

Social Impediments of Self-Employment and Sustainable Development

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Abstract

This paper has the objectives to explain the socio-economic culture of self-employment that are prevailing in our society creating hindrances for entrepreneurship and sustainable development. No country becomes developed without providing employment opportunities to ordinary people and young generation. In recent times in Pakistan, everybody is seeking a job, people have become more dependent. Mostly people in our country are getting education for earning their livelihood. Therefore, after completion of education, our social and cultural values don't support a young person to take business initiatives that encompass sustainable growth. Apparently, people don't prove their creativeness; perhaps this is due to lack of self-determination, lack of self-sufficiency, and dependency which has made the nation dull and null. Some past studies revealed that in developed nations like, US, Japan, the common people prefer to do something at their own behalf, no dependency hinders these people. This paper also postulated the role of education and important patterns impending to promote self-employment culture in the light of work of different authors. Finally, this paper would have likely to forecast necessary guidelines to the policy makers to bring a change and cope with the existing situation of self-employment in Pakistan.

Keywords: Self-Employment, Entrepreneurship, Social impediment, Education, Culture, Sustainable development

Introduction

Self employment is defined as the condition of functioning for oneself as a self-employed or the owner of a business rather than for an employer. The word entrepreneur and self employment are used interchangeably in past studies. The word entrepreneur is French, and literary translated, means "between-taker" or "go between". (Hirschi; Peters; shepherd, 2007) conveyed entrepreneurs are innovators to develop something unique by utilizing their own efforts, abilities and resources to meet socio-economic standards of life. It is a dynamic process of creating incremental wealth. Entrepreneurs are those persons who have personality traits to launch their own small business and using innovation as tool to develop and improve their business (Ahmed et al., 2010). Numerous works describe the traits of entrepreneurs for promoting business initiative. Some of the important traits of entrepreneurs are independent, motivation, self-assured, risk taker, creative, inventive, active, obsessive are supportive patterns for promoting self employment (McGrath, 1999). Entrepreneurs are skills must have in order to be victorious; These skills are risk taking skills, strategic decision making, management decision making, strategic business planning, well-organized time managing skills, human and interpersonal skills (Sarasvathy,2001). The self employment or entrepreneurship is best way to enhance the social as well as the state economy. There are three primary perspectives firstly, study the socio-economic system taking part in progressing regarding equilibrium and array of conflicting homogeneous social ties, secondly, the starting point the societal and contextual fac-

tors effecting entrepreneurial activity and thirdly, identifying the role of individual entrepreneurial behavior in social context (Reynold,1991).It is widely accepted that entrepreneurship has become a dominant global force of wealth creation and generates employment like U.S, Japan, and Western Europe to involve their people in big public, private corporations. In United States mostly people are busy in small business, then start-up with big corporations. The important values of self-employment and entrepreneurship in protestant ethics are freedom, independence, self-sufficiency, individualism, achievement and materialism (Simpson, 1996).

Social impediment is defined as hindrances and obstructions that release its impact on human behavior to achieve or get proper consideration of doing important and fruitful task for sustainable economic and social development. Many important obstructions i.e. individual or personal, family and cultural problems are impeding to enhance overall social development of people.

Significance of study

Entrepreneurial activities in Pakistan are very less in number and problematic that requires concentration of government and business sector. Sustainable development through small business can play an important role in economy of any country. In our country in Pakistan, self employed culture is declined at its peak; because everyone wants to get some power and authority through seeking a public or private job i.e. CSP's now CSS officers hold both the power and status. If we look around ourselves we can judge mostly people are status conscious. Even a child born in a family, he/she does not socialize to make their own decision. They are just socialized to get a doctorate or engineering degree. This is the alarming situation, that's why this study will help the policy makers for addressing enduring joblessness and help to start a separate course of entrepreneurship education in our educational institutions.

Rationalization of study

The research work under this topic will help the people to understand the importance of self-employment. In recent times with technological advancement and complex social and changing cultural patterns has led to recognize ultimate justification of self employment or entrepreneur. The holistic picture of this work will help the civilian to change their mind set against lack of self sufficiency and dependency. This step will encourage the people to understand the term entrepreneur and provide motivation to start their own business for not only enhancement of socio-economic status of people but also lead the country from developing to develop nation. The present study will offer the forecasts of future researchers to equip more comprehensive work for undermine the social impediments of self-employment or entrepreneur.

