

ABSTRACT

This research explored the Shapiro's entrepreneurial event theory to identify the impact of social networking on the mind set of female entrepreneurial intentions and, what are the influential factors for females to start their own business. For this purpose, the sample population included leading universities of Hyderabad and Jamshoro in both public and private sector. The research approach was quantitative, the data was interpreted through SPSS, and the total respondent's size was 305. The finding has determined the effect of perceived desirability and perceived feasibility with the mediating role of social media efficacy a comparative study among students and entrepreneurs of Hyderabad and Jamshoro. The key find being obtained so far concluded that the social media plays a positive role and strong mediating effect towards female entrepreneurship and perceived desirability and perceived feasibility. Furthermore, the study has focus on individuals one that have intentions formed and aim towards entrepreneurship. As one key stereotype is that females are technologically challenged therefore, they lack the efficacy to use social media as a tool for furthering their entrepreneurial ambitions. Within a developing country like Pakistan, social media has become an outlet for many startups that have had humble beginnings.

Keywords: Occupational choice, Social Media, Female Entrepreneurship, Perceived desirability, Perceived feasibility