Push and Pull Strategies of Women Entrepreneurs in the Food Processing Sector – A Quantitative ABCD Analysis

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ABSTRACT

Purpose: *The purpose of this study is to analyze the multifaceted phenomenon of Push and Pull Strategies of Women Entrepreneurship focusing on the Advantages, Benefits, Constraints, and Disadvantages with a particular emphasis on the Food Processing Sector by using the strategic analysis tool under "ABCD analysis framework." The study uses both qualitative and quantitative methods to strategically evaluate the push and pull factors of women entrepreneurs to its four constructs-Advantages, Benefits, Constraints, and Disadvantages.*

Design: *The research study is done to analyze the model in both qualitative and quantitative ways, thereby comprising an ABCD analysis framework that finds the pertinent score weightage allocated to all the important elements under each variable. It evaluates each construct's overall score through a focus group discussion and empirical data analysis is done to determine the performance of women entrepreneurship in the food processing sector.*

Findings: *Based on the data gathered and analyzed from the focus group, this study found that the women entrepreneurs' push and pull strategies in the food processing sector can be enhanced by applying the strategic model, which also provides a reasonable justification for using the ABCD analytical framework to evaluate different business models, strategies, ideas, or systems.*

Originality: *The study makes extensive use of the ABCD analysis framework to strategically evaluate the push and pull strategy model of how women entrepreneurs combine push and pull factors, revealing how these strategies drive innovation, differentiation, and sustainable growth in the food processing sector. By focusing on gender-specific entrepreneurial choices in this sector, the model adds a unique perspective to existing literature, improving our understanding of how the challenges faced by gender, entrepreneurship, and sector intersect.*

Paper Type: *Research Analysis*

Keywords: Women Entrepreneurship, Food Processing Sector, ABCD Analysis framework, Strategic Analysis, Quantitative ABCD Analysis, Advantages, Benefits, Constraints, Disadvantages.

1. INTRODUCTION :

1.1 Women Entrepreneurship:

In the area of entrepreneurship, the 21st century has seen a substantial paradigm shift, with women entrepreneurs playing an increasingly important and active role (Greene et al. (2017). [1]). Women have become powerful change agents, promoting economic growth and innovation in a variety of industries, as society changes and conventional gender norms are transformed (Al-Dajani et al. (2013). [2]). Due to its potential to promote gender equality, generate job opportunities, and boost economic development, women's entrepreneurship has similarly attracted significant interest from academics, policymakers, and practitioners (Foss et al. (2019). [3]). According to studies by Stenholm et al. (2013) [4], women's participation in entrepreneurship is a critical component of social and economic progress.

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1.2 Food Processing Sector:

The food processing sector plays an essential role in transforming raw agricultural produce into a variety of safe, healthy, and convenient food products for overall consumption. This sector, which is a vital link in the supply chain for food around the world, is what makes processed food items accessible and available, meeting the varied demands and preferences of customers everywhere (Mahawar et al. (2015). [5]). In addition to helping to ensure food security, the food processing business has a significant economic impact, creates jobs and advances in technology (Wang et al. (2016). [6]). Additionally, food processing is essential for increasing the shelf life of perishable goods, minimizing food waste and enabling food delivery over long distances (Forde et al. (2022). [7]). The food processing sector faces a variety of difficulties and opportunities to meet the rising demand for safe, nourishing, and sustainable food products as the world's population continues to increase and urbanize (Niu et al. 2021). [8]).

1.3 Women Entrepreneurship in the Food Processing Sector:

Women's participation in entrepreneurship has increased significantly in the 21st century, which has had a profound impact on a variety of industries, including the food processing sector (Charmes (2000). [9]). According to Karl (2009) [10], female entrepreneurs in the food processing sector have become important forces for innovation, social impact, and economic growth. They have helped to diversify food products and develop sustainable, healthy substitutes. Due to the sector's crucial role in guaranteeing food security, advancing sustainable farming practices, and satisfying the changing demands of international customers, the participation of women in the food processing sector is particularly significant (Shiva (2009). [11]). Women entrepreneurs have shown extraordinary endurance and innovation while encountering constraints connected to their gender and their sector, overturning conventional wisdom and establishing inclusive and dynamic entrepreneurial ecosystems (Eswara et al. (2009). [12]).

1.4 ABCD framework as a Business model analytical Tool:

This study tries to analyze strategies the multifaceted phenomenon of Push and Pull Strategies of Women Entrepreneurship using the ABCD analysis framework technique developed by (Aithal et al. (2015). [13]) thereby evaluating the transformative impacts they bring to the enterprise landscape, with particular emphasis on the Food Processing Sector, using the four constructs of the above tool - Advantages, Benefits, Constraints and Disadvantages.

A successful business strategy must be adaptable to changing circumstances and be sustainable. The number of women starting their businesses in the food processing sector is increasing exponentially, so it is critical to analyze these models as both a risk assessment tool and a strategy tool. Van Doorn et al. (2010) [14] describe the ABCD analysis framework as an effective instrument that can analyze any business model, concept, or process and assess its several attributes, both qualitatively and quantitatively, from within and without, to ascertain which factors have the biggest influence on the business model being proposed. The framework consists of four constructs: advantages, benefits, constraints, and disadvantages. The outcome of the assessment will determine whether the business chooses to implement the model. Several academicians have examined diverse business strategies across various sectors.

Even though there are several business model analysis methods available, such as Porter's Five Force model, BCG matrix, PESTLE, and SWOC/SWOT analysis (Ho. 2014) [15], these tools prioritize evaluating an enterprise's internal qualities above its external aspects. Secondly, no such instrument is being employed as a quantitative analysis tool to identify the most crucial attribute or to comprehend the significance of each feature that influences the success or failure of the model. On the other hand, the ABCD analysis framework (Aithal et al. (2015). [16]) specifies a thorough description of all its variables and constructs and quantifies their impact on the model. The decision-maker can pinpoint and emphasize the most crucial component of the model to ensure its efficacy due to this special feature of the ABCD analytical framework.