Methodology

This review work under consideration has been grounded on various past studies of different researchers. For the above purpose researcher has approached constructive philosophy to literature review relies on qualitative data rather than quantitative data. For the sake of collecting information researcher has reviewed many research papers, articles and books dated from 1977 to 2018 for making and synthesizing the information about unknown and hidden contents. The researcher has consumed two and half month for this activity. At the end of the reviews of the documents general discussion is being derived for general understanding of the reviewed contents. Finally, previous studies have been informed new information and knowledge about various social encumbrances of self employment which are discussed below.

Individual entrepreneurial problems in Pakistan

Social Capital

Youth in Pakistan is highly effected by changing global economic trends. Therefore, an entrepreneur can become an active person in any organization, institution and especially in private business evasion by progressing their skill, social network, abilities, contacts, entrepreneurial resources and ideas management in the development of self employment idea. Lack of proper financial support, technical training and skill are very less in information in country. There is desired need to make policy to secure our youth for their economic and social development. Meanwhile, (Ferris et al; Thomas et al., 1997) reported that widespread knowledge of social capital suggests that persons owing advanced skills which present the basis of competence experience provide more constructive result than ones deficiency in such skills in several big business framework. This judgment has extended its role in the dominion of entrepreneurship, this is also escorted to discover new endeavor in challenging global business environment. Moreover skill management as social capital might be possible suggesting creativity of entrepreneurship. Therefore, Baron & Markman, (2003) indicated that social capital describes one of the most important social competence model that is beyond its success for new entrepreneur segment. The emerging aspects of social capital are social network; favorable reputation which assists entrepreneurs in gaining access to self innovators.

According to Batjatgal (2003) a longitudinal study indicated that resource embeddings and relational embeddedness influence positively on the venture performance. Resourceful contacts in terms of financial resources, social connection, decision making power and reputation are able to influence contractual decisions in favor of firm success.

Pakistan is a developing country of south Asian region that claim very low human development indexed. Different resources of business can play vital role for making good decision in planning and implementation of entrepreneurial evasion in Pakistan. In business term social capital is an investment resource in the form of money that utilize by new entrepreneurs for revising new stance in business. But the lack of financial resource for common people is very hard to avail in poorly structured economy of a developing country.

Social Network

Social network is a foundation of social relations between individuals and organizations of same interest. Therefore, companionship of personal contacts and social relationships of people lead to achieve possible acceptance of social action. In different parts of the world social network is very important for possible pursuit to enhance socio-economic features of achieving high standards of life. In this regard mass media is a flourishing source to provide information but ineffective measures of self employment are poorly constructed. Luo (2000) revealed that entrepreneurship requires linkages or associations between key mechanisms of process. People are more elegant to expand social ties or share networking with people in order to support their businesses. Similarly, Sandhu et al. (2011) reported similar outline that is created in most of under developing countries including Malaysia, social networking is a very important feature for influencing entrepreneurial behavior. Another work has been completed by Bizri et al. (2012) reported that there have been four significant factors; such as lack of societal networking, incidental instability, hatred to risk, and poor business environment performing as barriers to entrepreneurship, but among the all the most impacting one was 'lack of social networking. For the purpose of verifiability of social network and relationship importance Huse (2014) concluded that social network performs different tasks for entrepreneurial evasion. Overall purpose of network is to provide insights as to how networks influence over the entrepreneurial procedure, and the aim is to give confirmation on how entrepreneurs use their association to be able to plan, start and operate a new business on the behalf of social networking or relationships. Meanwhile Investopedia (2016) highlighted several patterns such as adoptability, re-

gimented commitment, networking abilities, financial management, being equipped to take the egress and skeptical on himself to grasp entrepreneurial thinking.

Different previous authors' information obliges that social network and social ties are very important in business development in developed countries. Even in Pakistan people don't use their network for additional purpose. They just consume their time to engage network in falsely dialogue with ultimately no output. When interaction occurs among people they influence each other behavior for pursuit of common and personal interest.

