

A STUDY ON THE IMPACT OF SOCIOECONOMIC ENVIRONMENT ON GROWTH AND DEVELOPMENT OF WOMEN ENTREPRENEURS

Dr. Surekha Jichkar
(Professor, Jhulelal Institute of Technology, Nagpur)

ABSTRACT

Women are always considered as secondary citizens among all the cultures and are always being suppressed but women are constantly fighting back and erasing such secondary remark by achieving a significant position in almost all the fields. The development of women as entrepreneurs is strongly related to the economic development of the country as women are also contributing to the elimination of problems like unemployment and poverty. The women entrepreneurs in India are lacking the access and control of the resources because of which the survival of women in this field is becoming quite difficult. The fundamental and practical factors which are motivating the women are very less in number because of which the women are not capable enough of taking the correct decision. For this research, the data is collected from 200 women entrepreneurs who are registered with various districts of Nagpur. By collecting the data from these women entrepreneurs the motive is to identify the social and economic factors that are affecting the successful growth of women as entrepreneurs. In conducting the study, it is identified that there are many motivational factors and other obstacles that are effectively influencing society and women's growth. It is identified that gender discrimination is one of the major factors that is hindering women to be successful an entrepreneur. Other than that other socio-economic factors include lacking external motivation, the unfair attitude of officials towards women, lacking confidence, lacking financial support towards women, growing social insecurity towards women. All these are major obstacles that are stopping women to be successful entrepreneurs. Major strategies and policies must be developed by the government of India in favour of promoting women entrepreneurship as this will eventually contribute towards the overall economic and social growth of the country as well as of women.

Key Words: Women Entrepreneur, Gender discrimination, internal and external factors, socio-economic influence

INTRODUCTION

Women form an integral part of society and have the most important contribution to the economic development of a country. In today's times where on one hand much advancement is taking place and people are talking about the rights of the women, on the other hand, the women are still considered as low and backward. People feel low in taking instructions from women. In today's times, the need for women entrepreneurs has widely increased but due to the lack of access to resources and opportunities, women are not able to show their skills and talent. Women are not given a platform where they can work and show their abilities. In context to this, the present study is based on the idea behind the need for women entrepreneurs and the issues faced by them. There has to be a discussion of the strategies that can be used to mitigate these issues (Al Mamun, et al., 2016).

PROBLEM STATEMENT

The main problem statement is that women are considered weak where they are forced to give up their dreams for their families. The men of the family do not take interest or efforts to motivate their wives to take up their dreams and live their expectations. The main problem arises with the male dominating society where male members treat themselves as the leader or winner. The women are categorised as losers and are not given the chance to come up.

OBJECTIVES OF THE STUDY

The main objectives of the study are discussed below:

- To study the present position of women entrepreneurs.
- To identify the socio-economic development for women entrepreneurs.
- To motivate or influence male members to allow their women family members to go out and work.

LITERATURE REVIEW

As per the views of Byrne, et al., (2018), there is a high need for the women to come up and work in offices and other workplaces. The women contribute around 50% of the national population which is a huge number. If the women of a country contribute maximum in the employment sector then the

economic development of the country will be enhanced. Women should be given opportunities to come up and contribute to economic development. The women in today's times are studying higher courses and having strong educational backgrounds. On the other hand, women have to leave their jobs because of family and children's responsibility, there are not given proper resources, they do not get permission from their family and are required to sit idle.

In the views of Nukpezah & Blankson (2017), women are neglected by male members who think they are more superior to women. The women have high management skills and are the best managers in organisations. The need for women entrepreneurs has increased as women can manage the workload and have abilities to handle the issues easily. The women can be given top-level jobs as they will manage their work with full dedication and enthusiasm. The discrimination is made among the women employees as they are not hired for a top-level job. They are given less salary in comparison to the male employees for the same job.

As described by Braches & Elliott (2017), male employees may not like to take instructions from women employees. The male employees would prefer a male head for them as they would feel comfortable in connecting with a male than women. There is harassment also in the organisation as male employees may physically or mentally harass the women. The women employees also do not take late-night shifts from security and safety. The women may feel uncomfortable working in an organisation where they are not fully supported.

As discussed by CELEBIOGLU (2017), women managers are not given rewards and appraisal for their work. They are treated with negligence at a workplace which can create discomfort and demotivation in them. The women managers are not able to show their full potentials and expertise in the industry. They have been misused many times and may become victims of favours to their superiors and bosses, where the superiors can ask for favours and personal benefits from this. This is a wrong practice that must be stopped in the workplace.

In the views of Poczatková & Křibíková (2017), many male employees may feel inferior in working with women managers. Their egos might get hurt in getting instructions from a woman. They can find it non-relevant and may result in conflicts. The male managers may not like to work under women managers as they may feel that women will not be able to handle work pressure and stress.

