entrepreneurial success, such as financial resources and managerial experience, remain important but are no longer sufficient to explain why some entrepreneurs sustain their ventures while others discontinue operations. Recent entrepreneurship research suggests that internal capabilities and adaptive resources may play a more significant role in determining entrepreneurial sustainability than previously recognized (Poli, 2024; Srivastava et al., 2024). In particular, resilience, learning orientation, opportunity recognition, and social relationships have emerged as critical factors enabling entrepreneurs to navigate uncertain business environments. These capabilities allow entrepreneurs to recover from setbacks, adapt to changing conditions, identify emerging opportunities, and mobilize support when facing challenges (Wasif et al., 2025).

Strategic resilience has gained increasing attention as a capability that enables entrepreneurs to withstand disruptions while maintaining strategic direction. Unlike traditional notions of resilience that emphasize recovery after adversity, strategic resilience focuses on proactive adaptation, resource reconfiguration, and continuous preparedness for future challenges. Entrepreneurs possessing strong resilience capabilities are often better positioned to maintain business continuity despite environmental turbulence (Bullough et al., 2022; Wasif et al., 2025). Entrepreneurial learning orientation represents another important determinant of entrepreneurial sustainability. Entrepreneurs continuously encounter new situations requiring knowledge acquisition, experimentation, and adaptation. Learning-oriented entrepreneurs actively seek information, evaluate experiences, and incorporate new knowledge into business decisions. Such learning processes facilitate innovation, strategic flexibility, and improved decision-making, thereby supporting long-term entrepreneurial engagement (Assenova, 2020; Yani & Zaakiyyah, 2024).

Similarly, opportunity recognition capability has become a central concept within entrepreneurship theory. Entrepreneurial success frequently depends on the ability to identify emerging opportunities before competitors and to transform those opportunities into viable business initiatives. Entrepreneurs who effectively recognize and evaluate opportunities are generally more capable of adapting to environmental changes and sustaining business activities during uncertain periods (Feng et al., 2023; Sharma et al., 2023). In addition to individual capabilities, social relationships play a critical role in entrepreneurial development. Social capital provides access to information, emotional support, business advice, resources, and collaborative opportunities. Entrepreneurs embedded within strong social networks often benefit from enhanced resource accessibility and greater resilience during periods of uncertainty. Social capital therefore represents an important strategic asset influencing entrepreneurial outcomes (Babajide et al., 2022; Hassan et al., 2024). Recent evidence further suggests that network-based interactions contribute significantly to entrepreneurial capability development and business sustainability (Natung et al., 2025).

Although previous studies have examined resilience, learning, opportunity recognition, and social capital

independently, limited attention has been devoted to understanding how these factors collectively contribute to entrepreneurial continuity. Moreover, existing research has largely focused on outcomes such as entrepreneurial performance, venture growth, innovation, and profitability. Comparatively little attention has been given to Business Continuity Intention, which reflects an entrepreneur's commitment to sustaining business activities despite challenges and uncertainty. Another overlooked concept within entrepreneurship research is Entrepreneurial Self-Renewal. Self-renewal refers to the continuous process through which entrepreneurs reassess goals, acquire new competencies, adapt strategies, and revitalize their entrepreneurial orientation. In dynamic environments, entrepreneurial sustainability may depend not only on external resources but also on the entrepreneur's ability to continuously renew personal and organizational capabilities (Poli, 2024; Srivastava et al., 2024).

The present study addresses these limitations by developing a framework that integrates Strategic Resilience, Entrepreneurial Learning Orientation, Opportunity Recognition Capability, Social Capital Strength, Entrepreneurial Self-Renewal, and Business Continuity Intention. By focusing on women entrepreneurs operating within emerging entrepreneurial ecosystems, particularly in Southern Rajasthan, the study seeks to provide a deeper understanding of the mechanisms that support long-term entrepreneurial engagement and sustainability. The findings are expected to contribute to entrepreneurship theory while offering practical insights for policymakers, entrepreneurship development agencies, and support institutions seeking to strengthen the resilience and continuity of women-owned enterprises.

II. REVIEW OF LITERATURE

A. Women Entrepreneurship and Entrepreneurial Sustainability: The role of women entrepreneurs has expanded significantly across diverse economic sectors. Women-owned enterprises contribute to employment creation, local economic development, innovation, and social inclusion (Thomas, 2024; Qadeera et al., 2024). Nevertheless, sustaining entrepreneurial activity remains a persistent challenge. Many women entrepreneurs operate under conditions characterized by limited financial access, restricted professional networks, institutional constraints, and socio-cultural barriers (Kumar et al., 2021; Ghosh et al., 2018; Tripathi & Singh, 2018). Entrepreneurial sustainability extends beyond financial performance and encompasses the entrepreneur's ability to maintain business activities, adapt to environmental changes, and remain committed to entrepreneurial engagement over time (Poli, 2024). Contemporary research increasingly recognizes that sustainable entrepreneurship requires a combination of personal capabilities, learning processes, psychological resources, digital competencies, and social support systems (Abdelwahed & Alshaikhmubarak, 2023; Kadiyono & Sulistiobudi, 2024; Khodor et al., 2024). Recent evidence also indicates that women entrepreneurs who possess adaptive capabilities and stronger ecosystem support are more

likely to sustain entrepreneurial engagement and contribute to inclusive economic development (Badavath et al., 2025; Dsouza & Bodrov, 2025).

B. Strategic Resilience: Strategic resilience refers to the capacity to anticipate, prepare for, respond to, and adapt to disruptions while maintaining organizational continuity and strategic direction. Entrepreneurs frequently encounter economic uncertainty, technological change, resource constraints, and market disruptions. Strategic resilience enables entrepreneurs to maintain business continuity while adapting to changing circumstances (Teece, 2018). Research suggests that resilient entrepreneurs exhibit greater persistence, flexibility, and proactive problem-solving behavior, which positively influences entrepreneurial survival and sustainability (Bullough et al., 2022). Studies focusing on women entrepreneurs indicate that resilience is particularly important in overcoming structural barriers and sustaining entrepreneurial activities under uncertain conditions (Moral et al., 2024; Rizvi, 2025). Furthermore, resilience enhances entrepreneurial confidence and facilitates capability renewal, thereby contributing to long-term entrepreneurial continuity (Wasif et al., 2025; Meng & Kim, 2025).

