

Coping Strategies among Pastoralists Women Entrepreneurs against the Odds: Experiences from Baringo Division, Samburu North, Kenya

Grace Adhiambo Okello¹ & Orucho Michael Ngala¹

¹ School of Co-operatives and Community Development, The Co-operative University of Kenya, Nairobi, Kenya
Correspondence: Orucho Michael Ngala, School of Co-operatives and Community Development, The Co-operative University of Kenya, Nairobi, Kenya, P.O BOX 53535-00200, Nairobi, Kenya. Tel: +254721670417. E-mail: oruchomiko@gmail.com

Received: July 1, 2017

Accepted: August 12, 2017

Online Published: September 17, 2017

doi:10.5539/ijbm.v12n10p166

URL: <https://doi.org/10.5539/ijbm.v12n10p166>

Abstract

Women in Baragoi Division in Samburu North have had to contend with internal wars involving cattle raids where many of them are caught in between the wars. Added to these is the harsh economic environment where economic activities and businesses are disrupted by frequent raids. Furthermore the situation is compounded by unfavorable climate where very little food for sustenance can grow. Despite these adverse conditions, the women in Baragoi division endure and survive as they take care of their families while gainfully engaged in micro and small enterprises. Given that more established entrepreneurs and the Kenyan government has made insignificant effort to empower pastoralist women and youth, what then drives pastoralists' women entrepreneurs? This study therefore sought to establish the survival or coping strategies which keep these women entrepreneurs going on with their businesses in such life threatening environment and possible support mechanisms. The main objective of the study was to establish the coping strategic options among women entrepreneurs in Baragoi Division in Samburu North Kenya. Cross sectional survey was adopted as the study design. The population constituted 14419 women across 15 sub-locations within Baragoi division. Proportional sampling technique was used to sample 389 respondents. Descriptive statistics and cross tabulation were used to analyze data. The study established that women entrepreneurs face a number of challenges, the main one (37.5%) being insecurity. The main coping strategy to counter the insecurity challenge was established as group movement at 20%. It was concluded that for women pastoralist entrepreneurs to survive, the stakeholders need to combine efforts and ensure safe environment and general support especially towards women entrepreneurs who are significant contributors to the economy and main players in family support.

Keywords: Female entrepreneurs, Adverse Conditions, Armed Conflict, Coping strategies, Micro enterprise, Small enterprise, Baragoi

1. Introduction

1.1 Research Problem

The literature on entrepreneurship often ignores the study of female pastoralists in entrepreneurship, while most entrepreneurial economic activities in pastoral communities are predominantly on males dominated. According to GEM women's report (2012) it showed that women's participation in entrepreneurship differs around the world, as does their impact on job creation and innovation but in every economy there are fewer female than male entrepreneurs. Female entrepreneurship is increasingly becoming important in economic growth (Singh and Belwal, 2008), where female pastoralists undertaking entrepreneurial activities can be the solutions towards providing food for their families, health and education in an area where employment is not guaranteed due to frequent drought, migration, conflicts and insecurity. This can be supported by Sarma, (2014) who argues that the involvement of women in entrepreneurial activities would ensure effective utilization of labour, generation of income and hence improvement in quality of life. In a conflict prone geopolitical zone such as Palestine Territories such as *Gaza Strip* where usually the males are the predominant head of household and breadwinners (PECDAR, 2008), the frequent conflicts and embargos imposed by Israel have led to women engaging in micro and small enterprises (MSEs) to earn an income to sustain their families. The importance of female entrepreneurship can be seen by the emphasis that has been put into policy by The Palestinian National Development Plan (NDP) 2014-16 which focuses on creating more opportunities for women and promoting the full participation and empowerment

