

# Chapter 4

## From Framework to Fieldwork: A Mixed-Methods to Investigating Female Entrepreneurship and Economic Development

### **ABSTRACT**

*This chapter outlines the research methodology used to investigate the role of female entrepreneurship in poverty alleviation across developing regions. Building on the theoretical foundation laid in the previous chapter, it details the mixed-methods approach chosen to capture both statistical trends and personal experiences of women entrepreneurs. The chapter explains the research design, sampling strategy across sectors and regions, and data collection tools such as questionnaires and interview guides. It also covers the analytical methods used, including statistical and thematic analysis, and highlights the importance of triangulation to ensure validity and reliability. Ethical considerations such as informed consent and confidentiality are emphasized throughout. Finally, the chapter addresses limitations and challenges encountered during the research process, laying the groundwork for the data analysis and discussion chapters to follow.*

### **RESEARCH METHODOLOGY**

Following the conceptual and theoretical groundwork laid in Chapter 3, this chapter presents the research methodology adopted to explore the role of female entrepreneurship in poverty alleviation within developing countries. While the previous chapter examined the evolution of entrepreneurial theory, socio-cultural

DOI: 10.4018/979-8-3693-7743-7.ch004

dimensions, and the challenges faced by women in business, Chapter 4 transitions from theoretical reflection to empirical investigation.

This chapter outlines the research design, philosophical underpinnings, and methodological approaches that guided the study. In recognition of the complex and multidimensional nature of female entrepreneurship, a mixed-methods approach was selected. This strategy integrates both quantitative and qualitative methods, enabling the researcher to capture statistical patterns while also uncovering the nuanced lived experiences of women entrepreneurs. The chapter begins by explaining the rationale for choosing a mixed-methods framework, detailing the benefits of combining structured survey instruments with semi-structured interviews. It then describes the research philosophy—rooted in interpretivism—and the inductive reasoning employed to develop theory from the ground up. The sampling strategy, which sought to capture a diverse representation of women across sectors and regions, is also addressed, along with the tools used for data collection and analysis. Special attention is given to the techniques employed in data analysis, including both statistical procedures and thematic coding. A triangulation approach was adopted to ensure the validity, reliability, and depth of findings by cross-verifying insights across data sources.

Furthermore, the chapter highlights the ethical considerations central to the research, such as informed consent, confidentiality, and respectful engagement with participants. Finally, it acknowledges the limitations of the study, including practical constraints, methodological boundaries, and generalizability issues. By articulating a clear and rigorous research process, this chapter establishes the empirical foundation upon which the findings and discussions in the following chapters are built. It thus serves as a critical link between the theoretical insights of Chapter 3 and the analytical narratives that follow.

## **RESEARCH DESIGN**

A mixed-methods research design is highly effective in studies that explore complex social phenomena, such as female entrepreneurship in developing economies. This approach is particularly valuable because it integrates both qualitative and quantitative methods of inquiry, allowing for a more comprehensive understanding of the issues under investigation (Creswell & Plano Clark, 2018; Davidavičienė, 2018). By combining the depth of qualitative insights with the generalizability of quantitative data, mixed-methods research enables scholars to address research questions from multiple dimensions (Greene, 2007). This is especially important when examining multidimensional challenges like poverty reduction through women's entrepreneurship, where social, economic, and cultural variables interact in dynamic ways

32 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: [www.igi-global.com/chapter/from-framework-to-fieldwork/387089](http://www.igi-global.com/chapter/from-framework-to-fieldwork/387089)

## Related Content

---

### Different Experiences and Perceptions of Campus Climate Among Minority Students at a Predominantly White Institution

Lucila Telles Rudge (2017). *International Journal of Bias, Identity and Diversities in Education* (pp. 40-56).

[www.irma-international.org/article/different-experiences-and-perceptions-of-campus-climate-among-minority-students-at-a-predominantly-white-institution/169968](http://www.irma-international.org/article/different-experiences-and-perceptions-of-campus-climate-among-minority-students-at-a-predominantly-white-institution/169968)

### Finnish Education: An Ambiguous Utopia?

Tuija Itkonen, Fred Dervinand Mirja-Tytti Talib (2017). *International Journal of Bias, Identity and Diversities in Education* (pp. 13-28).

[www.irma-international.org/article/finnish-education/182850](http://www.irma-international.org/article/finnish-education/182850)

### Transformational Pedagogy, or Teaching While Trans

KC Councilor (2022). *Voicing Diverse Teaching Experiences, Approaches, and Perspectives in Higher Education* (pp. 28-38).

[www.irma-international.org/chapter/transformational-pedagogy-or-teaching-while-trans/301744](http://www.irma-international.org/chapter/transformational-pedagogy-or-teaching-while-trans/301744)

### The Influence of the Media on Public Perceptions of Youth in Foster Care and in Adoptive Care

Leslie Ponciano (2023). *Reconstructing Perceptions of Systemically Marginalized Groups* (pp. 1-27).

[www.irma-international.org/chapter/the-influence-of-the-media-on-public-perceptions-of-youth-in-foster-care-and-in-adoptive-care/322347](http://www.irma-international.org/chapter/the-influence-of-the-media-on-public-perceptions-of-youth-in-foster-care-and-in-adoptive-care/322347)

### Deconstructing Cultural Stereotypes to Improve International Students' Interculturality: A Short-term Experimental Approach in a Malaysian Pre-France Programme

Regis Machartand Atafia Azzouz (2016). *International Journal of Bias, Identity and Diversities in Education* (pp. 39-52).

[www.irma-international.org/article/deconstructing-cultural-stereotypes-to-improve-international-students-interculturality/156497](http://www.irma-international.org/article/deconstructing-cultural-stereotypes-to-improve-international-students-interculturality/156497)