C. Entrepreneurial Learning Orientation: Entrepreneurial Learning Orientation reflects an entrepreneur's commitment to acquiring, sharing, and applying knowledge for business development. Learning-oriented entrepreneurs continuously evaluate experiences, seek feedback, and adapt their business practices to changing environments (Assenova, 2020). Entrepreneurial learning enhances innovation capability, opportunity recognition, and strategic flexibility, thereby improving entrepreneurial performance and sustainability (Yani & Zaakiyyah, 2024). Research further suggests that entrepreneurs who engage in continuous learning are more likely to develop adaptive competencies and remain competitive in dynamic markets (Seshasai & Shriya, 2024). Learning orientation also contributes to self-renewal by encouraging entrepreneurs to update skills, revise assumptions, and adopt innovative approaches to business management (Srivastava et al., 2024; Zulkefly et al., 2022).

D. Opportunity Recognition Capability: Opportunity Recognition Capability represents the ability to identify, evaluate, and exploit emerging business opportunities. Opportunity recognition is widely recognized as a defining characteristic of entrepreneurial behavior because entrepreneurial success frequently depends upon identifying opportunities before competitors (Fayaz et al., 2023). Entrepreneurs operating in uncertain environments must continuously monitor changes in technology, markets, customer preferences, and institutional conditions. Those who effectively recognize opportunities are better positioned to adapt business strategies and sustain entrepreneurial activities (Feng et al., 2023). Previous studies have demonstrated that opportunity recognition enhances entrepreneurial innovation, strategic adaptability, and venture sustainability (Sharma et al., 2023). Women entrepreneurs who possess stronger opportunity recognition capabilities are generally more capable of converting environmental changes into business

opportunities, thereby strengthening entrepreneurial continuity (Tripathi & Trivedi, 2025; Yoganand & Vijayasankar, 2024).

E. Social Capital Strength: Social Capital Strength refers to the resources embedded within social networks, relationships, and collaborative interactions. These resources include trust, information, emotional support, mentorship, and access to external opportunities (Andriani et al., 2022). Entrepreneurs frequently rely on social networks to obtain market information, mobilize resources, identify opportunities, and overcome business challenges. Strong social capital facilitates knowledge exchange and resource accessibility, thereby enhancing entrepreneurial adaptability and sustainability (Babajide et al., 2022). For women entrepreneurs, social networks are particularly important because they help overcome institutional, cultural, and financial constraints (Islam et al., 2025). Empirical studies have shown that social capital strengthens entrepreneurial intentions, business performance, and long-term entrepreneurial commitment (Jalil et al., 2023; Hassan et al., 2024). Furthermore, network-based interactions promote learning and resilience, which support entrepreneurial continuity and capability development (Natung et al., 2025).

F. Entrepreneurial Self-Renewal: Entrepreneurial Self-Renewal refers to the ongoing process through which entrepreneurs revise goals, acquire new competencies, update strategic perspectives, and adapt business practices. Self-renewal reflects a proactive approach to maintaining entrepreneurial relevance and competitiveness in changing environments. Entrepreneurs who continuously renew themselves are more likely to embrace learning, recognize opportunities, and respond effectively to environmental disruptions (Poli, 2024). Contemporary entrepreneurship literature suggests that entrepreneurial sustainability increasingly depends on the entrepreneur's capacity for continuous adaptation and capability enhancement rather than solely on resource availability (Srivastava et al., 2024). Digital transformation and innovation further intensify the need for entrepreneurial self-renewal as entrepreneurs must continuously update technological and managerial competencies to remain competitive (Salamzadeh et al., 2024; Taheri, 2024).

G. Business Continuity Intention: Business Continuity Intention refers to an entrepreneur's commitment to maintaining and sustaining business activities despite uncertainty, challenges, and adverse conditions. Unlike growth intentions, which focus on expansion, continuity intentions emphasize persistence, survival, and long-term entrepreneurial engagement. Understanding continuity intentions is particularly important in uncertain entrepreneurial environments where sustaining business operations often represents a significant entrepreneurial achievement (Starbird et al., 2022). Entrepreneurs exhibiting strong continuity intentions are generally more committed to strategic adaptation, capability development, and resource accumulation (Bullough et al., 2022). Previous studies indicate that resilience, social support, learning orientation, and entrepreneurial motivation significantly influence entrepreneurs' willingness to continue business operations

over time (Abdelwahed & Alshaikhmubarak, 2023; Kadiyono & Sulistiobudi, 2024). Consequently, Business Continuity Intention has emerged as an important indicator of entrepreneurial sustainability and long-term business commitment (Thomas, 2024; Badavath et al., 2025).

III. RESEARCH GAPS

Although entrepreneurship research has expanded substantially over the last decade, several conceptual and contextual gaps remain in understanding the long-term sustainability of women-owned enterprises (Thomas, 2024; Qadeera et al., 2024). Existing studies have predominantly emphasized entrepreneurial performance, venture growth, innovation outcomes, and financial success (Abdelwahed & Alshaikhmubarak, 2023; Khodor et al., 2024). While these outcomes are important, they provide limited insight into why entrepreneurs remain committed to sustaining their businesses during periods of uncertainty and environmental disruption (Bullough et al., 2022; Rizvi, 2025). The literature reveals that Strategic Resilience, Entrepreneurial Learning Orientation, Opportunity Recognition Capability, and Social Capital Strength have generally been investigated as independent predictors of entrepreneurial success (Wasif et al., 2025; Yani & Zaakiyyah, 2024; Feng et al., 2023; Babajide et al., 2022). Consequently, limited evidence exists regarding how these capabilities collectively contribute to entrepreneurial sustainability through internal renewal processes. The interconnected mechanisms through which entrepreneurs continuously adapt, learn, and reinvent themselves remain insufficiently explored (Srivastava et al., 2024; Salamzadeh et al., 2024). Another important limitation concerns the role of Entrepreneurial Self-Renewal. Although organizational renewal has received attention within strategic management literature (Teece, 2018; Dsouza & Bodrov, 2025), comparatively little research has examined self-renewal at the entrepreneurial level. The process through which entrepreneurs continuously update their knowledge, revise strategic perspectives, and adapt behavioural patterns may represent a critical mechanism linking entrepreneurial capabilities to long-term business continuity (Poli, 2024; Taheri, 2024).

