



Effect of Entrepreneur Innovativeness on Financial Inclusion among Women Owned Enterprises in Kenya

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Abstract

The main purpose of the study was to determine the effect of entrepreneur innovativeness on financial inclusion among women operated enterprise. The study used positivism approach in explanatory design. Using a survey of 723 women owned enterprises the study used multiple regression framework to test the hypotheses that entrepreneur innovativeness does not have effect on financial inclusion. The variable proxies were obtained from literature review and indices were constructed to measure them. Findings showed that entrepreneur innovativeness emerged as a strong predictor of financial inclusion of women operated enterprises in rural areas. Specifically, the analysis revealed that female entrepreneurs who are innovative are more likely to be financially included. Based on the findings, adopting modern financial technologies such as Mpesa, agency banking, credit cards are more likely to improve financial inclusions among women owned enterprises. Therefore, the study has attempted to contribute to financial innovation theory building through establishment of relationship innovation and financial inclusion. The main contribution of the study was on establishing the pivotal role of entrepreneur innovation as an enabler of financial inclusion. In addition, policy recommendations and areas for further study by finance scholars have been suggested.

Keywords: Entrepreneur Innovativeness, Financial Inclusion, Women Owned Enterprise