2. LITERATURE REVIEW ON ABCD ANALYSIS FRAMEWORK :

The researcher critically examined the literature review on the ABCD analysis framework as a strategic analysis tool for business models for various kinds of tasks across multiple sectors. According to the results of many studies, this analysis tool can be used to identify the fundamentally important

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components of a business model, strategy, or concept in the numeric order of relevance through empirical research. While many researchers have utilized the advanced feature of the above tool to assess the model quantitatively, many others have used the ABCD analysis framework technique to analyze the model qualitatively.

2.1 Structure of ABCD Analysis:

Figure 1 illustrates the internal and external factors influencing the strategy model, concept, or systems. All the concepts - advantages, benefits, constraints, and disadvantages are used to describe the internal and external environmental factors affecting the Push and Pull strategies of Women Entrepreneurs in the Food Processing Sector. It is possible to construct a thorough list of these components and focus on the main underlying determinant issues that are most likely to control the model using the ABCD analysis framework as a guide. As a result of this dissection, more is learned about the actual determinant problems as well as the underlying structure of the dependent variables. The Critical Constituent Element (CCE) is then identified by giving each factor a weight based on its importance after generating this list. The construct that is having an impact on the model, strategy, and concepts is demonstrated by this analytical analysis.
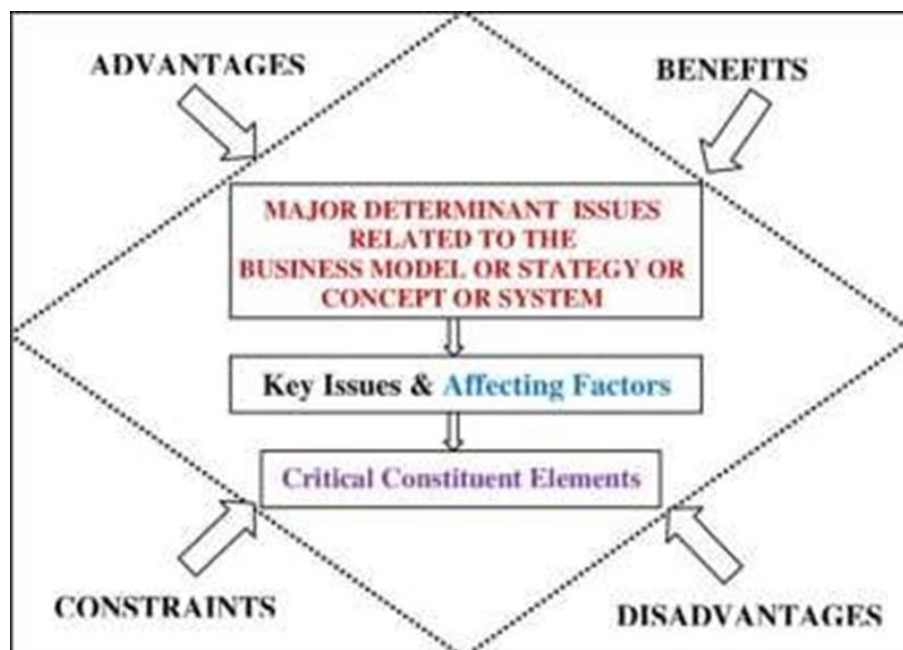

Fig. 1: Factors affecting the Push and Pull strategies of Women Entrepreneurship in the Food Processing Sector as per ABCD Analysis Framework (Aithal et al. (2015). [13])

2.2 Scholarly Contributions and Applicability in the Current Strategic Model:

2.2.1 Qualitative Analysis using ABCD Analysis Framework:

The qualitative ABCD analysis framework is summarized in Table 1 for various models, concepts, and methods.

S. No.	Area of Study	Determinant Issues	Analysis Outcome	Reference
**Table 1:** Review of Scholarly Publications of ABCD Analysis for various Business Concepts /Models Systems and their Qualitative Outcomes				
1	An Assessment of the Black Ocean Strategy	Organizational Issues, Administrative Issues, Employee Issues, Business Issues, External Issues, and Operational Issues	Results demonstrate that the model's advantages and benefits outweigh its constraints and disadvantages.	Aithal, et al. (2015). [17]

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2	Biometric Attendance System Using Fingerprints	Security Issues, Ease of Use Issues, Input Issues, Process Issues, Performance Evaluation Matrix Issues	ABCD Analysis technique was used to demonstrate the Advantages, Benefits, Constraints, and Disadvantages of the Biometric Attendance system.	Prasad (2018). [17]
3	The Bottom of the Economic Pyramid (BoP): Wealth Creation	Stakeholder Issues, Business Issues, Operational Issues, Customer Issues, Technological Issues, Environmental and Social Issues,	Analyzed the wealth generation model's Advantages, Benefits, Constraints, and Disadvantages and its applicability to the bottom of the economic pyramid (BoP).	Raj, & Aithal, (2018). [18]
4	The evaluation of the model and new research indicators	Research Organization, Researcher, Funding Agency, and Industry	The different CPP components were examined through focus groups, and it was determined that they were helpful to researchers and research organizations.	Aithal, & Aithal, (2016). [19]
5	Model for online campus placement	Recruiters' Issues, Students' Issues, College and Institution, Parents, Society,	The analysis focused on 158 Critical Constituent Elements that supported the applicability of the suggested model.	Shenoy, & Aithal, (2016). [20]
6	An assessment of nanotechnology as a green technology	Organizational Issues, Business Issues, Consumer Issues, Environmental Issues and Social Issues	ABCD analysis identified 192 Critical Constituent Elements and 64 factors that are impacting the model. The benefits of nanotechnology as a green technology that would enhance the environment are also supported by analysis.	Aithal, & Aithal, (2018). [21]
7	System and technology evaluation	Organizational Issues, Business Issues, Consumer Issues, and Environmental Issues.	Assessed Nanotechnology as a Green Technology as a case to determine the applicability of ABCD analysis to Systems and Technology.	Aithal, (2021). [22]
8	Analysis of India's private university system	Organizational Aspects, Students Progression, Faculty Development, Societal & Other Stake Holder Issues, Governance, Leadership, and Issues on Innovations and Best Practices	Through factor analysis, 192 essential constituent elements were discovered that contributed to the success of the private university system.	Aithal, et.al., (2016). [23]
9	Research Productivity ABC Model	Organizational Issues, Academic &	Both advantages and benefits are predominately	Aithal, et.al., (2016). [24]