of them in society to be effectively involved in the socio-economic development. Kurtz, J., & Scarborough, G. (2012) citing Cately and Iyasu (2010); Devereux, 2006 in their study *From Conflict to Coping: Evidence from Southern Ethiopia on the contributions of peacebuilding to drought resilience among pastoralist groups* found that female entrepreneurs developed coping strategies such as engaging in more diverse livelihood strategies by starting and owning small and micro enterprises in times of drought and conflict and engagement in cross border trade. Research studies have indicated that many people in Samburu County, Baragoi division are seriously affected by conflicts in such areas as Marti and Nachola (Pkalya et. Al, 2003). The persistent conflicts and wars in North Western Kenya have evoked emotions and political temperatures among the government, local leaders and NGOs. The government has been concerned with promotion of peace building and conflict resolution mechanisms. However, very few organizations and leaders have expressed concern on the challenges facing women entrepreneurs who have to survive in this conflict prone environment in order to sustainable livelihood and support their families (McCormick, 2001). Despite acknowledging that women are expected to maintain the homestead and provide food to the families, ugly and frightening scenes have been witnessed where raiders destroy the women entrepreneurs, micro and small enterprises (MSEs). This has left the women frustrated, helpless and wondering how they can continue sustaining their livelihood. Conflict is most often a characteristic, or defining feature of states that have been described as fragile. Fragile states are among the poorest, and lack authority, legitimacy and capacity to promote their citizens' wellbeing. There is widespread occurrence of violent conflicts in Africa, the rising concern about fragile states and their repercussions for global development. This situation has been aggravated by inadequate research on the emergence of, and challenges facing female entrepreneurship during these sporadic and violent situations. This study sort to bridge this gap by establishing the coping strategies and support mechanisms available to female entrepreneurs.

This study is limited to findings in Baragoi division

1.2 The MSE Policy Environment

The MSE sector is growing very fast and according to 1999 MSE base line survey, the number of enterprises in the sector had grown from 910,000 in 1993 to about 1.3 million in 1999. out of the 1.3 enterprises in 1999, about 66% were located in the rural areas while women owned 48% of the enterprises. Most of the enterprises (64.3%) are in trade, 14.8% in services, and 13.4% in manufacturing while 7.7% are in involved in other activities. This sector also employed 2.4 million of persons which increased to 5.2million persons in 2002. the MSE sector therefore presents a vast amount of unexploited business opportunities that can be exploited by rural women in Kenya. (Nteere, 2012). The rapid growth in the MSE sector is as a result of the Kenya government's commitment to foster the growth of MSEs emerged as one of the key strategies in the 1986 report *Economic Management for Renewed Growth*. It was reinforced as a priority in the 1989 report, *The Strategy for Small Enterprise Development in Kenya: Towards the Year 2000*, a document that set out the mechanisms for removing constraints to growth of the MSE sector. In 1992, the government published the MSE policy report, *Sessional Paper No. 2 Small Enterprises and Jua Kali Development in Kenya*. This report was reviewed in 2002, leading to a new policy framework that provides a balanced focus to MSE development in line with the national goals of fostering growth, employment creation, income generation, poverty reduction and industrialization. The overall goal is to, in partnership with the public, private and development partners, create 500,000 jobs annually over the next four years (a total of 2 million jobs). The bulk of these jobs is expected to be created in the MSE sector, 88 per cent from new enterprises and 12 per cent from the growth of existing enterprises.

1.3 Finance and Capital Assistance to the Women Entrepreneurs

Much of the research conducted in the 1980s identified business challenges specific to women entrepreneurs. Some of the difficulties reported included obtaining start-up funds for their business, financial management and development of effective marketing and advertising (Hisrich et al., 2008). Nteere also noted that inadequate business skills, limited access to infrastructure and limited access to financial services are the major challenges affecting MSEs in Kenya. (Nteere 2012). The root causes of limited financial success were often attributed to early management practices of the women entrepreneurs. Female owners tended to prefer internal to external sources of financing. In addition, women used smaller amount of capital at the start-up phase and that they are less likely to use financial instruments such as overdrafts, bank loans, and supplier credit. Women are more likely to use their banks for a source of advice. Therefore Namusonge (2006) stressed the importance of having a relationship with a bank in place at the time of the business launch. This is because having access to financial resources and emphasizing the financials of the business had stronger effects on performance than did intention or choice. However, it was argued that one of the biggest obstacles facing women entrepreneurs is the discrimination they suffer from the banking and finance communities (Mutuku, et al., 2006) Thus, they prefer to rely on their own personal funds. Many women entrepreneurs feel that there is a huge barrier for them to obtain debt capital at banks

and lending agencies. It is therefore crucial for the government agencies, banks and lending agencies and women associations especially Women Enterprise Fund to assist the women entrepreneurs in terms of financial problems.