Furthermore, most empirical studies have focused on business growth intentions, entrepreneurial performance, and competitive advantage (Kadiyono & Sulistiobudi, 2024; Fayaz et al., 2023), whereas Business Continuity Intention remains relatively underexplored (Starbird et al., 2022). Business continuity represents a particularly relevant outcome for women entrepreneurs operating in dynamic and resource-constrained environments where sustainability often precedes expansion (Gehlot et al., 2022; Badavath et al., 2025). From a contextual perspective, the majority of existing evidence originates from developed economies and metropolitan entrepreneurial ecosystems (Rosca et al., 2020; Kumar et al., 2021). Limited empirical attention has been devoted to women entrepreneurs operating within emerging regional ecosystems where resource limitations, institutional constraints, and social factors may significantly influence entrepreneurial behaviour

(Tripathi & Trivedi, 2025; Hassan et al., 2024; Islam et al., 2025).

To address these gaps, the present study develops an integrated framework examining the influence of Strategic Resilience, Entrepreneurial Learning Orientation, Opportunity Recognition Capability, and Social Capital Strength on Business Continuity Intention through Entrepreneurial Self-Renewal.

IV. THEORETICAL FOUNDATION

The proposed framework is grounded in three complementary theoretical perspectives: Conservation of Resources Theory (COR), Social Capital Theory, and Organizational Resilience Theory.

A. Conservation of Resources (COR) Theory: Conservation of Resources Theory proposes that individuals strive to acquire, protect, and accumulate resources that enable them to achieve desired outcomes and cope with environmental challenges (Hobfoll et al., 2018). Resources may include knowledge, capabilities, social relationships, psychological strengths, and strategic competencies. According to COR Theory, individuals possessing greater resource reservoirs are more capable of managing uncertainty and adapting to adverse conditions. Within the entrepreneurial context, Strategic Resilience, Entrepreneurial Learning Orientation, and Opportunity Recognition Capability can be conceptualized as valuable entrepreneurial resources (Bullough et al., 2022; Wasif et al., 2025). Entrepreneurs possessing these resources are better positioned to cope with environmental disruptions, identify opportunities, and sustain business operations. Entrepreneurial Self-Renewal represents a resource-generation process through which entrepreneurs continuously replenish and strengthen their capabilities, thereby supporting long-term entrepreneurial continuity (Poli, 2024; Srivastava et al., 2024).

B. Social Capital Theory: Social Capital Theory emphasizes the value derived from social relationships, networks, trust, and collaborative interactions (Putnam, 2000; Nahapiet & Ghoshal, 1998). Social capital facilitates access to information, resources, emotional support, and business opportunities that may otherwise remain inaccessible. For entrepreneurs, social networks serve as important mechanisms for acquiring market knowledge, obtaining strategic advice, identifying opportunities, and mobilizing resources (Babajide et al., 2022; Andriani et al., 2022). Women entrepreneurs often rely heavily on social networks to overcome institutional and resource-related barriers (Islam et al., 2025; Hassan et al., 2024). Consequently, stronger social capital can facilitate entrepreneurial adaptation and reinforce long-term business commitment. Within the proposed framework, Social Capital Strength functions as a strategic resource that enhances Entrepreneurial Self-Renewal and contributes to Business Continuity Intention (Jalil et al., 2023; Natung et al., 2025).

C. Organizational Resilience Theory: Organizational Resilience Theory focuses on the capacity of organizations and individuals to anticipate, absorb, adapt to, and recover from disruptions (Teece, 2018). Resilience is not merely the ability to survive adversity but also the capability to learn, transform, and emerge stronger following challenges. Entrepreneurial environments are characterized by uncertainty, competition, and continuous change. Entrepreneurs who possess resilience capabilities are better equipped to manage disruptions and maintain strategic focus (Moral et al., 2024; Rizvi, 2025). Strategic Resilience therefore represents a critical antecedent of Entrepreneurial Self-Renewal because resilient entrepreneurs are more likely to engage in continuous learning, adaptation, and capability development (Bullough et al., 2022; Meng & Kim, 2025; Wasif et al., 2025).

Collectively, COR Theory, Social Capital Theory, and Organizational Resilience Theory provide a comprehensive explanation of how entrepreneurial resources and adaptive capabilities influence long-term business continuity.

V. RESEARCH QUESTIONS AND OBJECTIVES

Building upon the identified research gaps, the present study addresses the following key research questions:

- How do Strategic Resilience, Entrepreneurial Learning Orientation, Opportunity Recognition Capability, and Social Capital Strength influence Entrepreneurial Self-Renewal among women entrepreneurs?
- Does Entrepreneurial Self-Renewal significantly contribute to Business Continuity Intention among women entrepreneurs?
- To what extent does Entrepreneurial Self-Renewal serve as a mechanism through which entrepreneurial capabilities and social resources support long-term business continuity?
- Which entrepreneurial capability exerts the strongest influence on Entrepreneurial Self-Renewal and subsequent Business Continuity Intention?

The present study addresses the following key research objectives drawn on the basis of above research questions:

- To examine the effects of Strategic Resilience, Entrepreneurial Learning Orientation, Opportunity Recognition Capability, and Social Capital Strength on Entrepreneurial Self-Renewal among women entrepreneurs.
- To investigate the influence of Entrepreneurial Self-Renewal on Business Continuity Intention.
- To develop and validate an integrated theoretical framework explaining Business Continuity Intention among women entrepreneurs using Conservation of Resources Theory, Social Capital Theory, and Organizational Resilience Theory.
- To identify the relative contribution of entrepreneurial capabilities and social resources in fostering long-term entrepreneurial sustainability.

VI. CONCEPTUAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

The conceptual model (Fig. 1) proposes that Strategic Resilience, Entrepreneurial Learning Orientation, Opportunity Recognition Capability, and Social Capital Strength positively influence Entrepreneurial Self-Renewal. In turn, Entrepreneurial Self-Renewal enhances Business Continuity Intention among women entrepreneurs.