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		Curriculum Issues, Faculty Issues, Student Issues, Other Stakeholders & Public Perception Issues	high in the model, according to analysis, which may increase prospects for job growth.	
10	Integrated digital marketing model analysis	Organizational Issues, Operational Issues, Technological Issues, Employee and Employers Issues, Customer Issues, Social and Environment Issues	Investigated each of the different Critical Constituent Elements under the four main constructs.	Jeevan, (2015). [25]
11	Multifactor Authentication Model Using Fingerprint Hash Code	Security Issues, User-Friendly Issues, Input Issues, Process Issues, Performance Evaluation Matrix Issues	Multiple Critical Constituent Elements that validated the value of the new strategy were uncovered through ABCD analysis.	Aithal, (2018). [26]
12	Analyzing the NAAC accreditation process	Organization Issues, Faculty Performance Issues, Student Support Progression Issues, Social /Environment/Community/Engagement Issues	Constraints and Disadvantages are superseded by analysis supported by Advantages and Benefits.	Aithal, et.al., (2016). [27]
13	Analyses of national institution rankings	Organizational Issues, Academic Issues, Students Issues, Faculty Issues, Issues on Administration, Infrastructure, and Learning Resources	The results of an ABCD analysis show that the National Institutional Ranking Framework (NIRF) encourages student advancement.	Aithal, et.al., (2016). [28]
14	Growth and Fate Analysis of the Airport in Mangalore	Customers, Industry, Employees, etc. were examined as the determinant issues	The ABCD analytical framework's major characteristics for Advantages, Benefits, Constraints, and Disadvantages are listed.	Kumari, & Aithal, (2020). [29]
15	Assessment of the Healthcare Professional Shortage	Organizational Issues, Alternative Acceptors issues, Donor Physicians Issues, Patients' and Relatives' Issues, Societal Issue, Country Issue	Investigated 172 critical constituent elements under 6 determinant issues and identified 21 key attributes that contribute to the task-shifting paradigm.	Aithal, & Aithal, (2017). [30]
16	Elements of Six-Hat Thinking Analysis	Conceptual Issues, Managerial Issues, Operational Issues, Organizational	Identified the several critical constitutional elements that the Six Hat	Aithal, et al., (2016). [31]

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		Issues, Societal and Environmental Issues,	thinking paradigm needs to succeed.	
17	Higher Education Stage Model	Organizational Issues, Academic Issues, Student Issues, Faculty Issues, Infrastructural, Administration and Learning Resources Issues.	Research analysis supported the concept because it showed that Benefits and Advantages are in a higher order than Constraints and Disadvantages.	Aithal, et al., (2016). [32]
18	Theory 'A' on an organization's performance. ABCD analysis is used to identify critical constituent elements	Organizational Issues, Managerial Issues, Employee Issues, Ideological Issues, Social and Stake Holder issues	Examined the many Critical Constitutional Elements in light of the major driving forces and developed evidence in favor of Theory 'A' using ABCD Analysis.	Aithal, & Kumar, (2016). [31]
19	"Working from home" model ABCD analysis	Organizational Issues, Operational Issues, Technological Issues, Employers and Employees Issues	Because the factors relating to the advantages and benefits outweigh the constraints and disadvantages by a wide margin, research analysis confirmed the "Working from Home Model."	Reshma, et al., (2015). [34]
20	Through the ABCD analytical framework, Dye Doped Polymers for Photonic Applications are evaluated	Material Property Issues, Application Issues, Commercialization Issues, Production Service Providers Issues, Customers Issues, Social /Environmental Issues.	204 Critical Constituent Elements were discovered through analysis, supporting the effectiveness of the analysis for the suggested model.	Aithal, & Aithal, (2016). [35]
21	An investigation of a case study on how kids learn through deliberate effort	Stakeholders Expectations, Institutional Expectations, Students' expectations, Teachers' Expectations and parents' Expectations were examined.	Different Advantages, Benefits, Constraints, and Disadvantages of the many determining issues were discovered by ABCD/SWOC analysis.	Aithal, & Aithal, (2016). [36]
22	A study on curriculum design that is student-centric	Current Pedagogy, Curriculum, Evaluation methods, etc. were examined	An ABCD analysis was conducted, and its constructs—Advantages, Benefits, Constraints, and Disadvantages—were listed. This analysis paved the road for the proposed model to be examined, and	Aithal, (2016). [37]

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			a new pedagogy was created.	
23	Analyses of Recent Research Indices	No determinants since it is an evaluation paper	Investigated the advantages of the Research Index utilizing the ABCD Framework.	Aithal P. S. (2017). [38]
24	Live streaming during an epidemic allows direct consumer contact	NO determinants	Investigated the numerous elements relating to the live stream.	Rajasekar, & Aithal, (2022). [39]
25	Wipro Case Study on Diversity and Inclusion	No determinants considered	Under ABCD Constructs, listed various Advantages, Benefits, Constraints, and Disadvantages.	Pai, (2020). [40]
26	Evaluation of a case study employing the IBM Blockchain Services and Hyper Ledger fabric in the ABCD framework	No determinants considered	The research study listed the case's various benefits, advantages, constraints, and disadvantages.	Bhuvana, & Aithal, (2020). [41]
27	ABCD (Advantages, Benefits, Constraints, and Disadvantages) is a new analysis technique	No determinants considered	A new ABCD Analysis technique is being developed for the evaluation of business models and concepts.	Aithal, et al., (2015). [42]
28	Studying the ABCD Analysis framework in comparison to other strategic Analysis methods already in use	No determinants considered	Compared the ABCD Analysis technique to other strategic analysis techniques and found that it was more accurate.	Aithal, et al., (2016). [43]
29	ABCD analysis is used to evaluate business case studies	No determinants considered	Outlined the benefit of employing the ABCD Analysis framework in enterprise studies over other strategic evaluation methodologies like SWOC/SWOT, PESTLE, and BCG Matrix.	Aithal, (2017). [44]
30	Examined how online learning has affected higher education	No determinants considered	Using the ABCD analysis methodology, a thorough summary of the advantages, benefits, constraints, and disadvantages of the influence on online higher education was provided.	Aithal, & Aithal, (2016). [45]
31	The effects of sustainable finance on MSME and how this supports green growth	No determinants considered	ABCD analytical framework was used to list the various advantages, benefits, constraints, and disadvantages of the impact of sustainable finance.	Mahesh, et al., (2022). [46]