1.4 Networks towards the Performance of Women Entrepreneurs

Network depth have long been hailed as essential to the survival of female-run establishments (Boyd, 2005). It is a critical element for entrepreneurs in gaining access to capital/loans, advice and information needed for initiating and operating a new venture easily (Carter et al., 2006). Entrepreneurs make use of social relations and social contacts as channels to gain access to information, customers, and suppliers and to the sources of finance. They make use of family networks to access unpaid family work as well as emotional support. It has been found that support from personal network improves survival, growth and performance chances of new ventures. Specifically, support from strong ties (spouse/life partner, parents, friends and relatives) is more important than support from weak ties (business collaborators, acquaintances, former employers and former co-workers) which influence the success of new ventures. Help and emotional support from spouse are more important for success in case of the women entrepreneurs (Mutuku, et al, 2006). Men and women have different priorities in establishing networking relationships. Men's motives are more instrumental (seeking personal gain) while women have more affective considerations in social relationships. Their management style is not seen as being relevant and thus, women are often excluded from the male networks which are very effective. McClelland (1961) also identified three motivators that he believed we all have: a need for achievement, a need for affiliation, and a need for power. People will have different characteristics depending on their dominant motivator. Women do not have the same tools, assets, and chances than men in the small business arena. When confronted by business problems or difficulties, women entrepreneurs seek assistance first from family, then from close friends and only last from knowledgeable business sources whereas men entrepreneurs rather seek advice from their networks this leads to slow growth of the women managed businesses. According to Mutuku, et al (2006), this might be due to lack of professional experience or the diverse social network needed for women to fully utilize the information and resources provided. This phenomenon seems to be applicable to Kenyan women entrepreneurs. This limits the women entrepreneurs' ability to seek informal advice and peer financing as well as the information networks needed for survival and growth. This might pose a challenge to women entrepreneurs in establishing networks which are helpful to the survival of their businesses (De Tienne, D. R. & Chandler, G. N. (2007).

1.5 Entrepreneurship and Conflict

The channel through which entrepreneurs may benefit or suffer from violent conflicts depends not only on characteristics of the particular entrepreneur and firm, but also on the type of the violent conflict. According to researchers the Rwanda genocide targeted the population and it led to the loss of human capital. These researchers further found out that in in Colombia the displacement of local populations were at odds with entrepreneurial needs which affected entrepreneurs in banana and palm oil production. According to Tilman, et al. (2014), conflicts tend to have a long lasting effect and this includes the direct costs in terms of destruction of infrastructure, diverted (military) expenditure as well as the much higher indirect costs of disruption of markets and increase in risk and uncertainty.

1.5 Research Questions

The following research questions were formulated so as to guide the investigation of study objectives

- i. What are the entrepreneurial factors among women entrepreneurs in Baragoi Division?

This question was formulated to assist in determining the factors that motivate women in Baragoi to begin a business.

- ii. What are the micro and small entrepreneurial options among women entrepreneurs in Baragoi Division?

This question was formulated to assist in determining the dominant types of enterprises that Baragoi women engage in.

- iii. What are the inhibiting factors affecting entrepreneurial ventures by women entrepreneurs in Baragoi Division?

This question was formulated to identify and document challenges facing Baragoi women as they venture in different enterprises.

- iv. What are the coping strategic options among women entrepreneurs in Baragoi Division?

This question was formulated to identify and document coping strategic options that Baragoi women adopt in adverse conditions.

2. Method

2.1 Participant Characteristics

Population is an entire group of individuals, events or objects having a common observable characteristic. A target population is that population to which a researcher wants to generalize the results of a study (Mugenda and Mugenda, 2003). The study targeted a population of all the women entrepreneurs in Baragoi division, running micro and small size businesses. According to a joint report by the Kenya Food Security Steering Group (KFSSG) and Samburu County Steering Group July 2015, the total population of Baragoi division is 27467 (13048 Men and 14419 women). The study therefore targeted the 14419 women.