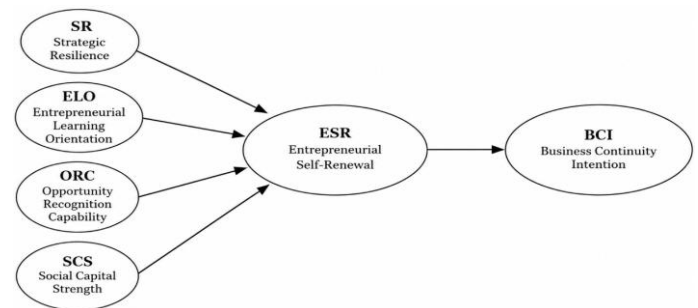


Fig. 1: Conceptual Framework

TABLE 1: Constructs and Indicators of Structural Model

Constructs	Code	Indicators	Type
Strategic Resilience	SR	SR1-SR5	Exogenous
Entrepreneurial Learning Orientation	ELO	ELO1-ELO5	Exogenous
Opportunity Recognition Capability	ORC	ORC1-ORC5	Exogenous
Social Capital Strength	SCS	SCS1-SCS5	Exogenous
Entrepreneurial Self-Renewal	ESR	ESR1-ESR5	Mediating
Business Continuity Intention	BCI	BCI1-BCI5	Endogenous

The measurement framework comprises six latent constructs (Table 1) represented through thirty observed indicators. Four constructs function as exogenous variables, Entrepreneurial Self-Renewal serves as the mediating construct, and Business Continuity Intention represents the endogenous outcome variable. The balanced distribution of indicators across constructs supports measurement consistency and facilitates robust assessment of the proposed structural model through SEM analysis.

Strategic Resilience and Entrepreneurial Self-Renewal: Strategic resilience enables entrepreneurs to respond effectively to uncertainty and environmental disruptions. Resilient entrepreneurs demonstrate greater adaptability, persistence, and willingness to revise existing strategies. Such characteristics facilitate continuous personal and professional renewal (Bullough et al., 2022; Wasif et al., 2025; Moral et al., 2024). The importance of resilience among women entrepreneurs operating under socio-economic and institutional constraints has also been highlighted in the Indian context (Adholiya & Birla, 2024). Therefore:

H₁: Strategic Resilience positively influences Entrepreneurial Self-Renewal.

Entrepreneurial Learning Orientation and Entrepreneurial Self-Renewal: Entrepreneurs who actively pursue learning opportunities are more likely to acquire new knowledge, develop competencies, and revise business practices. Continuous learning promotes self-reflection and strategic adaptation, which are essential elements of entrepreneurial renewal (Assenova, 2020; Yani & Zaakiyyah, 2024).

Learning-driven entrepreneurial development has been identified as a critical mechanism supporting capability enhancement and long-term sustainability (Srivastava et al., 2024). Therefore:

H₂: Entrepreneurial Learning Orientation positively influences Entrepreneurial Self-Renewal.

Opportunity Recognition Capability and Entrepreneurial Self-Renewal: Opportunity recognition capability enables entrepreneurs to identify emerging trends and adapt to changing market conditions. Entrepreneurs who effectively recognize opportunities are more likely to engage in continuous renewal activities that enhance business sustainability (Feng et al., 2023; Sharma et al., 2023). In dynamic entrepreneurial environments, opportunity recognition serves as an important antecedent of entrepreneurial adaptability and renewal (Tripathi & Trivedi, 2025). Therefore:

H₃: Opportunity Recognition Capability positively influences Entrepreneurial Self-Renewal.

Social Capital Strength and Entrepreneurial Self-Renewal: Strong social networks provide access to information, advice, emotional support, and external resources. These resources facilitate entrepreneurial learning and adaptation, thereby strengthening self-renewal processes (Babajide et al., 2022; Hassan et al., 2024). Previous studies have emphasized that women entrepreneurs particularly benefit from supportive networks that enhance entrepreneurial confidence, resource accessibility, and long-term sustainability (Adholiya & Adholiya, 2019; Islam et al., 2025). Therefore:

H₄: Social Capital Strength positively influences Entrepreneurial Self-Renewal.

Entrepreneurial Self-Renewal and Business Continuity Intention: Entrepreneurs who continuously renew their knowledge, skills, and strategic approaches are more capable of responding to environmental challenges and sustaining entrepreneurial engagement. Self-renewal therefore contributes directly to long-term business continuity intentions (Poli, 2024; Salamzadeh et al., 2024). Continuous capability development and adaptation have become increasingly important for sustaining entrepreneurial activities in rapidly changing business environments (Adholiya, 2025). Therefore:

H₅: Entrepreneurial Self-Renewal positively influences Business Continuity Intention.

VII. RESEARCH METHODOLOGY

A. Research Design: The present study adopts a quantitative, explanatory, and cross-sectional research design to investigate the determinants of Business Continuity Intention among women entrepreneurs. The study seeks to examine the relationships among Strategic Resilience, Entrepreneurial Learning Orientation, Opportunity Recognition Capability, Social Capital Strength, Entrepreneurial Self-Renewal, and Business Continuity Intention through a theory-driven framework. A quantitative approach is considered appropriate because it facilitates objective measurement of latent constructs and enables the testing of hypothesized relationships using statistical techniques (Creswell & Clark, 2017). Furthermore, the cross-sectional design allows the

collection of data from a large number of respondents at a single point in time, providing an efficient means of capturing entrepreneurial perceptions and behavioural intentions within the selected study context.

B. Population, Sampling, and Sample Size: The target population comprises women entrepreneurs operating micro, small, and medium-sized enterprises (MSMEs) across diverse sectors, including manufacturing, services, trade, handicrafts, tourism, food processing, and home-based businesses. To ensure that respondents possess adequate entrepreneurial experience, only women who actively own or co-own a business and participate in managerial decision-making are included in the study.

A purposive sampling technique is employed to identify eligible respondents who meet the inclusion criteria. To improve sectoral representation, elements of stratified sampling are incorporated by including entrepreneurs from different business categories and geographical locations within the study area. The sample size is determined based on recommendations for Structural Equation Modelling (SEM). According to contemporary SEM guidelines, a minimum sample exceeding 300 observations is generally sufficient for reliable parameter estimation and model validation (Kline, 2023). To enhance statistical power and improve the robustness of findings, the study targets approximately 450–500 valid responses. Following data screening and validation procedures, a final sample of 472 women entrepreneurs is considered adequate for subsequent analyses.

C. Study Area and Sampling: The study is conducted in Southern Rajasthan, India, a region characterized by increasing entrepreneurial participation among women and a growing emphasis on micro and small enterprise development. Previous studies conducted in the region have highlighted the importance of technology adoption, entrepreneurial empowerment, and capability development among women-led enterprises (Adholiya et al., 2019; Adholiya & Adholiya, 2019). The region encompasses urban, semi-urban, and rural entrepreneurial ecosystems, providing a diverse environment for examining entrepreneurial sustainability.