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32	Analysis of the Smart Library using the ABCD framework for the next generation	No determinants considered	ABCD analytical framework was used to list the various advantages, benefits, constraints, and disadvantages of smart libraries for future generations.	Aithal, (2016). [47]
33	ABCD Evaluation of the ideal program and its implementation	No determinants considered	Using the ABCD Technique, a list of the different advantages, benefits, constraints, and disadvantages of ideal software was created.	Aithal, & Pai, (2016). [48]
34	SWOC and ABCD Comparison of the Higher Education Choice-Based Credit System	No determinants considered	Comparative analysis showed that the ABCD Analysis framework is more thorough and applicable from both the standpoint of external and internal impacting factors.	Aithal, & Kumar, (2016). [49]
35	Compared to Traditional Education, Green Education Strategies	No determinants considered	Included a list of the numerous ABCD (Advantages, Benefits, Constraints, and Disadvantages) factors of green education and conventional education.	Aithal, & Rao, (2016). [50]
36	Used the ABC technique to evaluate student performance and learning outcomes at Srinivas University	No determinants considered	The model's benefits and advantages were listed, and Srinivas University's importance of student success was established.	Aithal, & Kumar, (2016). [51]

2.2.2 Quantitative Analysis Using ABCD Analysis Framework

The quantitative ABCD analysis framework studies are summarized below in Table 2.

Table 2: Exhibits the ABCD Analysis framework for various Business Concepts /Models /Systems and their Quantitative outcomes.

S. No.	Area	Determinant Issues	Analysis Outcome	Reference
1	IEDRA Model for Placement Determination: ABCD Analysis	Model Schedule, Model Flexibility, Model Administration, Overall Model Relevance and Applicability	ABCD Analysis for Quantitative Analysis framework demonstrated that the Advantages and Benefits scored higher than the Constraints and Disadvantages, hence supporting the paradigm.	Shenoy, & Aithal, (2017). [52]
2	Analysis of the model for online food delivery	Supplier Issues, Food Delivery Partner, Customer Issues, Technology Issues	The results of the analysis showed that the model is supported by the advantages and benefits because their mean score is significantly greater than that of the constraints and disadvantages.	Frederick & Bhat (2022). [53]

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3	Institutions of higher education reporting on sustainability	Institution Issues, Administrative Issues, Faculty Member Issues and Student Issues. Employer Issues, Society and Stakeholder Issues.	According to the analysis, sustainability reporting should be included in the curricula of higher education institutions.	Nayak, & Kayarkatte, (2022). [54]
4	Evaluation of the Commercial Viability and Attractiveness of the Bottom of the Economic Pyramid	Stake Holder Issues, Business Issues, Operational Issues, Customer Issues, Technological Issues, Environmental and Social Issues	By the use of the ABCD analysis framework, both qualitative and quantitative analysis was conducted. The results showed that the model evaluation is supported because the Score for Advantage and Benefits is significantly greater than the Score for Constraints and Disadvantages Constructs.	Raj, & Aithal, (2021). [55]
5	ABCD Analytical Framework Evaluation of Online Shopping Model	Merchant Issues, Logistic Issues, Customer Issues, Technological Issues, Centralized Financial Issues	The combined score of the Advantages and Benefits is significantly greater than the combined score of the Constraints and Disadvantages, according to qualitative and quantitative studies. As a result, the ABCD model analysis validates the online shopping model.	Frederick et.al., (2021). [56]
6	An examination of workplace stress in the airline industry	Irregular working hours, Work hassles, Social Isolation, Burnout	Since the Advantage and Benefit score is significantly greater than the Constraints and Disadvantage score, the model validates the Stress Coping mechanism in the airline industry and the model's evaluation.	Kumari, & Aithal, (2022). [57]
7	The intention to purchase organic food	Consumers Issues, Company Issues, Society Issues, Farmers Issues, Cooperative Society Issues, Suppliers Issues	More than the advantage factors, the benefit factors provide support. However, the combined score of the two is higher than the combined score of the constraints and disadvantages, supporting the model evaluation.	Mendon, & Aithal, (2022). [58]
8	Consumers' Intentions Regarding Restaurant Food Waste Reduction	Consumer Issues, Society Issues, Company Issues, Government Issues, Environmental Issues	The results demonstrated that favorable influences significantly influenced the study. To assess the factors that would have an impact on diners' intent to reduce food waste in restaurants, the ABCD analytical framework was utilized.	Salins, & Aithal, (2022). [59]

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9	Corporate social responsibility creates value	Social Issues, Economic Issues, Environmental Issues, Management Issues	CSR is a good method for boosting an enterprise's value creation because a quantitative review of the benefits, constraints, and disadvantages of CSR revealed that it has more advantages than benefits and restrictions.	D'Souza, &Varamball y, (2023). [60]
10	Millennials' "e-Customer Engagement Strategies" for Online Brands	Organizational Issues, Business Issues, Customer Issues, Operational Issues, Social & Environmental Issues, Stakeholders	The combined score of the benefits and advantages is much higher than that of the constraints and disadvantages showing that Millennial e-Customer Engagement techniques are potential and effective.	Raghavan, & Pai, (2023). [61]

3. OBJECTIVES OF THE STUDY :

(1) To investigate the effectiveness of the ABCD analysis framework as a strategic evaluation tool for Women Entrepreneurship in the Food Processing Sector.
(2) To explore the existing literature available on the ABCD analysis framework and its contributions.
(3) To enumerate the ABCD (Advantages, Benefits, Constraints, and Disadvantages) of Push and Pull strategies of Women Entrepreneurship in the Food Processing Sector.
(4) To determine the key parameters that influence Women's Entrepreneurship quantitatively and describe them in order of their contribution.
(5) To quantitatively ascertain the key determinants that contribute to Women's Entrepreneurship in the Food Processing Sector.

