

Women Entrepreneurs: Making Headway Toward Ownership by Dint of Effective Leadership

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Abstract- Women are emerging and making headway towards effective leadership. These are the general populace who have the abilities and action imperative to require incredible new designs to plug and pick the correct decisions to framing the idea profitable. The prize for the dangers taken is that the potential monetary advantages the business person could procure. A business venture for woman's improvement might be a central bit of human asset. When contrasted with various countries, an occasion of lady business is low in India, especially in provincial domains. In this article how women are dependent, independent, and interdependent they are.

Index Terms- Women, Entrepreneurs, Leadership, Effective.

II.OBJECTIVES

- i. To analyses how proactive women leaders are.
- ii. To indentify whether the women entrepreneurs are aware of the end results with priorities the leadership aspects.
- iii. To assess the ability of women entrepreneurs by understanding others.
- iv. To find out whether women entrepreneurs believe in team works.
- v. To indentify whether the women entrepreneurs update themselves by business cultural.

I. INTRODUCTION

Women are keys in the society and their role is very important in the world. They have a significant contribution not only in the family but also in the society. In developed and most of the developing countries both men and women work together in the same position and they contribute politically, socially, economically without gender imbalance. However, some countries which are influenced by social, cultural and religious rigid they are unable to give equal opportunity to women in all spheres. Therefore, nowadays the women ownership by dint of effective leadership is the important context in the world. Highly effective people have something different from others. Women entrepreneurs are split into dependence, independence and interdependence by effective leadership. The researcher is going to study on Women entrepreneurs making headway toward ownership by dint of effective leadership.

III.REVIEW OF LITERATURE

Rini Sudarmanti Paramadina University Sofie Van Bauwel & Chia Longman Ghent University^[1] Examining leadership communication of women entrepreneurs in Indonesia and the USA discusses about the communication, empowerment, and entrepreneur leadership of women. The upcoming gross national product, the human development index and welfare indicates of each country, women become entrepreneur could further aid this process of economic recovery. It especially own small and medium businesses comprise one of many aspects that determine the success of nation building. The work forces in Indonesia are underlying patriarchal culture that places men at the center of power in the family, community, government and religion. The term empowerment is usually confined to development or economic studies. Women entrepreneurs

running various small businesses including restaurants and cafes, cleanings services, stone design and jeweler stores, tailoring shops, salons and bakeries. The women communicate in challenging situations, discourses about their life experiences and empowerment; women use leadership communication acts to empower their female subordinates, this leadership define as the ability to inspire confidence and support among the people. This derived from different disciplines including communications, science and economics. There is different between women entrepreneur's interpretations of entrepreneurship discourses and actual experiences. The women entrepreneurs always strive to help their female subordinates become more skilled and able to complete tasks in line with expectations and profitability goals.

Mirjana Radovic-Markovic¹ Aidin Salamazadeh² Seyyed Mostafa Razavi^{3[2]} Omen is business and leadership; critiques and discussion with female leadership, history, inequality, characteristics. The leadership is the ability to influence a group toward the achievement of a vision or set of goals. The main point focuses the characteristic traits of women leaders. Women's participation in business, both as workers and as managers. While majority of leadership position in both the USA and throughout the world have been held by males began promoting women in to managerial roles, women owned half of American business. The women leaders were charismatic leaders as more democratic, encouraging participation are the most successful, the most respected and the most loved leaders of taught. A woman generally dissatisfied with having to juggle or choose between work and family. The healthier and happier families result from the increased balance introduced by women leaders. Female leaders to understand their struggles and make decisions about their management style.

Edited by Omita Goyal Sage California 2015^[3] Interrogating women's leadership and empowerment focuses on dimensions of empowerment of women as social attitudes, economic, educational empowerment and empowerment in health sector. It discusses about understanding leadership of women in India. It relevant to the empowerment of women as government funding agencies and other non-state actor has created programmers relating to empowering women. The participate international reports as gender gap reports of world financial services and insurance, speaks about the women's equality and empowerment in higher education. It also brings the

importance of history to examine two texts. It introduces different aspects of women's lives and profession in an Indian context; it focuses the perception of the "gentle power" of women and suppressed life by patriarchy.

Dhruba Hazarika^[4] Women empowerment constitutes almost 50% of world's population disproportionate sex ratio of female's population has been comparatively lower than males. Women enjoy a unique status of equality with men as per constitutional and legal provision the raise of the national movement under leadership of women. The government couldn't deny to any person equality before the law or equal protection of the law. Empowerment of women to economically independent, self-reliant has positive esteem to enable them to face any difficult situation. They also able to participate the process of decision making women become help to self-empower themselves.

Pallavi Mehta and Khushboo Sharma^[5] Author refers women empowerment deals with development of phenomenon that takes place in all walks of life. Empowerment is the most recent policy approach to women in development. Women empowerment is used in many different contexts by different organisation women leaders enable them to lead situation accuracy and take in information from all sides. Women leaders were in the mid-range on ego-strength were lower.