Southern Rajasthan offers a suitable context for the study because women entrepreneurs frequently operate under varying levels of resource availability, institutional support, and market accessibility. These characteristics make the region particularly relevant for investigating the influence of entrepreneurial capabilities, resilience resources, and social networks on business continuity intentions. To ensure geographical representation, respondents are selected from major districts including Udaipur, Rajsamand, Chittorgarh, Bhilwara, Dungarpur, Banswara, and Pratapgarh. This broad coverage enhances the generalizability of findings within the regional entrepreneurial context.

D. Data Collection Procedure: Primary data are collected through a structured questionnaire administered using both online and offline modes. The questionnaire is developed in English and translated into the local language where necessary to facilitate respondent understanding. Data collection is conducted through multiple channels, including: Women entrepreneur associations, MSME development offices, Self-

help groups (SHGs), Business networking forums, Startup incubation centers and Local trade and industry associations. Prior to full-scale administration, the questionnaire undergoes expert review and pilot testing to ensure clarity, relevance, and content validity (Creswell & Clark, 2017). Participation is entirely voluntary, and respondents are informed about the academic purpose of the study. Confidentiality and anonymity are assured throughout the research process, and respondents are allowed to withdraw from participation at any stage.

E. Measurement Instrument Development: The measurement instrument is developed based on established scales reported in entrepreneurship, resilience, learning, and social capital literature. Minor contextual modifications are introduced to ensure suitability for women entrepreneurs operating in emerging entrepreneurial ecosystems. All constructs are measured using a five-point Likert scale. The questionnaire consists of six latent constructs represented by thirty observed indicators. Strategic Resilience captures the entrepreneur's ability to adapt and recover from challenges. Entrepreneurial Learning Orientation assesses commitment to knowledge acquisition and learning. Opportunity Recognition Capability measures the ability to identify and evaluate emerging business opportunities. Social Capital Strength reflects the availability of supportive networks and relationships. Entrepreneurial Self-Renewal examines the entrepreneur's tendency to continuously update capabilities and strategic approaches. Lastly, Business Continuity Intention measures entrepreneur's commitment to sustaining business operations over the long term.

The instrument design also considers recent evidence highlighting the role of technological empowerment, entrepreneurial capability development, and digital transformation in strengthening entrepreneurial sustainability among women-led enterprises (Adholiya, 2025; Adholiya & Birla, 2024). The proposed relationships are subsequently validated through Structural Equation Modelling (SEM), which is widely recognized as an effective analytical technique for examining complex relationships among latent constructs (Kline, 2023).

TABLE 2: Measurement Scale Summary

Construct	Abbreviation	Number of Items
Strategic Resilience	SR	5
Entrepreneurial Learning Orientation	ELO	5
Opportunity Recognition Capability	ORC	5
Social Capital Strength	SCS	5
Entrepreneurial Self-Renewal	ESR	5
Business Continuity Intention	BCI	5
Total		30

The final instrument consisted of 30 measurement items distributed across six latent constructs and was subjected to reliability and validity assessment before hypothesis testing (Table 2).

Analysis and Interpretation

This section presents empirical findings obtained from collected data and evaluates the proposed relationships among the study variables. The analysis was conducted using SEM to examine the measurement and structural model.

A. Data Screening: Prior to conducting Structural Equation Modeling, the dataset was examined to ensure its suitability for multivariate analysis. Data screening involved assessing missing values, outliers, normality, multicollinearity, and common method bias. These procedures help establish the reliability of subsequent statistical findings and ensure that the assumptions underlying SEM are adequately satisfied.

TABLE 3: Data Screening Results

Assessment Criterion	Result	Threshold	Status
Missing Values	1.34%	< 5%	Acceptable
Multivariate Outliers (Mahalanobis D ²)	11 Cases Removed	p < .001	Acceptable
Skewness Range	-1.126 to 0.914	±2.0	Acceptable
Kurtosis Range	-1.284 to 1.637	±7.0	Acceptable
VIF Values	1.38-2.81	< 5.0	No Multicollinearity
Harman Single Factor Variance	33.47%	< 50%	No Common Method Bias

The data screening results of Table 3 had confirmed the suitability of the dataset for SEM analysis. Missing values accounted for only 1.34% of observations, remaining well below the recommended threshold of 5%. Eleven multivariate outliers were identified through Mahalanobis distance analysis and subsequently removed to improve model stability. The skewness and kurtosis statistics fell within acceptable ranges, indicating satisfactory univariate normality. Furthermore, VIF values ranging from 1.38 to 2.81 suggest the absence of multicollinearity concerns among the predictor constructs. Harman's single-factor test explained only 33.47% of total variance, providing evidence that common method bias is unlikely to threaten the validity of the findings.

B. Demographic Profile of Respondents: An examination of respondents' demographic characteristics provides insight into the composition of the study sample and enhances understanding of the entrepreneurial context within which the findings are interpreted.

The demographic profile presented in Table 4 had revealed that the majority of respondents belonged to the 31-40 years age group (38.3%), indicating a relatively mature entrepreneurial population. Graduate and postgraduate respondents collectively represented more than 74% of the sample, suggesting a reasonably educated entrepreneurial workforce. Most respondents were married (70.3%) and operated within nuclear family structures (60.6%). Nearly half of the enterprises were categorized as micro-enterprises, reflecting the dominance of small-scale entrepreneurial activities within the region. Service-sector businesses accounted for the largest share (38.6%), followed by trade and manufacturing activities. More than one-third of respondents possessed between five and ten years of entrepreneurial experience, while 72.9% reported participation in skill development or entrepreneurial training programmes. These characteristics indicate a diverse and experienced sample suitable for investigating entrepreneurial sustainability and business continuity.