4. RESEARCH METHODOLOGY :

In compliance with the four components of the ABCD Analysis framework—Advantages, Benefits, Constraints, and Disadvantages—the research approach entails outlining all the Determinants referred to and the Key Attributes of each Determinant. The critical constituent elements (CCE) were identified by further elemental investigation of the main characteristics. After including every Critical Constituent Element, each construct's data was tallied independently. According to a Likert scale, each element has been given the following ratings: 1 = Unsatisfactory, 2 = Neutral and 3 = Satisfactory (Joshi et al., (2015). [62]). The answers for each element were gathered through a focus group discussion (N=10). All responses based on each decisive issue were added up and the score of the key qualities was tallied. Each determinant issue's sum of the key attribute scores was calculated. Finding the combined score for each Construct (Advantages, Benefits, Disadvantages, Constraints, and Disadvantages) is the second stage. For this, the mean determinant score was calculated by estimating the arithmetic mean of all the scores (Key Attributes + Construct Score + CCE) for each determinant. To determine the quantitative comparison, these Means scores for the Advantages, Benefits, Constraints, and Disadvantages were compared. The proposed model is regarded as favourable, if the Advantages and Benefits scores are found to be much higher than the scores of Constraints and Disadvantages, and vice versa. A vertical bar graph was then used to graphically show the determinant mean scores to provide a better understanding of these constructs.

5. LISTING OF A, B, C, D CONSTRUCTS IN ABCD ANALYSIS FRAMEWORK :

5.1 Advantages:

(1) Increased product diversity that caters to various tastes and dietary preferences.
(2) Market expansion to target specific niches and consumer preferences.
(3) Creation of job opportunities for other women to uplift the local economy and reduce unemployment rates.
(4) Women's economic empowerment and greater gender equality.

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(5) Prioritization of socially responsible practices to produce ethical, sustainable and healthy food products.

(6) Foster strong connections with local suppliers and support regional agriculture and businesses through community engagement.

(7) Strong adaptability and resilience to face challenges to navigate the dynamic nature of the food processing sector.

(8) Promote diversity and a positive enterprise culture through an inclusive work environment.

(9) Access to new markets both domestically and internationally.

5.2 Benefits:

(1) Enhanced creativity and innovation due to diverse perspectives.

(2) Increased economic growth through job creation.

(3) Advancement of gender equality and empowerment.

(4) Local community development through reinvestment.

(5) Addressing underserved markets and consumer needs.

(6) Social impact and community building enhance consumer trust.

(7) Inspiring role models to promote entrepreneurship and leadership roles.

5.3 Constraints:

(1) Limited access to finance and capital for women entrepreneurs.

(2) Societal stereotypes and biases may hinder opportunities and recognition.

(3) Balanced work-life responsibilities can be challenging for women.

(4) Access to relevant training and mentorship might be limited for women in certain regions.

(5) Perception may affect customer engagement.

5.4 Disadvantages:

(1) Gender-based discrimination and barriers in accessing markets and resources.

(2) Unequal opportunities compared to male counterparts.

(3) Cultural norms and societal pressures that discourage women from entrepreneurship.

(4) Limited networking opportunities to form strategic partnerships.

(5) Limited training and skill development may impact business management skills.

6. KEY ATTRIBUTES IDENTIFIED UNDER ABCD ANALYSIS FRAMEWORK :

The different determinant issues that are strongly related to the Push and Pull strategies of Women Entrepreneurship in the Food Processing Sector are shown in Table 3 below. The success or failure of the enterprise model is determined by these characteristics. Organizational, business, customer, operational, social, environmental, and stakeholder challenges are the main issues that need to be addressed. To gain more understanding, the determining issues are further broken down into many Key characteristics. Table 3 shows the different essential characteristics that the researcher has identified for the different determinant issues

S. No	Determinant Issues	Key Attributes
1	**Organizational**	Leadership and Decision making, Inclusivity and Diversity, Social Impact, Nurturing Work Environment
2	**Business**	Market Awareness, Customer-centric Approach, Quality and Innovation, Adaptability
3	**Customer**	Customer Understanding, Customer Engagement, Response to Feedback
4	**Operational**	Efficient Production Management, Supply Chain Coordination
5	**Social and Environment**	Social Responsibility, Sustainable Practices, Community Engagement
6	**Stake Holders**	Collaborative Approach, Supplier Diversity

Table 3: List of Key Attributes of Various Determinant Issues

Source: Compiled by the researcher

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7. FACTORS AFFECTING THE MODEL UNDER ABCD ANALYSIS FRAMEWORK :

Push and Pull strategies for Women Entrepreneurship are based on several factors involving determinant issues such as Organisational, Business, Customer, Operational, Social, Environmental, and Stakeholders. A comprehensive listing of the four constructs of the ABCD framework is illustrated in Table 4.

Table 4: List of four Constructs Advantages Benefits, Constraints, and Disadvantages of ABCD analysis framework

Determinant Issues	Key Attributes	Advantages	Benefits	Constraints	Disadvantages
Organizational	Leadership and Decision Making	Higher Employee Engagement	Empowerment of Women	Gender Bias in Leadership	Reduced Leadership Employment Opportunities
	Inclusivity and Diversity	Enhanced Innovation	Enhanced Product Diversity	Product Growth and Expansion	Limited Access to Resources
	Social Impact	Better Customer Relations and Brand Image	Socially Responsible Practices	Work-Life Balance for Employees	Resistance to Change
	Nurturing Work Environment	Resilience and Adaptability	Talent Attraction and Retention	Lack of Mentoring and Support	Societal Norms and Cultural Barriers
Business	Market Awareness	Market Differentiation	Access to Niche Markets	Access to Finance	Competition
	Customer-Centric Approach	Brand Loyalty	Production Efficiency	Scaling Challenges	Making market entry
	Quality and Innovation	Resource Management	Increased Profitability	Low Production Efficiency	Distribution Networks
	Adaptability	Positive Public Perception	Market Awareness	Market Barriers	Limited Access to Technology
Customer	Customer Understanding	Strong Customer Loyalty	Market Differentiation	Limited Market Reach	Navigating Cultural Barriers
	Customer Engagement	Positive Word of Mouth	Customer-led Innovation	Resource Constraints	Handling Customer Complaints
	Response to Feedback	Enhanced Brand Reputation	Fostering Customer Loyalty	Impact of Business Reputation	Competing with Established Brands
Operational	Efficient Production Management	Higher Productivity	Innovation and Adaptability	Access to Technology	Time Management
	Supply Chain Coordination	Quality Control	Consistent Quality	Scale-up Challenges	Training and Skill Development
Social	Social Responsibility	Positive Public Perception	Enhanced Brand Reputation	Resource Limitations	Market Competition
	Sustainable Practices	Access to Ethical Markets	Employee Satisfaction	Balancing Priorities	Compliance and Regulations