Vembly Colaco^[6] Women entrepreneurship's changes and challenges are major elements of economic growth was increasing in the role women. India being an emerging market economy as a huge potential to initiatives. Entrepreneurship, in short ensures inclusive growth through wealth – creation and employment generation and human development. Women entrepreneurs generate new jobs for themselves and for others. Women have desired to succeed which is the awakening of their dormant individuality. Women have discriminated against but the same time, changes in the global and domestic environment have contributed towards the growth of women entrepreneurship in India. Women have a new habit and field to carve them.

Jyoti Rani & Sanjay Kumar Sinha^[7] Women's leadership in politics, business and communities explores the benefits, challenges and opportunities to accelerate women's leadership. Women as leaders and decision – makers at all levels are critical to advancing gender justice and gender equality and to furthering economic. Lake of effective net works and mentors of women hinder women's ability to gain more senior role. Women's organisation and movements provide space and opportunity to convene and

organize without fear of persecution or retribution. Women leader's confront socio – cultural of gender inequality.

IV.STATEMENT OF THE PROBLEM

Women leaders have an important task of modeling millions of employees to engage them in their duties. This research will be useful to know their effective capabilities within them. It is observed, as general phenomenon, that the quality of women leadership is on a growing trend. One of the inputs is "to know themselves" in different levels like dependence, independence and interdependence. This has to be examined and dissected into understand what makes to know the hidden capabilities within them.

A highly effective person shows a high degree involvement in their commitments. Women leadership is more concerned about 'how' to analysis, 'what' should do, 'when' it can be perform, 'why' to do. Only highly effective people can ensure high level of performance. The necessary precursor for effective people is to know themselves and about others is the key to achieving their goal.

The term leadership is gaining momentum day by day, and a lot of research is being undertaken, but in this field analyzing the Women entrepreneurs making headway toward ownership by dint of effective leadership.

It is in this context the current research is proposed to know how Women entrepreneurs making headway toward ownership by dint of effective leadership.

V.SIGNIFICANCE OF THIS STUDY

In this era of globalization where women entrepreneurs are blooming, there is increasing demand for effective leaders among women. This study would fill the void and throw some light as to what extent effectiveness on them, clearly indicating and categorizing into 1) a) Not at all b) least true c)some-what true d)quite true e)very true 2) a) Not at all b) least possess c) some-what posses d) strongly possess e) very strongly possess. This would further help to understand the reason contribution to themselves in different stages like i) motivation or drive to make a leap into business has been ii) personal skills iii) entrepreneurial skills iv) challenges/problems faced. These study capabilities hidden within women entrepreneurs are brought to the front to enlighten the society with effective leadership.

VI.SCOPE OF THE STUDY

The primary focus on the study is to analysing Women entrepreneurs making headway toward ownership by dint of effective leadership.

Mainly, the study focuses on the women entrepreneurs in Dindigul district

This study may be useful to women entrepreneurs by knowing their dependence, independence, interdependence levels.

VI.METHODOLOGY

Universe

Women leadership among women entrepreneurs in Dindigul district from the population.

Sample

A simple stratified proportional random sampling method is proposed to be used for this study. The leadership styles of women entrepreneurs are appropriately modified to collect data from the women entrepreneurs.

Sample size is 50 (for pilot study).

Analysis

Correlation Analysis

Correlation Coefficients: Pearson

Test of Significance: Two-tailed

Correlation can take on any value in the range [-1, 1]. The sign of the correlation coefficient indicates the direction of the relationship, while the magnitude of the correlation (how close it is to -1 or +1) indicates the strength of the relationship. Negative correlation corresponds to a decreasing relationship, while positive correlation corresponds to an increasing relationship. That is, if the direction of the relationship is positive, that these variables tend to increase together.

-1: perfectly negative linear relationship

0: no relationship

+1: perfectly positive linear relationship

Strength of the correlation can be assessed by these general guidelines

.1 < |r| < .3 ... small / weak correlation

.3 < |r| < .5 ... medium / moderate

correlation

.5 < |r| large / strong correlation

Hypothesis

H0: $\rho = 0$ ("the population correlation coefficient is 0; there is no association")

H1: $\rho \neq 0$ ("the population correlation coefficient is not 0; a nonzero correlation could exist")

Statistical significance

Statistical significance at the alpha = 0.05 and alpha = 0.01 levels are marked in the correlation table, as it is opted to flag significant correlations, SPSS has marked 0.05

significance level with one asterisk (*) and 0.01 significance level with two asterisks (**).

Statistically significant linear relationship will have $p < .05$ or 0.01.

Note: Sample size is 50. There are no missing values in the dataset; hence N value for each correlation is 50.

Correlation analysis output tables are given in the excel sheet separately. Please refer to those.

VII.INFERENCES

Inferences which correspond to the objective

i. To analyses how proactive women leaders are.

From the analysis output, it is known that, Proactive Personality is positively and strongly correlated with “Set goals and action plan”, “Hardworking”, “Able to manage stress”, “Good time management”, and “Self-management”.

Inferences which correspond to the objective

ii. To identify whether the women entrepreneurs are aware of the end results.