2.2 Sampling Procedures

Out of the 14419 women, the sample respondents were randomly selected from fifteen sub-locations in Baragoi Division. Proportionate sampling technique was used to sample women entrepreneurs from the fifteen sub-locations. Proportional sampling is a strategy of gathering respondents for a study. It is used when the population is composed of several subgroups that are vastly different in number. The number of respondents from each subgroup is determined by their number relative to the population. According to Panneerselvan (2010), the proportional sampling method uses the formula denoted as $n_i = (N_i/N) \times n$ Where: n_i = Number of sampled community members in i th village, n = total sample size, N = Total number of community members in the research area and N_i = Total number of community members in the i th village. Table 3.1 illustrates the sample size computed using the proportional sampling formula. Slovin's formula ($n = N / (1 + Ne^2)$, where n = number of samples, N = total population and e = error tolerance) was used to determine the total sample size n at 95% (error tolerance, $e = 0.05$) level of confidence. Slovin's formula is used when the researcher has no idea about population's behaviour. In this case, $N = 14419$, $e = 0.05$ and therefore $n = 14419 / (1 + 14419 * 0.05^2) = 389$

Table 1. Sub-location wise distribution of sampled community members in the study area

Village	Population Size	Proportionate formula $n_i = (N_i/N) \times n$	Sampling	Sample Size	Respondents (Women micro and small entrepreneurs)
Baragoi Town	2464	$(2464/14419) * 389$		66	52
Bendera	829	$(829/14419) * 389$		22	17
Naling'ang'or	902	$(902/14419) * 389$		24	19
Kalele	455	$(455/14419) * 389$		12	9
Lokorkor	418	$(418/14419) * 389$		11	8
\Muroa Kiring	984	$(984/14419) * 389$		27	21
Latakweny	1085	$(1084/14419) * 389$		29	22
Loikumkum	1392	$(1392/14419) * 389$		38	29
Lesirkan	1258	$(1258/14419) * 389$		34	27
Marti	346	$(346/14419) * 389$		9	7
Suyan	609	$(609/14419) * 389$		16	12
Nachola	1025	$(1025/14419) * 389$		28	23
Nakuprat	992	$(992/14419) * 389$		27	21
Terter	622	$(622/14419) * 389$		17	13
Ngilai	1038	$(1038/14419) * 389$		27	21
Total	14419			389	302

Source: Author, 2017.

2.2.1 Sample Size, Power, and Precision

According to Kothari (2005), a population sample constituting 10% and above is appropriate if the researcher is dealing with a homogenous population. The data collection instrument was tested using expert judgement to confirm validity. The test relied on expert assessment of peers and professionals. The study espoused the views of Dess et al. (1993) that, "when a construct or a set of dimensions exhibits a strong content validity, there is a tendency among researchers to accept them without rigorous testing of other components of validity such as convergent, discriminant or nomological validity" (p. 785). Reliability test for equivalence was undertaken through questionnaire pretesting by a pilot study of 30 randomly selected respondents within the population.

Dillman (2000) suggested that a pilot study is conducted to ensure clarity and proper interpretation of the questionnaire by the expected respondents. The feedback obtained helped to revise the scales, address the structure of the questions and the overall design of the questionnaire. As a result, some questions which were ambiguous were reconstructed and duplicated ones were deleted from the original questionnaire before administering the final one to all study respondents. Reliability test for internal consistency of the instrument was measured through Cronbach's alpha coefficient. Kline (1999) noted that acceptable value for Cronbach's alpha is 0.7 or more. The alpha scores for each variable were within the valid ranges.