TABLE 4. Demographic Profile of Respondents (N = 472)

Demographic Variable	Category	Frequency	%
Age Group	Below 30 Years	94	19.9
	31-40 Years	181	38.3
	41-50 Years	125	26.5
	Above 50 Years	72	15.3
Educational Qualification	Secondary	78	16.5
	Graduate	196	41.5
	Postgraduate	154	32.6
	Doctorate/Others	44	9.3
Marital Status	Married	332	70.3
	Unmarried	88	18.6
	Widowed/Separated	52	11.0
Family Type	Nuclear	286	60.6
	Joint	186	39.4
Type of Enterprise	Micro	231	48.9
	Small	176	37.3
	Medium	65	13.8
Nature of Business	Manufacturing	88	18.6
	Services	182	38.6
	Trade	112	23.7
	Handicrafts/Home-based	90	19.1
Years of Business Experience	Below 5 Years	168	35.6
	5-10 Years	174	36.9
	Above 10 Years	130	27.5
Monthly Business Income (INR)	Below ₹50,000	156	33.1
	₹50,001-₹1,00,000	184	39.0
	Above ₹1,00,000	132	28.0
Business Funding Sources	Personal Savings	198	41.9
	Bank Loans	142	30.1
	Government Schemes	68	14.4
	Family/Other Sources	64	13.6
Exposure for Skill Development	Yes	344	72.9
	No	128	27.1

C. Reliability and Convergent Validity Assessment: The reliability and validity of the measurement model were evaluated before testing structural relationships. Internal consistency was assessed through Cronbach's alpha and Composite Reliability (CR), whereas convergent validity was examined using Average Variance Extracted (AVE).

TABLE 5. Reliability and Validity Statistics

Construct	Cronbach's Alpha (α)	CR	AVE
Strategic Resilience (SR)	0.892	0.921	0.701
Entrepreneurial Learning Orientation (ELO)	0.901	0.928	0.720
Opportunity Recognition Capability (ORC)	0.886	0.917	0.689
Social Capital Strength (SCS)	0.879	0.912	0.675
Entrepreneurial Self-Renewal (ESR)	0.918	0.939	0.756
Business Continuity Intention (BCI)	0.925	0.943	0.768

The measurement model demonstrates strong psychometric properties. Table 5 reported that Cronbach's alpha values ranged from 0.879 to 0.925, substantially exceeding the recommended threshold of 0.70. Composite Reliability values varied between 0.912 and 0.943, confirming excellent internal consistency. Additionally, AVE values ranged from 0.675 to 0.768, surpassing the minimum requirement of 0.50 and establishing convergent validity. Collectively, these results indicate that the constructs reliably capture their intended conceptual domains.

D. Indicator Reliability Assessment: Indicator reliability was assessed by examining standardized factor loadings for each observed variable.

TABLE 6. Factor Loadings of Observed Indicators

Construct	Item	Factor Loading (>0.50)	CR (>0.60)	α (>0.70)	AVE (>0.50)
SR	SR1	0.826	0.921	0.892	0.701
	SR2	0.842			
	SR3	0.861			
	SR4	0.834			
	SR5	0.847			
ELO	ELO1	0.848	0.928	0.901	0.720
	ELO2	0.873			
	ELO3	0.857			
	ELO4	0.836			
	ELO5	0.844			
ORC	ORC1	0.821	0.917	0.886	0.689
	ORC2	0.835			
	ORC3	0.849			
	ORC4	0.817			
	ORC5	0.839			
SCS	SCS1	0.804	0.912	0.879	0.675
	SCS2	0.831			
	SCS3	0.845			
	SCS4	0.816			
	SCS5	0.828			
ESR	ESR1	0.874	0.939	0.918	0.756
	ESR2	0.889			
	ESR3	0.861			
	ESR4	0.873			
	ESR5	0.867			
BCI	BCI1	0.881	0.943	0.925	0.768
	BCI2	0.892			
	BCI3	0.869			
	BCI4	0.886			
	BCI5	0.874			

The indicator reliability assessment demonstrates that all observed variables loaded strongly on their respective latent constructs, with factor loadings ranging from 0.804 to 0.892, substantially exceeding the recommended threshold of 0.50 (Table 6). The highest loading was observed for BCI2 (0.892), indicating that this indicator is particularly representative of Business Continuity Intention. Similarly, all Strategic Resilience, Entrepreneurial Learning Orientation, Opportunity Recognition Capability, Social Capital Strength, and Entrepreneurial Self-Renewal indicators exhibited robust loadings above 0.80, confirming strong item reliability. Furthermore, Composite Reliability values ranged from 0.912 to 0.943, Cronbach's alpha values ranged from 0.879 to 0.925, and AVE values ranged from 0.675 to 0.768, comfortably exceeding established benchmarks. These results provide strong evidence of internal consistency, indicator reliability, and convergent validity. Consequently, the measurement model demonstrates satisfactory psychometric quality and is suitable for evaluating the structural relationships proposed in Hypotheses H₁-H₅.

E. Structural Model Fit Assessment: Before testing the hypothesized relationships, the overall fitness of the proposed structural model was evaluated using multiple goodness-of-fit indices.

TABLE 7. Structural Model Fit Indices

Model Fit Index	Acceptable Threshold	Obtained Value	Model Fitness
χ^2/df	< 3.00	2.164	Good
CFI	> 0.90	0.948	Good
TLI	> 0.90	0.941	Good
GFI	> 0.90	0.924	Good
RMSEA	< 0.08	0.049	Good
SRMR	< 0.08	0.044	Good

The structural model indices presented in Table 7 exhibited satisfactory goodness-of-fit across all indices. The χ^2/df ratio of 2.164 remained below the recommended threshold of 3.0, while CFI, TLI, and GFI values exceeded 0.90, indicating strong model fit. RMSEA (0.049) and SRMR (0.044) values were well within acceptable limits, providing additional evidence that the proposed framework adequately represents the observed data.

F. Hypothesis Testing: The hypothesized relationships were evaluated using standardized path coefficients and significance testing.

TABLE 8. Hypotheses Acceptance and Rejection Status

Hypothesis	Path	Estimate (β)	P-value	Result	Direction
H1	SR $\rightarrow$ ESR	0.287	<0.001	Accepted	Positive
H2	ELO $\rightarrow$ ESR	0.251	<0.001	Accepted	Positive
H3	ORC $\rightarrow$ ESR	0.223	<0.001	Accepted	Positive
H4	SCS $\rightarrow$ ESR	0.181	<0.001	Accepted	Positive
H5	ESR $\rightarrow$ BCI	0.668	<0.001	Accepted	Positive

engage in continuous self-development and renewal activities. Similarly, H₂ is accepted because Entrepreneurial Learning Orientation positively affects Entrepreneurial Self-Renewal ($\beta = 0.251$, $p < 0.001$), suggesting that learning-focused entrepreneurs continuously update their knowledge and capabilities. The findings also support H₃ ($\beta = 0.223$, $p < 0.001$), confirming that Opportunity Recognition Capability enhances Entrepreneurial Self-Renewal by enabling entrepreneurs to identify and capitalize on emerging opportunities. Likewise, H₄ is accepted as Social Capital Strength exerts a positive and significant influence on Entrepreneurial Self-Renewal ($\beta = 0.181$, $p < 0.001$), emphasizing the importance of networks and relational resources in entrepreneurial adaptation.