RESEARCH METHODOLOGY

Material and Methods

Both types of data collection methods are used in this research work. The primary data and secondary data are used with the view to generate a wide knowledge of the research topic. The primary data is collected with the help of a questionnaire. On the other hand, the secondary data is collected from books, journal articles, scholarly articles, already available researchers on the current topic and others. Both of these types of data collection sources will help to get a deep insight into the research topic. These sources will help to understand the issues faced by women entrepreneurs in detail. The reflection about the male dominating society will also be made (Bryman, 2016).

Research Design

The design of the research is done with the help of analysing the data in detail. The primary data is developed with the help of a well-designed questionnaire. The questionnaire contains all the details and necessary questions related to the research topic. These questions will be in objective form mainly containing answering in yes or no options. The questionnaire is filled by 200 women entrepreneurs who are registered with various districts of Nagpur. These women will be sent the questionnaire through posts or email and they can send their replies through emails or fax. The face to face survey can also be conducted where these women can be visited particularly to gather the information. The random sampling method will be chosen to select the respondents (Hair, et al., 2017).

Data Analysis and Interpretation

From the data collected from the questionnaire, it will be identified that the maximum women are facing an issue with handling corporate jobs. The data collected from the questionnaire will be kept safely in the computers with strong passwords. The personal information of the respondents will not be disclosed to any unauthorised person. The information is revealed that the women face issues such as less support from male employees and family members, time management problems, male discrimination society, less governmental policies in favour of the women employees (Litosseliti, 2018).

RESULTS

Table 1: Percentage of Women Entrepreneurs

Women entrepreneurs	Age group	Percentage
Bachelor	18-25	50%
Married	26-28	40%
Having one child	29-31	25%
Having more than one child	32-38	10%
Family-oriented women	39 and above	15%

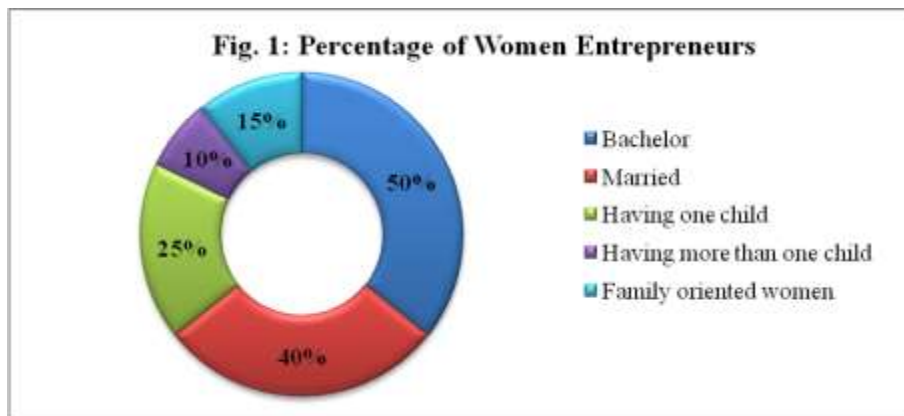


Table 2: Data from male members from the family of women entrepreneurs

Male members age group	Prefer working women	Do not prefer working women
18-25	80%	20%
26-30	70%	30%
31-35	50%	50%
36 and above	30%	70%