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	Community Engagement	Social Development	Environmental Stewardship	Global Ecological Challenges	Cultural Barriers
Stake Holders	Collaborative Partnership Approach	Business Expansion	Diverse Business Ecosystem	Limited Stakeholder Support	Access to Networks
	Supplier Diversity	Enhanced Supply Chain Efficiency	Strengthened Local Communities	Dependency on Stakeholders	Competing Interests

Source: Compiled by the researcher

8. IDENTIFICATION OF CRITICAL CONSTITUENT ELEMENTS :

By determining the four constructs (A, B, C, and D) and all of the key attributes, Critical Constituent Elements (CCE) were identified for each of the main attributes. Tables 5 to 8 illustrate the various CCE for each construct.

Table 5: Critical Constituent Elements concerning Advantages.			
Determinant Issues	**Key Attributes**	**Advantages**	**Critical Constituent Element (CCE)**
Organizational	Leadership and Decision Making	Higher Employee Engagement	Empowerment and Motivation
	Inclusivity and Diversity	Enhanced Innovation	Innovation and Research
	Social Impact	Better Customer Relations and Brand Image	Customer Satisfaction
	Nurturing Work Environment	Resilience and Adaptability	Competitive Advantage
Business	Market Awareness	Market Differentiation	Customer Preferences
	Customer-Centric Approach	Brand Loyalty	Content Design
	Quality and Innovation	Resource Management	Cost Optimization
	Adaptability	Positive Public Perception	Innovative product offerings
Customer	Customer Understanding	Strong Customer Loyalty	Target Audiences
	Customer Engagement	Positive Word of Mouth	Personalized Approach
	Response to Feedback	Enhanced Brand Reputation	Customer Interaction
Operational	Efficient Production Management	Higher Productivity	Maximization of Output and Quality
	Supply Chain Coordination	Quality Control	Operational Performance
Social and Environment	Social Responsibility	Positive Public Perception	Community Welfare
	Sustainable Practices	Access to Ethical Markets	Eco-friendly Production Methods
	Community Engagement	Social Development	Project Collaboration
Stake Holders	Collaborative Partnership Approach	Business Expansion	Strengthen Business Ecosystem
	Supplier Diversity	Enhanced Supply Chain Efficiency	Strategic Partnerships and Alliances

Source: Compiled by the researcher

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Table 6: Critical Constituent Elements concerning Benefits.			
Determinant Issues	**Key Attributes**	**Benefits**	**Critical Constituent Element (CCE)**
Organizational	Leadership and Decision Making	Empowerment of Women	Top Management
	Inclusivity and Diversity	Enhanced Product Diversity	Product Feasibility
	Social Impact	Socially Responsible Practices	Mission and Vision
	Nurturing Work Environment	Talent Attraction and Retention	Anticipating Inventory
Business	Market Awareness	Access to Niche Markets	Market Absorption
	Customer-Centric Approach	Production Efficiency	Low Wastage
	Quality and Innovation	Increased Profitability	Brand Credibility
	Adaptability	Market Awareness	Effective Response
Customer	Customer Understanding	Market Differentiation	Competition
	Customer Engagement	Customer-led Innovation	Brand Loyalty
	Response to Feedback	Fostering Customer Loyalty	Customer Engagement Techniques
Operational	Efficient Production Management	Innovation and Adaptability	Digital Infrastructure
	Supply Chain Coordination	Consistent Quality	Meeting Standard
Social and Environment	Social Responsibility	Enhanced Brand Reputation	Customer Satisfaction Survey
	Sustainable Practices	Employee Satisfaction	Increasing Skills
	Community Engagement	Environmental Stewardship	Meaningful Involvement
Stake Holders	Collaborative Partnership Approach	Diverse Business Ecosystem	Business Expansion
	Supplier Diversity	Strengthened Local Communities	Reliable Supply Chain
Source: Compiled by the researcher			

Table 7: Critical Constituent Element concerning Constraints.			
Determinant Issues	**Key Attributes**	**Constraints**	**Critical Constituent Element (CCE)**
Organizational	Leadership and Decision Making	Gender Bias in Leadership	Flow of Authority
	Inclusivity and Diversity	Product Growth and Expansion	Inclusion Strategies
	Social Impact	Work-Life Balance for Employees	Prioritization of Social Responsibility
	Nurturing Work Environment	Lack of Mentoring and Support	Financial Stability
Business	Market Awareness	Access to Finance	Financial Budget
	Customer-Centric Approach	Scaling Challenges	Infrastructure
	Quality and Innovation	Low Production Efficiency	Survival Strategies
	Adaptability	Market Barriers	Demographic changes in the market

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Customer	Customer Understanding	Limited Market Reach	Affordability
	Customer Engagement	Resource Constraints	Resource Utilization
	Response to Feedback	Impact of Business Reputation	Customer Satisfaction feedback
Operational	Efficient Production Management	Access to Technology	R&D investment
	Supply Chain Coordination	Scale-up Challenges	HR Strategies
Social and Environment	Social Responsibility	Resource Limitations	Supply of Material
	Sustainable Practices	Balancing Priorities	Crisis Management
	Community Engagement	Global Ecological Challenges	Economic Growth
Stake Holders	Collaborative Partnership Approach	Limited Stakeholder Support	Strategic Measures
	Supplier Diversity	Dependency on Stakeholders	Value Propositions
Source: Compiled by the researcher			

