

**BARRIERS PREVENTING WOMEN ENTREPRENEURS IN ACHIEVING THEIR FULL POTENTIAL**

Mridula Gungaphul, University of Mauritius, Mauritius  
Hemant Kassean, University of Mauritius, Mauritius

[dx.doi.org/10.18374/IJBS-14-2.2](https://doi.org/10.18374/IJBS-14-2.2)

**ABSTRACT**

This paper reviews the academic literature on the main barriers which prevent women entrepreneurs from achieving their full potential. Although all entrepreneurs face barriers at different stages of their business lifecycle, the ones encountered by women entrepreneurs are considered to have a greater impact on them than on their male counterparts. This paper also aims to offer support for further research in identifying barriers to women entrepreneurship in Mauritius. A desk research approach is adopted in this study to draw out the main barriers that affect women entrepreneurs. The findings of the literature review reveal that the main barriers are related to finance, poor business and management practices, inappropriate networks and societal and family responsibilities. A conceptual model based on these findings would help to identify barriers in the Mauritian context. The paper mainly reviews literature in developed countries and is therefore limited in the findings, hence generalisation is not appropriate. It is hoped that since there is a dearth of academic literature in the entrepreneurial field in the Mauritian context, the findings would assist local policy makers to design appropriate support programmes which could lower, if not remove the barriers indicated in this study.

Keywords: *women entrepreneurs, entrepreneurship, barriers, small business, Mauritius.*