Self Efficacy

Self efficacy is defined as a power of individual belief and sentiments which can take part a key role in establishing personal intentions toward essential goals. The relationship between parents and peers are very important to contribute motivation purpose for effective career decision making to educated youth. But unfortunately in Pakistan there is no efficient career counseling program up till now did not establish. This is real drawback of lacking concept of self efficacy in 21st century. Meanwhile, Bandura (1977) revealed that self efficacy theory of behavior changes states that self employment and personal efficacy prospects were derived from most important channels of information: presentation events, explicit practice, spoken persuasion, and physiological states. Factors effecting the cognitive dispensation of efficacy information arise from exhortative, enactive and emotive sources. Krueger et al (2000) analyzed that deep believes can be constructed on the basis of self-efficacy, self determination and self identification. These beliefs provide a shining way to start a new venture by adopting different personality traits and personnel strength to determine action of their behavior. Boyd & Vozikis (1994) stated that a person can take new business actions and produce entrepreneurship intentions only when self-efficacy is towering concerning on a definite occasion. Furthermore, Shinnar et al. (2014) pointed out that persons with advanced entrepreneurship self efficacy could be encompassed and elevated their intentions to create new business and having determination in appealing into entrepreneurial actions. The above themes support great deal for the importance of self efficacy concerned unemployed educated youth.

The intention and making self determination are a major scope of enhancing national development. Therefore, as well self efficacy is concerned with the cognitive intention of the self identification and general abilities determining personal behavior and action for particular purpose. There is gap between academician and policy makers to revolve new ventures of creating self business motivations and opportunities.

Role Model

The concept of role model is sensitized through socialization of entrepreneurship term. People make sure by the role of peer, family and other to start a new business. This can make an individual very confident to take initiative of entrepreneurship ideas in practical manner. Role model is one of the most effective and sober character to deal with entrepreneurial success of people. Therefore, Seimon et al. (2016) indicates that role model is very important supportive material to perform creativity opportunity and creativity support system to start up a new enterprise or business. This can also lead to the expansion of innovative thought and also lead to useful product and services that can essentially needful for provision entrepreneurial accomplishment. Rani (2012) indicated the intention of an individual which might be determined by his planned behavior, it has also been ensured that family support and role model influence the entrepreneurial inclination among non business individuals. Similarly Bosma et al. (2011) concluded on the basis of 292 studies on newly entrepreneurs in retail, hotel management, restaurants and other business sectors in three major Dutch cities, Amsterdam, Rotterdam, Utrecht. Resultantly identified and supported the theory of role model as their specific functions and characteristics of role models to promote entrepreneurial

creativity. The resemblance in business is quite similar as they perceived from past entrepreneurs. In addition (Shapiro et al., 1978; Basow & Howe 1980; Wright et al., 1997) expose that role model put some important imperfections to be imitated by others which may restorative or enthused by other individuals to make definite career decisions and to achieve specific objectives of specific kind of entrepreneurial behavior.

Entrepreneurial role model conveys the potential of obligations and activities to make intentions and desire to own a business. It involves entrepreneurs to engage with professional activities and actions of others as a role model. People are more conscious to adopt the behavior of others. Therefore, Parental role model affects the increased educational attainment, work efficacy and entrepreneurial career management.

Family Values

In this globalized world extended families has been converted into modern families to be structured as low moral standards and discipline. In traditional societies people were more integrated and receive help from others even in minor matters of the family, but the now whole picture has been changed. In recent decade's family traditions has lost its dignity and grace replacing individual self interest rather than common interest, all in disarray. In this context Mirghafori et al. (2009) conveyed that family values have remained influential factor in anyone's future planning. This is perhaps due to their modern vision with which they give more importance to 'high ranking employers' better than business employees. Similarly, Basu (2004) included that the effects on entrepreneurial study by family value aspiration as it has been done in the family business cycle due to family affection with business. Diversification in aspiration of business behavior is possible outcome, and diversity exists between values, class, ethnicity and self-employment. In this scenario ([Getz & Carlson, 2000](#); [Flintoff, 2002](#)) discussed comparative study of different countries i.e. approximately half of all businesses in Australia are ancestors businesses, 80% of businesses in USA and Europe are whispered to be folks-owned. Furthermore [Gersick et al. \(1997\)](#) explored that family value take part in an important role in countries economic development around the world. The projection is estimated that over two-thirds of all globe businesses are owned or managed by different families. Anderson et al. (2005) reported important values of the family that honesty, truthfulness, integrity and family ties provide essential resources to meet a new business mechanism. Such ties also have its concern on professional development which is not possible without accepting external support as well as family involvement.