2.2.2 Measures and Covariates

Data collection is the gathering of information relevant to the research study. Primary data was collected and secondary data used to supplement and validate the primary data. The questionnaires were distributed and collected by hand and others were self-administered. Secondary data was collected through review of various Government publications and reports prepared by research scholars. Primary data was collected using the self-administered questionnaires. Questionnaire was chosen because it saves time and it allows the researcher to self-administer in order to gather data from respondents who may not be in a position to read and write. Mouly (1978: 189) cited in Mulusa (1988; 114) observes that questionnaires allow for greater uniformity in the way questions are asked thus ensures greater comparability as well as giving the respondents freedom of giving their feelings to sensitive questions, especially where identity is not required. Kothari (2005) concurs with them when he observes that a questionnaire is the most suitable tool for collecting data from a field especially where the respondents are many and varied. After collection data was edited for accuracy and completeness before processing. According to Kothari, (2008), processing implies editing, coding, classification and tabulation of the collected data so that they are amenable to analysis. Descriptive statistics (arithmetic mean, standard deviation and frequencies) were used to analyze quantitative data and to describe relationships between the research variables. Qualitative data was analyzed by establishing patterns, trends and relationships from information gathered. Cross tabulation was also used with contingency table to display distribution of marital status versus reasons for starting business by their values. Frequency distribution tables and bar charts were used for data presentation

2.3.3 Research Design

Based on Borg and Gall (1989), a research design has been defined as the process of creating an empirical test to support or refute a knowledge claim. The study adopted cross-sectional survey design. According to Irungu (2007), cross-sectional survey is appropriate where the overall objective is to establish whether significant associations among variables exist at some point in time. The cross-sectional approach involved collecting and comparing data from the phenomena as at the time of study. The design employs either qualitative or quantitative data. The combination of qualitative and quantitative data enabled adequate explanation of the variables and predictions in their behaviour without resorting into inquiries of the temporal effect. The cross-sectional approach involved collecting and comparing data from the phenomena as at the time of study. The design employ either qualitative or quantitative data. The combination of qualitative and quantitative data enabled adequate explanation of the variables and predictions in their behavior without resorting into inquiries of the temporal effect. The chosen design was deemed appropriate for this study because it improved accuracy in generalizing findings since it involved detailed study of a unit. The design enhanced uniform data collection and comparison across respondents. The design was used to identify patterns of convergence that had developed to corroborate the overall interpretation of the relationships and interdependences among the variables.

3. Results

The study captured almost all categories of age brackets with those falling between 35-40 years of age being majority at 40% of the total respondents. The cumulative percentage of women who were between 21-45 years of age translated to 85%. This bracket constitutes the most mature and active age of a population thus their experience and knowledge on this survey is of great significance in the analysis. The primary and secondary data gathered were cleaned, coded, sorted, analyzed, interpreted and presented in different tables.

3.1 Demographics of the Respondents

Table 2. Demographics on Age

Age	Frequency	Percent
18-20	30	10.0
21-30	83	27.5
35-40	121	40.0
40-45	53	17.5
50 years and above	15	5.0
Total	302	100.0

Source: Primary data, 2017.

3.2 Marital Status

The study also captured marital status of the respondents. This included single, married, divorced, widowed and separated status. It was established that marital status significantly determines reasons for starting a business. The frequency distribution table 3 shows that 60% of the respondents are married.

Table 3. Marital Status

Marital status	Frequency	Percent
Single	83	27.5
Married	181	60.0
Divorced	8	2.5
Widowed	30	10.0
Total	302	100.0

Source: Primary data, 2017.

3.3 Marital Status and Reasons for Starting a Business

When cross tabulation was conducted on marital status to reasons for starting a business, the results indicate that respondents had varied reasons for starting a business, majority (60%) being the married women. Among those who were married, a greater percentage (70%) started business with the main reason of supporting their families. Among the widowed respondents a greater percentage (70%) also started business for family support. All (100%) of the divorced respondents started business for the main reason of personal satisfaction.

Table 4. Cross Tabulation on marital status versus reasons for starting business

		Reasons for starting the business				Total
		Personal satisfaction	Family support	profitmaking	Training from pursued career path	
marital status	Single	30	38	8	8	83
	Married	30	143	8	0	181
	Divorced	8	0	0	0	8
	Widowed	0	23	7	0	30
Total		68	204	23	8	302

Source: Primary data, 2017.

3.4 Challenges Facing Women Entrepreneurs

Table 5 shows tabulated challenges facing women entrepreneurs during starting and in the course of running their businesses.