Table 8: Critical Constituent Element concerning Disadvantages.			
Determinant Issues	**Key Attributes**	**Disadvantages**	**Critical Constituent Element (CCE)**
Organizational	Leadership and Decision Making	Reduced Leadership Employment Opportunities	Reporting Authorities
	Inclusivity and Diversity	Limited Access to Resources	Resource Allocation
	Social Impact	Resistance to Change	Risk Mitigation Strategies
	Nurturing Work Environment	Societal Norms and Cultural Barriers	Implementation
Business	Market Awareness	Competition	Forecasting
	Customer-Centric Approach	Making market entry	Loyalty Building Measures
	Quality and Innovation	Distribution Networks	Brand Promotion
	Adaptability	Limited Access to Technology	Constructive Training
Customer	Customer Understanding	Navigating Cultural Barriers	Customer Segmentation
	Customer Engagement	Handling Customer Complaints	Customer Holistic Studies
	Response to Feedback	Competing with Established Brands	Engagement Feed Back Evaluation
Operational	Efficient Production Management	Time Management	Inventory Handling
	Supply Chain Coordination	Training and Skill Development	Optimum Software / HR Selection
Social and Environment	Social Responsibility	Market Competition	Good Brand Management
	Sustainable Practices	Compliance and Regulations	Quality Standards
	Community Engagement	Cultural Barriers	Social Auditing
Stake Holders	Collaborative Partnership Approach	Limited Access to Networks	Constructive Networking
	Supplier Diversity	Competing Interests	Penetration Measures
Source: Compiled by the researcher			

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9. CRITICAL CONSTITUENT ELEMENT (CCE) ANALYSIS :

Through data collection from a Focus group and statistical analysis, the Critical Constituent Elements have been determined. The scores for each construct are displayed in Tables 9 through Table 12.

Table 9: Exhibits the Key Attributes and Advantages of Women Entrepreneurship in the Food Processing Sector and their Critical Constituent Element with the total mean score and Determinant issue Mean Score.

Determinant Issues	Key Attributes	Advantages	Critical Constituent Element (CCE)	Key Attribute Total Score	Issues Total Score	Determinant issue Mean Score
Organizational	Leadership and Decision Making	Higher Employee Engagement	Empowerment and Motivation	30	114	156
	Inclusivity and Diversity	Enhanced Innovation	Innovation and Research	29		
	Social Impact	Better Customer Relations and Brand Image	Customer Satisfaction	29		
	Nurturing Work Environment	Resilience and Adaptability	Competitive Advantage	26		
Business	Market Awareness	Market Differentiation	Customer Preferences	29	109	
	Customer-Centric Approach	Brand Loyalty	Content Design	26		
	Quality and Innovation	Resource Management	Cost Optimization	29		
	Adaptability	Positive Public Perception	Innovative product offerings	25		
Customer	Customer Understanding	Strong Customer Loyalty	Target Audiences	27	84	
	Customer Engagement	Positive Word of Mouth	Personalized Approach	28		
	Response to Feedback	Enhanced Brand Reputation	Customer Interaction	29		
Operational	Efficient Production Management	Higher Productivity	Maximization of Output and Quality	28	57	
	Supply Chain Coordination	Quality Control	Operational Performance	29		
Social and Environment	Social Responsibility	Positive Public Perception	Community Welfare	27	83	
	Sustainable Practices	Access to Ethical Markets	Eco-friendly Production Methods	27		
	Community Engagement	Social Development	Project Collaboration	29		
Other Stake Holders	Collaborative Partnership Approach	Business Expansion	Strengthen Business Ecosystem	27	53	

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	Supplier Diversity	Enhanced Supply Chain Efficiency	Strategic Partnerships and Alliances	26		

Source: Compiled by the researcher

Table 10: Exhibits the Key Attributes and Benefits of Women Entrepreneurship in the Food Processing Sector and their Critical Constituent Element with the total mean score and Determinant issue Mean Score.

Determinant Issues	Key Attributes	Benefits	Critical Constituent Element (CCE)	Key Attribute Total Score	Issues Total Score	Determinant issue Mean Score
Organizational	Leadership and Decision Making	Empowerment of Women	Top Management	28	109	150.9
	Inclusivity and Diversity	Enhanced Product Diversity	Product Feasibility	27		
	Social Impact	Socially Responsible Practices	Mission and Vision	27		
	Nurturing Work Environment	Talent Attraction and Retention	Anticipating Inventory	27		
Business	Market Awareness	Access to Niche Markets	Market Absorption	28	114	
	Customer-Centric Approach	Production Efficiency	Low Wastage	29		
	Quality and Innovation	Increased Profitability	Brand Credibility	28		
	Adaptability	Market Awareness	Effective Response	29		
Customer	Customer Understanding	Market Differentiation	Competition	24	77	
	Customer Engagement	Customer-led Innovation	Brand Loyalty	26		
	Response to Feedback	Fostering Customer Loyalty	Customer Engagement Techniques	27		
Operational	Efficient Production Management	Innovation and Adaptability	Digital Infrastructure	29	55	
	Supply Chain Coordination	Consistent Quality	Meeting Standard	26		
Social and Environment	Social Responsibility	Enhanced Brand Reputation	Customer Satisfaction Survey	27	80	
	Sustainable Practices	Employee Satisfaction	Increasing Skills	25		
	Community Engagement	Environmental Stewardship	Meaningful Involvement	28		
Stake Holders	Collaborative Partnership Approach	Diverse Business Ecosystem	Business Expansion	28	54	

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| | Supplier Diversity | Strengthened Local Communities | Reliable Supply Chain | 26 | | |

Source: Compiled by the researcher

Table 11: Exhibits the Key Attributes and Constraints of Women Entrepreneurship in the Food Processing Sector and their Critical Constituent Element with the total mean score and Determinant issue Mean Score.