Family is one of the oldest institution having different values such as structure of the family, attitudes, roles, obligation and ideals. All values add more adaptation of individual level approach to make a picture of self-business scheme. Some families are more dominant in business as compared to non family business i.e. caste of the family occupy more space in self employment concept as they motivate their children to get education only for secure basic arithmetic or some prior education compulsory for everyone.

Educational Issues

Education is one of the most important weapons to develop knowledge and fact about existing situation of current inventions. It is an engine to boost up the entrepreneurial competences in current social and economic era. In Pakistan, entrepreneurial curriculum has not been separately developed in our universities. There is earnest need to develop entrepreneurial course at university level to understand the changing economic trends in Pakistan. Most of the population in Pakistan is young and energetic, but without proper education and knowledge a person cannot take entrepreneurial initiative. (Khan, 2008) stated that a well reputed development on the idea of entrepreneurship education is needed for its execution and the curriculum concern and faculty development desires to monologue. According to Angrist & Krueger (1999) entrepreneurship education is usually

viewed as an asset for the expectations. There is rich evidence in every-day life and scientific writing for the reality that the acquirement of education improves the expecting earnings and taken as a whole accomplishment of persons. (Chandler & Hanks, 1994; Evans & Leighton, 1990; Holtz-Eakin et al., 2000; Mosakowski, 1993) they are generally regarded as rather creative people who might be got entrepreneurial education exclusively through proper learning. There are abundant studies on different relations connecting self-employed success, education and self-employment. Formal and informal entrepreneurial educational training or program in different intuitions can play an essential role to boost up socio-economic standard of developing countries. Therefore higher education department of concerned formal institutions might be enhanced the idea of entrepreneurial capacity for young students. Mishra (2006) elaborated that Higher Education Institutions (HEIs) has played a vital role in the prosperity and development of a nation. In underdeveloped countries the future of generation depends on quality of education that directly or indirectly influences the overall progress of nation. HEIs are important source of supplying the most essential human resource and functioning of any institutions as in management, planning, implementing, teaching and research. Entrepreneurial business training and career counseling is very important for youth to become them entrepreneurs. Khan (2008) explained that education has developed a central role in recent discourse and debate on education. Therefore, recent shift of globalization and emerging changing relationship and technological advancement had led to its ultimate importance of education.

Education is one of the major tools of progressing social and economic development. In this regard proper entrepreneurship course planning and curriculum development is a desire need of real concern. Policy makers and academicians must devote themselves for above said purpose to highlight the issue for establishing policy under the command of HEC.

Lack of Self Employment Experience/Skill

In global perspective business competitions have become very important to grow and promote businesses throughout the world. To pursuit socio-economic reliability of great achievement in business it is very important for entrepreneurs to get proper training and skill to achieve highest business values in this contest. Zywert et al. (2017) stated that many studies and literature explained the importance of entrepreneurial experience, training and exposure that have the power of youth transformation. Young entrepreneurs have committed to become entrepreneurs; they have need of support as financial, social and professional manner for long term value of entrepreneurs for great economic success. Adding, Sarasvathy (2001) revealed that entrepreneurial experience is remarkable by its nature however; ignoring leadership skill this work has lost much of its reliability according to the character that would be explained the ultimate importance of entrepreneurial experience and skill. All segment of population must be take part in economic opportunities and chores. In this milieu Mehmood et al. (2012) stated that lack of participating of women entrepreneurs in economic development is very crucial for better social development. Seemingly lack of experience and skills, lack of finance, lack of mobility, dominance of male entrepreneurs, lack of role model, lack of decision making, family pressure and discrimination are specific barriers for women entrepreneurs in Pakistan. Htala (2008) examined utilizing factors and found six prospects of achievement. An experienced entrepreneurship model identified some important factors: lack of self-confidence, individual problems, lack of skills, start-up logistics, economic needs and time constraints are definite hurdles for new practical vision and involvement in self-employment decision.

