

## **Abstract**

In Lahore, Pakistan, there is a major need to develop entrepreneurial ideas for money creation by significantly utilizing its resources. Within this state, more than half of its population is based on female gender who are capable, educated and intellectual in their decision-making process, but the external environmental pressure act as a barrier to their efficient contribution in the economic growth of this developing nation. Based on this concept, this dissertation is developed whose foremost aim is to critically inspect and evaluate the impact of entrepreneurial psychological capital on the operational achievement of female business activities under the moderating role of women entrepreneurial social and cultural barriers in Lahore, Pakistan. This is an authentic and challenging research study that majorly highlights the burning topic within this developing nation context. While, the entrepreneurial psychological capital is specifically considered through the lens of hope, optimism, self-efficacy and resilience as well as their operational performances are viewed with respect to agile and lean perspective. In an attempt to justify the thesis statement of this study, a qualitative research design method was specifically considered in which a randomly physical survey was specifically conducted to gain a reliable source of information. As this dissertation is majorly focused on women entrepreneurship in the Lahore, Pakistan context so majorly the Lahore, Pakistani female entrepreneurs were considered for accurate data collection. Demographic Analysis, Descriptive Statistics, KMO and Bartlett's Test, Rotated Components Matrix, Reliability, Correlation, Multiple Regression and Moderation Analysis are implemented on the 100-sample size-based data. According to its statistical outcomes, it becomes determined that there subsists a significant linkage between Entrepreneurial Psychological Capital and Operational Performance; and between Women Entrepreneur's Social and Cultural Barriers in Lahore, Pakistan and Operational Performance of their businesses. Also, the Women Entrepreneur's Social and Cultural Barriers in Lahore, Pakistan played an exceptional moderating character within the bounds of Entrepreneurial Psychological Capital and Operational Performance. Overall, this research is an informative source for the Lahore, Pakistan business community, their upcoming ventures, its policymakers, authorities, and the nation to consider their responsibility towards enhancing the concept of women entrepreneurship within this state for its sustainable economic growth. Also, future researchers in the related field can utilize its authentic data for their hypothesis development purposes. But still, there are some contextual methodological, and theoretical gaps that can be overcome by upcoming scholars in their upcoming researches.

*Keywords.* entrepreneurial psychological capital, operational performance, sociocultural barriers in Pakistan, women entrepreneurship,