Table 5. Challenges Facing Women Entrepreneurs

Challenges	Frequency	Percent	Valid Percent	Cumulative Percent
Inadequate Capital	30	10.0	12.1	12.1
Poor management	8	2.5	3.0	15.2
Insecurity	128	32.5	33.3	48.5
High transport cost	38	12.5	15.2	63.6
Inadequate market for the products	23	7.5	9.1	72.7
Low profit margin	15	5.0	6.1	78.8
Low productivity	8	2.5	3.0	81.8
Missing	53	17.5		
Total	302	100.0		

Source: Primary data, 2017.

Women entrepreneurs are faced with a lot of challenges in starting and running their businesses with insecurity being the major factor at 33% of the total respondents. High transport cost comes second at 12.5% and inadequate capital third at 10%. Inadequate market at 7.5% while poor management, low profit margin and low productivity scoring 5% and below.



Figure 1. A bar graph of challenges affecting the women entrepreneurs

Source: Primary data, 2017.

3.5 Micro and Small Business Options for Women Entrepreneurs

Table 6 shows various categories of micro and small businesses that the women entrepreneurs in Baragoi operate. The businesses range from wholesale, retail, business manager and hawking. The women have a range of options to choose from in order to earn a living hence support their families. The retail business in this case include selling of charcoal, milk, bead, firewood and ballast. Majority of the women doing business in this region are hawkers due to poor infrastructure in the region and the fact that majority operate in small scale.

Table 6. Types of Businesses Ventures by Women Entrepreneurs

Categories	Frequency	Percent
wholesalers	23	7.5
retailers	83	27.5
managers	30	10.0
hawkers	151	50.0
other	8	2.5
Total	294	97.5
Missing	8	2.5
Total	302	100.0

Source: Primary data, 2017.

3.6 Coping Strategic Options among Women Entrepreneurs

In order to counter the adverse conditions in Baragoi, the women entrepreneurs have developed several coping strategies for the survival of businesses. Despite the many challenges the women entrepreneurs in Baragoi are facing, they have managed to thrive and obtain marginal profits. In order to cope with insecurity challenges, the findings show that the women move in groups while going about their business activities. Table 4.6 shows tabulated specific coping strategies employed by women entrepreneurs.

Table 7. Coping Strategies Employed by Women Entrepreneurs

What are the coping strategies by the women in business				
Coping strategies	Frequency	Percent	Valid Percent	Cumulative Percent
sold assets to get capital	30	10.0	12.1	12.1
Group movement	60	20.0	24.2	36.4
Use of broker/agents	23	7.5	9.1	45.5
Dedicate some time for the business	15	5.0	6.1	51.5
Not applicable ,(no challenges)	45	15.0	18.2	69.7
Cluster villages	23	7.5	9.1	78.8
Walking	23	7.5	9.1	87.9
Rich social network	15	5.0	6.1	93.9
Resilience/commitment	15	5.0	6.1	100.0
Total	249	82.5	100.0	
Missing	53	17.5		
Total	302	100.0		

Source: Primary data, 2017.

The community members live in cluster villages called '*Manyattas*'. The women are often faced with infrastructural challenges, which inconvenience transportation of goods to the market. In order to overcome transport challenges, they use their rich networks like the priest's van or United Nations caravan whenever such opportunities are available. Brokers and agents also play a critical role in bridging the gap between the seller and through transportation of goods to the market place. In most cases, the women lack the capital to start and run their businesses .They have therefore started formal and informal women groups in order to attain higher bargaining power for finances from donors or the government. Such organizations would offer them small loans at affordable interest. Some of the women approach the county government for funds. Some women would sell property like land to get capital to start a business. Since these women are the bread winners, they have the responsibility of providing for their families. In most cases the women entrepreneurs complain of multiple domestic roles left to them by their partners. This consumes amount of time to be dedicated for business activities. In order to cope with this they have to remain resilient and committed to do business.

