

Abstract

This study purpose is to investigate the performance of artisanal women entrepreneurs by mediating role of entrepreneurial competencies and government support. Data were collected through distribution of 402 questionnaires among artisanal women entrepreneurs located in Pakistan. This study will be useful to know about the subjective performance of artisanal women entrepreneurs through mediating role of entrepreneurial competencies and government support and participate in former literature for additional study in the future. The concern of this study point out that artisanal women entrepreneur's direct influence on performance. Additionally, entrepreneurial competencies and government support indirectly effect the performance of artisanal women entrepreneur. Statistically, it is seen that artisanal women entrepreneurs performance are increase whose give input by following characteristics of entrepreneurial competencies. Artisanal women entrepreneurs whose rely on the government support their performance is not good. Substantially, this study will gain the interest of artisanal women entrepreneurs to resolve their entrepreneurial competencies issues and government to work in the development of Pakistan by encouraging artisanal women entrepreneurs.

KEYWORDS: Artisanal women entrepreneurs, performance, mediating role, entrepreneurial competencies and government support.