From the analysis output, it is known that, Entrepreneurial/business knowledge (products/services) is positively and very strongly correlated with “Being analytical” and “Coordinating business development”.

Inferences which correspond to the objective

iii. To assess whether the women entrepreneurs prioritize the leadership aspects.

See what women entrepreneurs say in the below table: Leadership skills.

	Frequency	Percent	Valid Percent	Cumulative Percent
3	8	16.0	16.0	16.0
4	8	16.0	16.0	32.0
Valid 5	34	68.0	68.0	100.0
Total	50	100.0	100.0	

From the table, it is known that, 7 out of 10 women entrepreneurs says that “Leadership Skills” is a primary thing which drive towards entrepreneurship.

Inferences which correspond to the objective

- iv. To identify whether the women entrepreneurs update themselves by business cultural.**
- v. To assess the ability of women entrepreneurs by understanding others.**
- vi. To find out whether women entrepreneurs believe in team works.**

Variables helped to understand this objective are given below:

Levering personal accumulation of knowledge, skills and relationship.

Innovation behaviors

Balancing skills between personal and business life.

Flexibility -adaptive to changes.

Enhance competitiveness in the market.

Levering personal accumulation of knowledge, skills and relationship.

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	4.0	4.0	4.0
3	3	6.0	6.0	10.0
Valid 4	40	80.0	80.0	90.0
5	5	10.0	10.0	100.0
Total	50	100.0	100.0	

From the above table, 90% of the women entrepreneurs are always leveraging their personal accumulation of knowledge, skills and relationship continuously.

Rest of the tables shown below (i.e., Innovation behaviors, Balancing skills between personal and business life, Flexibility -adaptive to changes, and Enhance competitiveness in the market) will have 8 out of 10 women entrepreneurs rated 4 or 5.

Innovation behaviors

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	6.0	6.0	6.0
3	6	12.0	12.0	18.0
Valid 4	16	32.0	32.0	50.0
5	25	50.0	50.0	100.0
Total	50	100.0	100.0	

Balancing skills between personal and business life.

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	4.0	4.0	4.0
3	7	14.0	14.0	18.0
Valid 4	25	50.0	50.0	68.0
5	16	32.0	32.0	100.0
Total	50	100.0	100.0	

Flexibility -adaptive to changes.

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	6.0	6.0	6.0
3	4	8.0	8.0	14.0
Valid 4	25	50.0	50.0	64.0
5	18	36.0	36.0	100.0
Total	50	100.0	100.0	

Enhance competitiveness in the market.

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	6.0	6.0	6.0
3	7	14.0	14.0	20.0
Valid 4	26	52.0	52.0	72.0
5	14	28.0	28.0	100.0
Total	50	100.0	100.0	

Other statistics from the data are given below:

There are more women entrepreneurs from the Rural region which is evident from the below table and they rarely adopt the corporate-nature of business.

Women entrepreneurs from Semi-urban region are more likely to do Industrial or Service kind of business.

Domicile area * Nature of the business

Count

	Domicile area	Nature of the business						Total
		Tradin g	Indus trial	Corp orate	Agricu ltural	Reta il	Serv ice	
	Rural	9	5	1	7	2	8	32
	Urban	4	3	2	2	0	0	11
	Semi- Urban	0	4	0	0	0	3	7
	Total	13	12	3	9	2	11	50

VIII.FINDINGS AND SUGGESTIONS

Women entrepreneur’s priorities the leadership aspects 7 out of 10 women entrepreneurs says that

“Leadership Skills” is a primary thing which drive towards entrepreneurship

There are more women entrepreneurs from the rural region

Women entrepreneurs from Semi-urban region are more likely to do Industrial or Service kind of business.

Proactive Personality is positively and strongly correlated with “Set goals and action plan”, “Hardworking”, “Able to manage stress”, “Good time management”, and “Self-management”.

The women entrepreneurs are aware of the end results by Entrepreneurial/business knowledge (products/services) is positively and very strongly correlated with “Being analytical” and “Coordinating business development”.

The ability of women entrepreneurs by understanding others by Innovation behaviors, balancing skills between personal and business life, Flexibility - adaptive to changes, and Enhance competitiveness in the market have 8 out of 10 women entrepreneurs rated 4 or 5.

94% of women entrepreneurs’ ambition is to start an enterprise was to be successful entrepreneur.

88 % of women entrepreneurs self motivation is the influencing factors behind them to start an enterprise.

100% of women entrepreneurs’ strongly agree hard work is the reason for success: as a women entrepreneur.

women entrepreneurs believe in team works and update themselves by business cultural.

IX.CONCLUSION

There is no doubt that women have come a long way from discrimination and struggles that they had faced in the previous century when it came to getting an education and finding a job. Women entrepreneurs are able to how proactive women leaders are., aware of the end results., priorities the leadership aspects., the ability of women entrepreneurs by understanding others., believe in team works., the women entrepreneurs update themselves by business cultural. The construction of leadership development that recognizes and addresses women’s unique contributions will result in women realizing their individual potential and in organizational transformation, the two primary objectives of effective, sustainable leadership development

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