

Measuring the Impact of AI-Powered Mentorship on Confidence and Motivation Levels of Women Entrepreneurs in Hyderabad, Sindh: A Qualitative Study

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Abstract

This qualitative study attempts to identify the impact of AI (Artificial intelligence) powered mentorship on the Confidence level and motivation levels of women entrepreneurs in Sindh district (Hyderabad). With the passing of time the usage of AI tools increasing a lot. AI also become useful for women who are running smalls business set ups in home. Now women are fully depend on AI tools for business supports, for decisions making, for making new creative ideas and for auto-responses customer handling and with gaining news skills. Information were collected through digital telephone with using open ended interview questions. Data were collected to four working women those business are cake baking, homemade food making, jewelry design making and handmade embroidery. Thematic data analysis used in this research.

Introduction

Women entrepreneurship plays a important role in economic growth, decrease poverty and spread awareness about social empowerment women. With the recent advancement in technologies AI also transformed a lot. AI introduced different versions of usage of ai pay version also chatgpt, design generator and auto customer handling solutions. It is beneficial for working women who are owning small online business without anyone support or they do not effort teams members for their businesses. In Sindh Hyderabad many working women entrepreneurs contribute to economic growth and supporting their families with their small business set ups. Challenges still exist here shortage of internet access in corner of rural and urban areas makes difficult for women to meet customers easily.

Significance of the Study

This study explore the role of artificial intelligence in economic growth and supporting women for their own earning easily with the help of AI. Artificial intelligence helps women in building confidence level and motivate women by easy solutions. The findings can guide government and NGOs to operate programs to improve Ai literacy among women and focus on training programs in Sindh HYD.

Problem Statement

Women entrepreneurs in Sindh HYD facing challenges such as not easy access of internet, lack of business training programs and social barriers. While artificial intelligence helps women in auto customer handling, easy decision making and build new creative ideas but due to shortage of training and awareness among women, women do not know how to avail this opportunity fully they can not build confidence and motivate themselves without NGOs and Government support.

Objectives

- To identify the Impact of artificial intelligence on working women in Sindh HYD.
- To examine the motivation of women entrepreneurs with the help of tools in Sindh HYD.

- To identify the challenges faced by women entrepreneurs by using of AI in Sindh HYD.
- To identify the increasing of confidence level in women entrepreneur by using AI in Sindh HYD

Literature Review

Working Women and Artificial Intelligence Artificial intelligence empower women globally. Hafizullah Shahbazi et al. And others (2024) describe the main findings of this research are that AI has the potential to empower women globally and worldwide but unfortunately women are still facing challenges to adopt technologies for business purpose due to some several main factors including as gender bias, lack of knowledge related to AI uses, lack of internet access and training and insufficient opportunities to take advantage of AI technologies. Ethical considerations that restrict women from fully utilizing AI in business start-ups. Furthermore there is no such effective existing programs to motivate women. To address issues, inclusive strategies are needed to raise awareness. AI driven business programs and policies should be implemented to protect privacy and ensure safety for those women entrepreneurs. Similarly Bhawana Mena et al. (2023) the literature strongly views that AI holds potential powers to advance women empowerment by providing countless opportunities in education, health, and in economic participation. However, other significant challenges are still existing for women. To overcome this, work should be done to overcome algorithmic bias, lack of diversity in development, and ethical and privacy concerns. The successful integration of women in AI depends on inclusive policies and implementation strategies. AI Technology Adoption, Lack of Training and Socio-Cultural Barriers Due to cultural barriers and lacking of good training programs women suffer a lot. Furthermore Sultan Alateeg and Sura Al-Ayed et al. (2024) recent studies found that AI is becoming an essential tool for decision making and for innovative ideas in startups businesses. Cultural norms, gender stereotypes and societal expectations often influence how women should participates in AI-driven businesses. Such challenges and stereotypes limit their involvement in technology related fields. Another major theme is lack of awareness and training about AI because majority women have not fully exposure to AI or training opportunities. In the last researcher focused on the benefits and values of AI for business start-ups and importance of collaboration between women entrepreneurs and tech developers. Implementation must be done for educational touch with AI and policymakers should focus on awareness campaigns. Supporting this Algur and Mulla (2025) examined that AI digitalization is helpful in women's businesses and improve their businesses in a better manner. It's a positive relationship between increased profit, market reach and operational efficiency with the use of digital technologies such as mobile payments, AI marketing, and e-commerce. This implies that providing specialized training programs can directly enable female entrepreneurs to make better use of these digital technologies. The study also demonstrated that women's use of digital technology is significantly influenced by demographic characteristics, particularly education and business experience. Role of Formal Education and Institutional / NGO Support Education is key to achieving new skills and learn new things. Felgueira, Paiva, Alves, and Gomes (2024) conducted this study which examined educational institutions and their role in fostering innovation, entrepreneurship and gender equality. Higher education institutions may empower female students' career options and provide them with greater support particularly in entrepreneurship. They can also establish mentorship networks by connecting female students with experienced women entrepreneurs. Entrepreneurial Mindset, Guidance and Confidence Khaled Saleh Al Omoush et al. (2024) found four interlinked factors for successful women entrepreneurship: entrepreneurial mindset, perceived values, social commerce literacy and collaborative ecosystem. Women with positive mindset and strong mentors are more likely to succeed in online business and marketing strategies. Furthermore Ngalesoni, Mwakifwamba, and Pandisha (2024) described that mentoring programs help women entrepreneurs expand businesses, build networks and improve personal growth. Mentoring increases confidence, leadership and management skills, contributing to greater gender representation.