Determinant Issues	Key Attributes	Constraints	Critical Constituent Element (CCE)	Key Attribute Total Score	Issues Total Score	Determinant issue Mean Score
Organizational	Leadership and Decision Making	Gender Bias in Leadership	Flow of Authority	20	75	99.2
	Inclusivity and Diversity	Product Growth and Expansion	Inclusion Strategies	18		
	Social Impact	Work-Life Balance for Employees	Prioritization of Social Responsibility	20		
	Nurturing Work Environment	Lack of Mentoring and Support	Financial Stability	17		
Business	Market Awareness	Access to Finance	Financial Budget	18	72	
	Customer-Centric Approach	Scaling Challenges	Infrastructure	18		
	Quality and Innovation	Low Production Efficiency	Survival Strategies	17		
	Adaptability	Market Barriers	Demographic changes in the market	19		
Customer	Customer Understanding	Limited Market Reach	Affordability	18	52	
	Customer Engagement	Resource Constraints	Resource Utilization	19		
	Response to Feedback	Impact of Business Reputation	Customer Satisfaction feedback	15		
Operational	Efficient Production Management	Access to Technology	R&D investment	18	34	
	Supply Chain Coordination	Scale-up Challenges	HR Strategies	16		
Social and Environment	Social Responsibility	Resource Limitations	Supply of Material	19	50	
	Sustainable Practices	Balancing Priorities	Crisis Management	15		
	Community Engagement	Global Ecological Challenges	Economic Growth	16		

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| Stake Holders | Collaborative Partnership Approach | Limited Stakeholder Support | Strategic Measures | 18 | **35** | |
| | Supplier Diversity | Dependency on Stakeholders | Value Propositions | 17 | | |

Source: Compiled by the researcher

Table 12: Exhibits the Key Attributes and Disadvantages of Women Entrepreneurship in the Food Processing Sector and their Critical Constituent Element with the total mean score and Determinant issue Mean Score.

Determinant Issues	Key Attributes	Disadvantages	Critical Constituent Element (CCE)	Key Attribute Total Score	Issues Total Score	Determinant issue Mean Score
Organizational	Leadership and Decision Making	Reduced Leadership Employment Opportunities	Reporting Authorities	15	**58**	
	Inclusivity and Diversity	Limited Access to Resources	Resource Allocation	15		
	Social Impact	Resistance to Change	Risk Mitigation Strategies	15		
	Nurturing Work Environment	Societal Norms and Cultural Barriers	Implementation	13		
Business	Market Awareness	Competition	Forecasting	16	**65**	
	Customer-Centric Approach	Making market entry	Loyalty Building Measures	17		
	Quality and Innovation	Distribution Networks	Brand Promotion	16		
	Adaptability	Limited Access to Technology	Constructive Training	16		**86.5**
Customer	Customer Understanding	Navigating Cultural Barriers	Customer Segmentation	14	**42**	
	Customer Engagement	Handling Customer Complaints	Customer Holistic Studies	14		
	Response to Feedback	Competing with Established Brands	Engagement Feed Back Evaluation	14		
Operational	Efficient Production Management	Time Management	Inventory Handling	16	**33**	
	Supply Chain Coordination	Training and Skill Development	Optimum Software / HR Selection	17		
Social and Environment	Social Responsibility	Market Competition	Good Brand Management	13	**47**	
	Sustainable Practices	Compliance and Regulations	Quality Standards	17		
	Community Engagement	Cultural Barriers	Social Auditing	17		

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Stake Holders	Collaborative Partnership Approach	Limited Access to Networks	Constructive Networking	13	**26**	
	Supplier Diversity	Competing Interests	Penetration Measures	13		
Source: Compiled by the researcher						

10. PRESENTATION AND INTERPRETATION OF FOUR CONSTRUCTS :

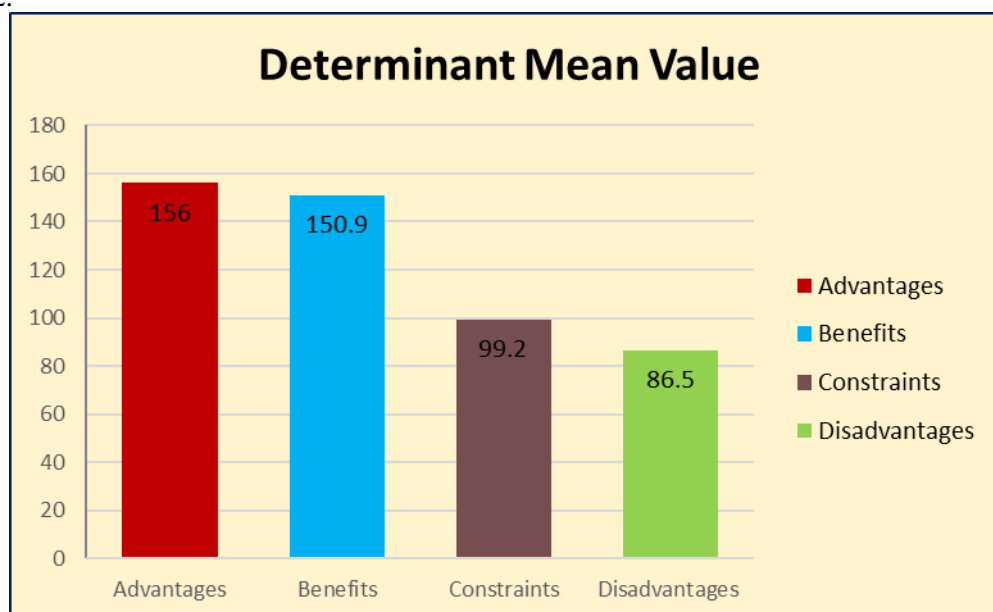The estimated values of determinants for the four constructs of the ABCD framework is given below in Figure 2.

Fig. 2: Exhibits the Total Determinant Mean Score for Women Entrepreneurship in the Food Processing Sector, as per ABCD Analysis.

Source: Compiled by the researcher.

The above figure depicts the mean value of determinants for the Advantages, Benefits, Constraints, and Disadvantages are 156, 150.9, 99.2, and 86.5 respectively. This reveals that the total score of Advantages and Benefits is significantly higher than the Constraints and Disadvantages. Hence, it can be concluded that the Push and Pull Strategies for Women Entrepreneurship in the Food Processing Sector are supporting and can be successfully deployed.

11. CONCLUSION :

An ABCD analytical framework has been used to assess the Push and Pull strategies of Women Entrepreneurs in the Food Processing Sector. Using a focus group, a comprehensive list of the four components of the ABCD analytical framework as well as a quantitative estimate based on the participants' collective knowledge has been constructed. The study's findings demonstrated that women entrepreneurs' push and pull strategies in the food processing sector can be enhanced by applying the strategic model, which also provides a reasonable justification for using the ABCD analytical paradigm to evaluate different business models, strategies, ideas, or systems. The results open the door to more research on this paradigm for men entrepreneurs in the manufacturing and service sector.

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