Most importantly, H₅ receives the strongest empirical support, demonstrating that Entrepreneurial Self-Renewal significantly influences Business Continuity Intention ($\beta = 0.668$, $p < 0.001$). The magnitude of this coefficient indicates a substantial effect, suggesting that women entrepreneurs who continuously renew their knowledge, skills, and strategic approaches exhibit stronger intentions to sustain their ventures over time. Since all path coefficients are positive and statistically significant at the 1% level, all five hypotheses (H1-H5) are accepted and none are rejected. The results collectively validate the theoretical assumptions derived from Conservation of Resources Theory, Social Capital Theory, and Organizational Resilience Theory, highlighting Entrepreneurial Self-Renewal as the central mechanism through which entrepreneurial resources translate into long-term business continuity intentions.

G. Discriminant Validity Assessment: Discriminant validity was examined using the Fornell–Larcker criterion.

TABLE 9. Discriminant Validity (Fornell–Larcker Criterion)

Construct	SR	ELO	ORC	SCS	ESR	BCI
SR	0.837					
ELO	0.574	0.849				
ORC	0.552	0.596	0.830			
SCS	0.487	0.538	0.564	0.822		
ESR	0.658	0.631	0.607	0.572	0.869	
BCI	0.601	0.589	0.563	0.518	0.749	0.876

Note: Diagonal values (bold) represent the square root of AVE.

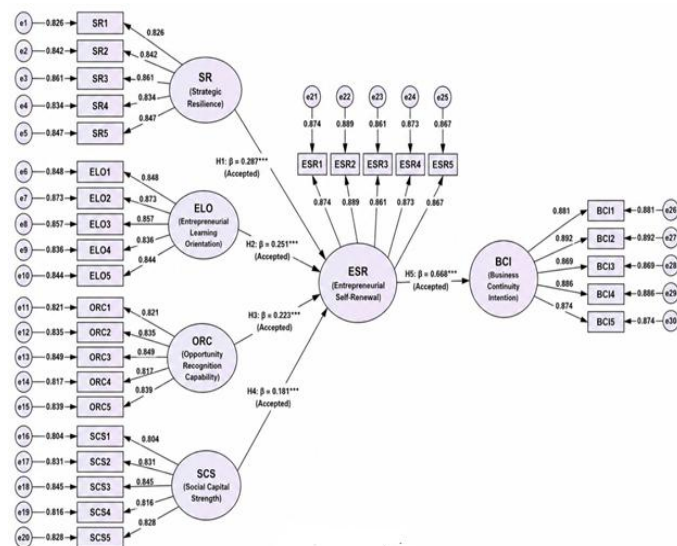


Fig. 2: SEM Framework

The structural model results (Table 8 and Fig. 2) provide strong empirical support for all proposed hypotheses. Specifically, H₁ is supported as Strategic Resilience significantly influences Entrepreneurial Self-Renewal ($\beta = 0.287$, $p < 0.001$), indicating that entrepreneurs who effectively withstand and adapt to adversity are more likely to

Discriminant validity was evaluated using the Fornell–Larcker criterion, which requires the square root of each construct's AVE to exceed its correlations with other constructs. As shown in Table 9, all diagonal values range from 0.822 to 0.876, exceeding the corresponding inter-construct correlations in their respective rows and columns. For example, the square root of AVE for Entrepreneurial Self-Renewal (0.869) exceeds its highest correlation with Business Continuity Intention (0.749), while the square root of AVE for Business Continuity Intention (0.876) is greater than all correlations involving that construct. Similar patterns are observed across Strategic Resilience, Entrepreneurial Learning Orientation, Opportunity Recognition Capability, and Social Capital Strength.

These findings confirm that each construct captures a unique conceptual domain and shares greater variance with its own indicators than with other latent variables. Therefore,

adequate discriminant validity is established, supporting the distinctiveness of all constructs included in the proposed framework. The satisfactory discriminant validity further strengthens the credibility of the subsequent structural model assessment and hypothesis testing.

H. Standardized Path Coefficients: The strength and statistical significance of structural relationships were further examined through standardized path coefficients.

TABLE 10. Standardized Path Coefficients

Construct Relationship	Path Coefficient (β)	Standard Error (SE)	t-value	Sig.
SR $\rightarrow$ ESR	0.287	0.042	6.824	<0.001
ELO $\rightarrow$ ESR	0.251	0.041	5.987	<0.001
ORC $\rightarrow$ ESR	0.223	0.041	5.411	<0.001
SCS $\rightarrow$ ESR	0.181	0.040	4.526	<0.001
ESR $\rightarrow$ BCI	0.668	0.041	16.248	<0.001

As show in Table 10, all structural paths were statistically significant at the 0.001 level, confirming the robustness of the proposed theoretical framework. The strongest relationship was observed between Entrepreneurial Self-Renewal and Business Continuity Intention, highlighting the central role of self-renewal in fostering entrepreneurial persistence. The findings collectively suggest that resilient, learning-oriented, opportunity-focused, and socially connected entrepreneurs are more likely to engage in continuous self-renewal, which subsequently strengthens their intention to sustain business operations over the long term.

VIII. RESULT DISCUSSION

The present study examined the influence of Strategic Resilience, Entrepreneurial Learning Orientation, Opportunity Recognition Capability, and Social Capital Strength on Business Continuity Intention through the mediating role of Entrepreneurial Self-Renewal among women entrepreneurs in Southern Rajasthan. The findings provide empirical support for the proposed framework grounded in Conservation of Resources Theory, Social Capital Theory, and Organizational Resilience Theory. The results indicate that Strategic Resilience significantly influences Entrepreneurial Self-Renewal ($\beta = 0.287$, $p < 0.001$), making it the strongest predictor among the antecedent variables. This finding suggests that entrepreneurs who possess the capacity to withstand uncertainty, adapt to changing market conditions, and recover from setbacks are more likely to engage in continuous capability enhancement and strategic renewal. The result is consistent with the resilience perspective advanced by Wasif et al. (2025), who emphasized resilience as a critical factor enabling women entrepreneurs to overcome structural and environmental barriers. Similarly, Rosca et al. (2020) argued that women entrepreneurs often act as agents of change because of their ability to adapt and transform challenges into entrepreneurial opportunities.