4. Discussion

This study provides a summary of the findings of the study conducted in Baragoi, to investigate and analyze how the women entrepreneurs cope with adverse situations within conflict prone Baragoi region. In general the study affirms that conflict is a major threat to economic development in the region. The study has indicated that retailers and hawkers (78%) have the potential to expand into viable business if the socio-political environment improve. The women entrepreneurs need financial and training support to enable then create linkages with other business in the area .The absence of strong NGOs oriented to business promotion has probably contributed to the slow growth of women owned businesses. Going forward, there is need for more deepened understanding of these and other conflicts involving pastoralists in order to be able to design strategies that shall address their route causes. This can only be done effectively by engaging local people and their institutions and making them an integral part of the search for solutions. This will require long-term investment and commitment on the part of government and development partners. It also requires that development interventions in these areas be planned in a manner that is sensitive to the realities of conflict. In this connection, capacity building on conflict sensitive development as well as implementation is needed for all development actors working in these areas, and for the communities and their institutions. FAO is well-placed to provide support for this, given its global mandate, resources and experience as well as its influence. While the study show that these conflicts are essentially local, their regional ramifications are evident especially in all the three countries given the cross-border nature of some

of the communities involved. As such, a regional approach to reflection and strategy for addressing the root causes of the conflicts is critical. Both county central governments need to share experiences and strategies to this end. FAO can competently facilitate such sharing through its regional programs in support of pastoral and agro-pastoral communities in the Horn of Africa.

5. Limits of the Research

This study has several limits, which need to be taken into consideration when its findings are interpreted and generalized. The sample, consisting of 302 respondents from Baragoi division is a potential source of selection bias. In particular, the women pastrolists pursuing entrepreneurial activities and their reasons to pursue entrepreneurship may differ from the motivations of other respondents, whose perspectives have been shaped by work, life experiences and other geopolitical space. Thus, we acknowledge the exploratory nature of our investigation. A future study based on pure random or stratified random sampling, including other conflict /insecure/drought prone regions of the country, would permit robust statistical corroboration and generalization of the study results.

6. Recommendations

The study generated recommendations for different actors to improve conflict management and business environment in the study area. Specific recommendations were made for government, business women and community.

- i. Encourage and facilitate frequent and regular peace meetings and dialogues between the Samburu and Turkana.
- ii. The government must comb the area to confiscate all illegal arms and give amnesty to the Morans who have committed ton voluntarily surrender their arms.
- iii. The government should organize training and workshops aimed at instilling confidence and awareness creation on the effects on cattle rustling.
- iv. Support the provision of social services such as roads, markets, schools and health centers which can encourage interactions between communities.
- v. It is important that the women form serious business groups that acts as support system for credit to run their businesses.
- vi. The women in the area should be trained in business management skills to develop competency in running and managing their business.
- vii. They should also form strong social networks with other successful business owners to share information and access resources.
- viii. The women should come up with business mentoring programs.
- ix. The community elders should facilitate peace meetings and dialogue with the morans, church organizations women in business and county government.
- x. Community leaders should advocate for women economic empowerment.
- xi. The community leaders should encourage the media to highlight the success and challenges facing women entrepreneurs in a difficult socio-political environment.

Acknowledgments

Completing this study was through the support of many individuals and institutions. We would like to sincerely thank all the respondents and Baragoi authorities who allowed us to collect data. The findings would not have been credible without participation of each and every one who took part in one way or another. Many elders gave a lot of insights that enabled us pre-test questionnaire and improve it further. Finally this study would not have been successful without the involvement of experts, peers and professionals who contributed immensely to questionnaire construction process. It could not be possible to mention every person who assisted us in one way or another but to all, we say thank you and may God bless you.

References

- Borg, R. W., & Gall, M. D. (1989). *Educational Research*. Longman: University of Oregon.
- Boyd, R. L. (2005). Race, gender, and survival entrepreneurship in large Northern cities during the Great Depression. *Journal of Socio-Economics*.