Many business experts exert that the experience of any business is a key to access. Business experience can help entrepreneurs to enhance the ability and skill of work initiatives. Therefore, related experience creates effectiveness and strengthening to entrepreneurs. Earlier experience of work has positive impact on the size of entrepreneurial initiative. Many people including women in Pakis-

tan has no business experience, they cannot fight and establish their own self made business. Unemployed educated youth must provide effective opportunities according to their academic background rather than multiple or opposite directive experience. The huge segment of the population of Pakistan consists of women they are facing working experience. They must provide different entrepreneurial experience and skill.

Culture and Family Business

Firstly, Pakistan has a diverse culture four provinces has its own pattern of living and states a unique culture and inmates are likely to be followed it as it is. This culture pattern does not support to young professionals to take their own decision for initiating entrepreneurial action. It affects the individual behavior in his everyday life. Culture is one of the most important learning prospects of the past. Innovations, ideas, material or non material facts help an individual toward success. A different cultural pattern does not support the individual as compare to family business culture which creates the value of achievement for individual success in society of in entrepreneurship. Secondly, different aspect of family class business definitely enhances the ability and skill of innovation of their people for future business success. Therefore, Lee & Peterson (2000) reported that cultural model of entrepreneurship has its impact on innovative, risk taking; competitive aggressiveness and proactive entrepreneurship and its success definitely depends on its cultural foundation. Similarly Zahra et al. (2001) indicated an important cultural restraint that influenced the level of entrepreneurship in family business firms vs. non family business firms. This is an important way in which culture of family business create value for the betterment of business entrepreneur initiative for coming generation. Ijaz et al. (2012) explored that culture has deep influence to take risk of becoming self employed, i.e. family norms and values and peer guidance perform a motivational role to develop entrepreneurial behavior. Their moral support helps them to make an idea according to new business trends. Similarly, Turker & Seluck (2009) intimated that cultural values have positive and intentional effect on entrepreneurial behavior. This is based on family business experience, education and gender role. Therefore, socio-economic and cultural elements influence the behavior of people in order to take risk and enhance self confidence in self employment. Another work stated by Ward (1987) that the owner managers also understand their family firms' and their survival depends on their ability to enter new market and revitalize existing operations in order to create new business. In the same context Barney et al. (2003) stated that kinship ties are very attractive that are inimitable to family firms assumed to have optimistic effect upon entrepreneurship enhancement and appreciation of family firm business culture.

As discussed by different authors, previous studies indicate that family involvement in business support their youth to take risk of self employment. Social norms, values, education, gender role are very important in drafting an idea of new business. Business families motivate their people to secure and expand business might be successful than non family business entrepreneurs. New market trends are widely discussed and followed by business families rather than non family firms.

Conclusion

Past studies on self employment add new information and views of different researchers on existing knowledge. Entrepreneurship is powerfully connected with institutional procedures and sustainable development; therefore, discipline of sociology is essential for the improvement of Entrepreneurship research in Pakistan. As a researcher I have very keen interest in finding the social impediments of self employment to provide the component of sustainable development such as social cohesion and economic growth. In Pakistan mostly people are well educated but jobless because of lacking opportunities that are discussed in past studies contribute ways to start business carrier after completing education. In recent past government started many entrepreneurship initiatives as Youth

training scheme, free loan scheme to educated unemployed youth. But lack of demystification of social and cultural background of self employment behavior and opportunities are that prominent drawbacks restrict individuals' entrepreneurs. Modern authors explained that entrepreneurship or self-employment is a locomotive of innovation and formation of job in order to initiate better living standards and economic development of a country. In this meticulous procedure not only economic opportunities are explored but also social and cultural opportunities of entrepreneurship are subjugated.

Today the world economy is rapidly become centralized and globalized but our norms, values and customs of initiatives of self employment are not supporting the youth. Many families having business background those are taking entrepreneurial initiatives.

Through this study some important instructions will be made for the best understanding of lacking business initiatives. Some moral guidance, proper financial treatment must be obtainable at the part of government to all institutions working for self employment initiatives and non-profit organizations which are providing for the endorsement and development of entrepreneurship.

Therefore, proper channels are required for foundation of self employment behavior. This task can be performed by social institutions to sustain the economy on the basis of new policies to address current economic situation. Pakistan is far behind in the contest of formation of self employment behavior and policy. The strategic planners would have to think the policies of countries that are best suited to alter institutional patterns for enhancement of entrepreneurship and sustainable economic environment in Pakistan.

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