Research Gap

Although existing literature focused on AI adoption and global perspectives, limited studies have been done on qualitative women entrepreneurs in Hyderabad Sindh. Little attention has been given to how AI tools build confidence and motivation. This study addresses this gap through qualitative in-depth interviews.

Research Methodology

Research Design: This study used qualitative in-depth interviews to explore how Artificial intelligence helps women entrepreneurs in buildup confidence and motivation and challenges. This interpretative approach used to understand participant experiences from their point of view.

Study Area: This study conducted in Hyderabad Sindh and focused on women-owned small businesses.

Population: Women entrepreneurs owning small businesses in Hyderabad Sindh.

Sampling: Purposive sampling used in this research.

Research Instrument: Interview with open-ended questions.

Data Analysis: Thematic analysis used to identify common themes and patterns.

Limitation: Small sample size and telephone interviews limited to Hyderabad Sindh.

Data Analysis and Findings

The data were collected through semi-structured telephone interviews and analyzed using thematic analysis. Four women entrepreneurs from food, baking, jewelry, and handicraft businesses participated in the study.

Theme 1: AI as a Business Support System AI used for recipes, menu planning, pricing, customer communication and decision making. “AI gives me recipe-related information for my business and fast solutions.” (P1)

Theme 2: Confidence Building through AI Guidance AI provides non-judgmental guidance. “I ask ChatGPT freely and it gives me confidence.” (P2)

Theme 3: Motivation and Emotional Encouragement AI motivates during stress and discouragement. “When I feel demotivated, AI gives me new ideas.” (P1)

Theme 4: Skill Development and Continuous Learning AI supports learning in marketing and production.

Theme 5: Creativity and Innovation AI provides ideas for designs and trends. “Now I get jewelry designs through prompts.” (P3)

Theme 6: Time Efficiency and Productivity AI saves time and effort.

Theme 7: Language Accessibility AI supports Urdu and English.

Theme 8: AI as an Alternative to Traditional Mentorship AI works as a 24/7 mentor.

Theme 9: Challenges and Limitations Technical issues, privacy concerns and internet problems.

Theme 10: Need for Training and Institutional Support Participants demand free AI training by government and NGOs.

To summarize the key themes emerging from the interviews, a thematic map is presented below.

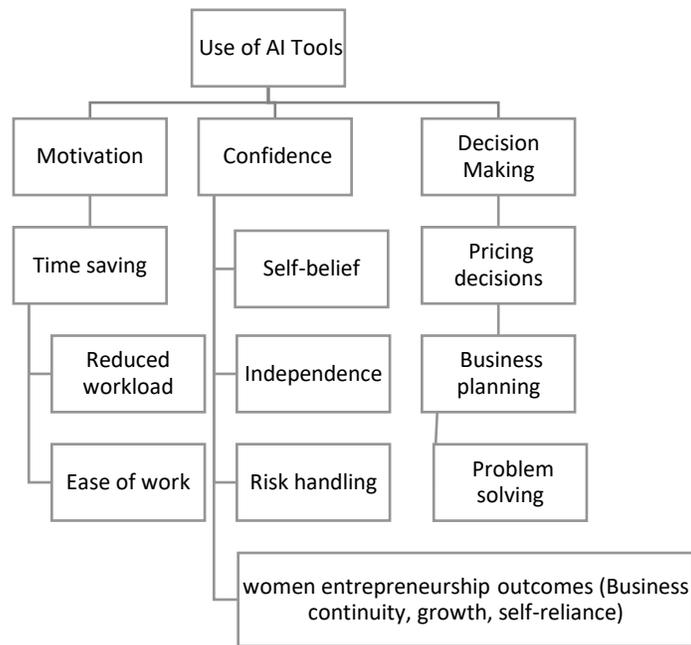


Figure 4.1: Thematic Map of AI Use among Women Entrepreneurs

Discussion

The findings show that AI-powered mentorship supports women entrepreneurs by improving confidence, motivation, creativity and decision making. Results align with previous studies. However, lack of training and awareness remain major challenges.

Conclusion

This study concludes that AI-powered mentorship positively impacts confidence and motivation of women entrepreneurs in Hyderabad Sindh. AI acts as a business assistant, mentor and learning tool. Training, awareness and institutional support are required for effective AI use. Future studies may include larger samples and different regions.

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