- Carter, S., Wilson, F., Shaw, E., & Lam, W. (2006). Gender, Entrepreneurship and Business Finance: Investigating the Relationship between Banks and Entrepreneurs in the UK.
- Catley, A., & Iyasu, A. (2010). Moving Up or Moving Out? A Rapid Livelihoods and Conflict Analysis in Mieso-Mulu Woreda, Shinile Zone, Somali Region, Ethiopia. Feinstein International Centre and Mercy Corps
- Dess, G., Newport, S., & Rasheed, A. M. (1993). Configuration Research in Strategic Management: Key Issues and Suggestions. *Journal of Management*, 19, 775-795.
- Detienne, D. R., & Chandler, G. N. (2007). The Role of Gender in Opportunity Identification Entrepreneurship. *Theory and Practice*, 31(3).
- Devereux, S. (2006). Vulnerable Livelihoods in Somali Region, Ethiopia. IDS Research Report 57, IDS, April 2006.
- Dillman, D. (2000). *Mail and Internet Survey-The Tailored Design Method*. New York: John Wiley and Sons, Inc.
- Global Entrepreneurship Monitor. (2012). GEM 2011 Global Report. Retrieved January 7, 2015, from <http://www.gemconsortium.org>
- Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2008). *Entrepreneurship* (7th ed.). New York: McGraw-Hill Co. Inc.
- Irungu, S. M. (2007). *The Effect of Top Management Teams on the Performance of Publicly Quoted Companies in Kenya*. Unpublished PhD Thesis, School of Business, University of Nairobi, Kenya.
- Kenya Food Security Steering Group (KFSSG) and Samburu County Steering Group. (2015). Joint Report. Retrieved from <https://www.google.com/#q=case+study+of+baragoi+division>
- Kline, P. (1999). *The Handbook of Psychological Testing*. London: Routledge.
- Kothari, C. R. (2005). *Research Methodology: Techniques and methods*. New York: Age Publishers.
- Kurtz, J., & Scarborough, G. (2012). *From Conflict to Coping: Evidence from Southern Ethiopia on the contributions of peace building to drought resilience among pastoralist groups*. Portland, OR: Mercy Corps.
- McClelland. (1961). *Human Motivation Theory*. Retrieved from <http://www.mindtools.com/pages/article/human-motivation-theory.htm>.11/6/2015
- McCormick, D. (2001). Gender in Small Enterprise in Kenya: An Institutional Analysis. In P.C. Samanta & R. K. Sen (Eds.), *Realising African Development*.
- Mugenda & Mugenda. (1999). *Research Design and Methodology*.
- Mutuku, M., Olubandwa, A., & Odero, D. (2006). Entrepreneurial learning among women micro-entrepreneurs in Kenyan dairy processing industry, paper presented at the 3rd International Entrepreneurship Conference organized by the United International University (USIU) Nairobi.
- Namusonge, G. S. (2006). Entrepreneurial Finance and Micro, Small and Medium Enterprises (MSME) Innovation in Kenya. Technological and Industrialization Conference, JKUAT Nairobi.
- Nteere, K. K. (2012). *Entrepreneurship: A Global Perspective*. Nairobi: Kenhill Consultants.
- PECDAR- Palestinian Economic Council for Development and Reconstruction. (2008). *Poverty in Palestinian Territories*. Ramallah, Palestine.
- Republic of Kenya. (1992). Sessional Paper No. 2 on Small Enterprises and Jua Kali Development in Kenya. Government Printer, Nairobi.
- Ruto, P., Mohamud, A., & Isabella, M. (2003). Conflict in Northern Kenya. In C. Brush, N. Carter, E. Gatewood, P. Greene and M. Hart (Eds), *United Nations Development Plan Annual Report 2009; Road to 2015: Driving MDGs*.
- Sarma, G. (2014). An Analytical Study on Entrepreneurial Activity as a tool for socio-economic development of Tribal Women in BTAD area of Assam. *IOSR Journal of Economics and Finance*, 3(2), 49-52.
- Singh, G., & Belwal, R. (2008). Entrepreneurship and SMEs in Ethiopia. *Gender in Management: An International Journal*, 23(2), 120-136.
- Tilman, B., Naud'e, W., & Verwimp, P. (2014). Peace is good for business – entrepreneurship and violent

conflict in Africa: African business review.

United Nations .(2013). University world institute for development economic research. Katajano Kan Laituri 6 B
FIN, 00160. Helsinki Finland

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).