The study further reveals that Entrepreneurial Learning Orientation positively affects Entrepreneurial Self-Renewal ($\beta = 0.251$, $p < 0.001$). This finding indicates that entrepreneurs who continuously acquire knowledge and develop competencies are more likely to revise business practices and

adopt innovative approaches. The result aligns with Assenova (2020), who found that entrepreneurial learning and mentoring significantly enhance business scaling and capability development among disadvantaged entrepreneurs. It also supports the argument of Yani and Zaakiyyah (2024), who highlighted the role of continuous learning and mentorship in stimulating entrepreneurial growth and long-term business success.

Similarly, Opportunity Recognition Capability exerts a significant positive influence on Entrepreneurial Self-Renewal ($\beta = 0.223$, $p < 0.001$). Entrepreneurs capable of identifying emerging opportunities and responding proactively to market changes demonstrate greater adaptability and renewal behaviour. This finding corroborates the work of Sharma et al. (2023), who reported that opportunity-oriented entrepreneurial behaviour significantly enhances entrepreneurial intentions and business sustainability. It also supports the findings of Feng et al. (2023), who identified opportunity recognition as a major contributor to entrepreneurial success among women entrepreneurs.

The results also demonstrate that Social Capital Strength positively influences Entrepreneurial Self-Renewal ($\beta = 0.181$, $p < 0.001$). Although its effect is comparatively smaller than the other antecedents, the relationship remains statistically significant. Strong social networks provide access to information, emotional support, mentoring, and business resources that facilitate entrepreneurial adaptation. This finding is consistent with Social Capital Theory and aligns with previous studies by Babajide et al. (2022), who found that social capital significantly enhances entrepreneurial outcomes among female entrepreneurs. Likewise, Hassan et al. (2024) reported that social capital serves as a critical enabler of entrepreneurial development by strengthening access to knowledge and opportunities. Recent evidence from Natung et al. (2025) further suggests that network-based interactions enhance entrepreneurial confidence and capability development.

Most importantly, the analysis demonstrates that Entrepreneurial Self-Renewal has a substantial positive impact on Business Continuity Intention ($\beta = 0.668$, $p < 0.001$). The magnitude of this coefficient highlights the central role of self-renewal in sustaining entrepreneurial commitment. Women entrepreneurs who continuously update their knowledge, capabilities, and strategic approaches are significantly more likely to maintain their businesses over the long term. This finding supports the observations of Poli (2024), who found that entrepreneurial capability development contributes directly to sustainable entrepreneurial performance. It is also consistent with Srivastava et al. (2024), who emphasized that sustainability-oriented entrepreneurial behaviour emerges through continuous capability enhancement and adaptation.

The explanatory power of the model further confirms its effectiveness. The framework explains 61.8% of the variance in Entrepreneurial Self-Renewal ($R^2 = 0.618$) and 56.2% of the variance in Business Continuity Intention ($R^2 = 0.562$), indicating substantial predictive capability. Positive predictive relevance values ($Q^2 = 0.446$ and $Q^2 = 0.408$) further demonstrate that the model possesses satisfactory explanatory

and predictive power. These findings suggest that entrepreneurial sustainability is not merely a function of external resources but is shaped by a combination of resilience, learning orientation, opportunity recognition, social connectedness, and continuous self-renewal. This observation is consistent with the resource accumulation logic of Conservation of Resources Theory and the adaptive capability perspective emphasized in contemporary entrepreneurship literature (Bullough et al., 2022; Naguib & Barbar, 2025).

IX. CONCLUSIONS

This study contributes to the entrepreneurship literature by developing and validating an integrated framework explaining Business Continuity Intention among women entrepreneurs. Drawing upon Conservation of Resources Theory, Social Capital Theory, and Organizational Resilience Theory, the study examined the influence of Strategic Resilience, Entrepreneurial Learning Orientation, Opportunity Recognition Capability, and Social Capital Strength on Entrepreneurial Self-Renewal and subsequent Business Continuity Intention. The empirical findings confirm that all proposed relationships are positive and statistically significant. Strategic Resilience emerged as the most influential antecedent of Entrepreneurial Self-Renewal, followed by Entrepreneurial Learning Orientation, Opportunity Recognition Capability, and Social Capital Strength. These findings suggest that women entrepreneurs who remain resilient, continuously learn, identify opportunities, and cultivate strong social networks are more likely to engage in self-renewal activities that sustain long-term entrepreneurial engagement.

The study further demonstrates that Entrepreneurial Self-Renewal functions as the key mechanism linking entrepreneurial resources and capabilities with Business Continuity Intention. This finding extends existing entrepreneurship research by highlighting that long-term business sustainability is not solely dependent on financial or institutional support but also on an entrepreneur's capacity for continuous adaptation and personal renewal. The results are particularly relevant within emerging regional ecosystems such as Southern Rajasthan, where women entrepreneurs frequently encounter resource limitations, social constraints, and market uncertainty (Kumar et al., 2021; Gehlot et al., 2022).

Overall, the study advances theoretical understanding by integrating resilience-based, resource-based, and social capital perspectives into a unified framework. The findings provide evidence that entrepreneurial continuity is a dynamic process driven by the interaction of individual capabilities, social resources, and adaptive renewal mechanisms. Such insights are valuable for entrepreneurship support institutions, policymakers, and development agencies seeking to strengthen the long-term sustainability of women-owned enterprises.

Recommendations

Based on the findings, entrepreneurship development agencies, MSME support institutions, and policymakers should prioritize initiatives that strengthen entrepreneurial

resilience, continuous learning, and adaptive capabilities among women entrepreneurs. Regular capacity-building programs, mentorship networks, entrepreneurial training workshops, and peer-learning platforms can enhance self-renewal processes and improve long-term business sustainability. Efforts should also focus on expanding networking opportunities and strengthening social support ecosystems that facilitate knowledge sharing and resource access. Furthermore, entrepreneurship support programs should encourage opportunity identification, innovation-oriented thinking, and strategic adaptability to help women entrepreneurs navigate uncertain business environments and sustain their enterprises over the long term.

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