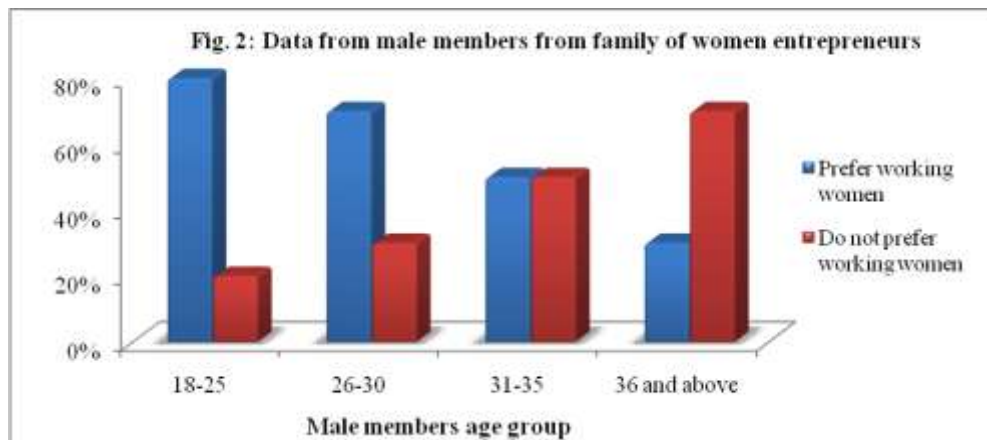


Table 3: Industry Type

S. No.	Reason	No. of women	Percentage
1.	Manufacturing	42	21%
2.	Service	158	79%

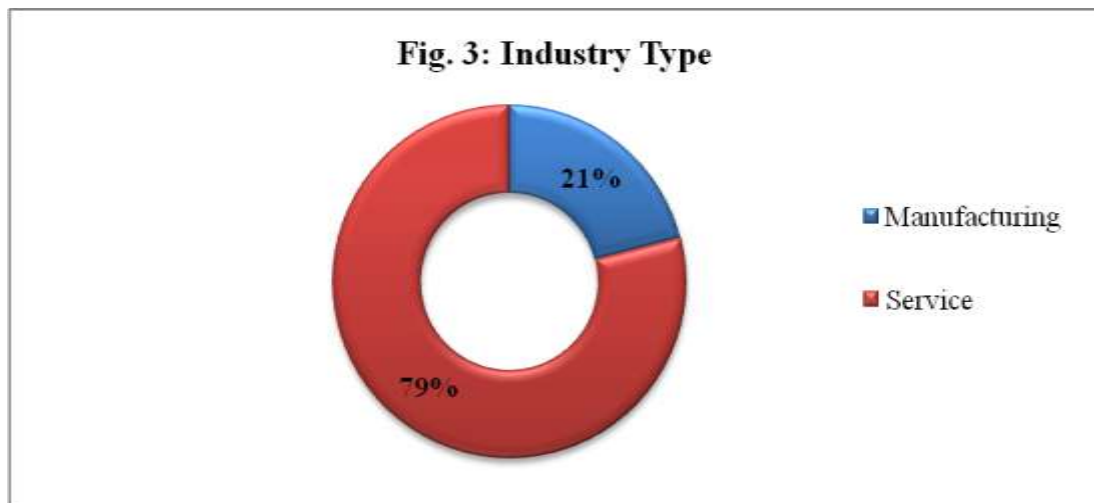
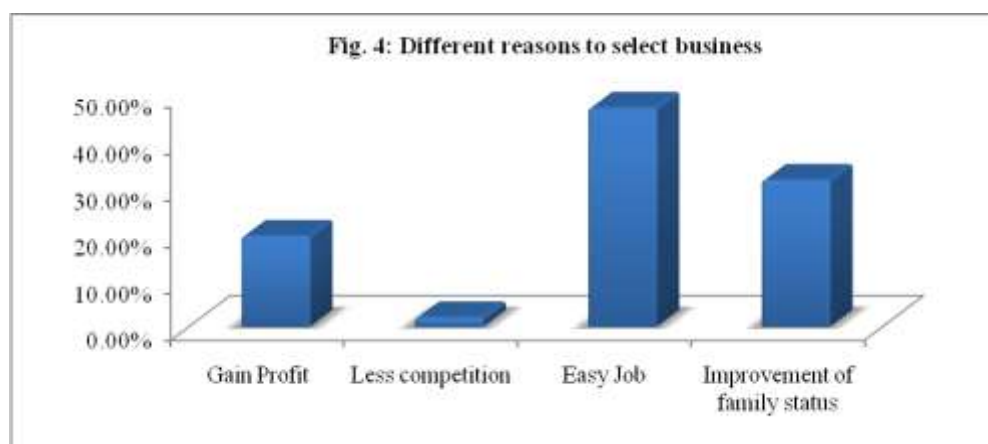


Table 4: Different reasons to select business

S. No.	Reason	No. of women	Percentage
1.	Gain Profit	39	19.5%
2.	Less competition	4	2%
3.	Easy Job	94	47%
4.	Improvement of family status	63	31.5%



RECOMMENDATIONS

It can be recommended that it is necessary to bring the women employees in the field of the working sector. The women entrepreneurs have high skills and knowledge. They can use their intelligence level and smartness in their work. The organisations should provide safety and security measures for the women working in night shifts and also in day shifts (Cornwall, 2016). The working environment should be hygienic such as clean toilets that should be provided to women entrepreneurs. The investors should show interest in the ideas of the women entrepreneurs and invest money in their ideas. The male members of the family and male employees should be provided with relevant education and knowledge to promote women entrepreneurs. The women employees can be guided by the handling of the issues faced by them. The government should make policies for uplifting women entrepreneurs (Sharma & Varma, 2016).

FINDINGS AND IMPLICATIONS

It has been revealed from the study that there is a need for women entrepreneurs and managers to make the workforce dynamic. It will help to provide new opportunities and platforms to the women managers where they can use different tools and techniques. It will help to make sure that the women are given equal preferences in society. Maximum women started their business for it is easy job and to improve their family status. Also maximum women entrepreneurs are preferred to service industries.

CONCLUSION

It can be concluded that women if given opportunities can conquer the world. The women should be provided time frames where they can balance their personal and professional life. The women can be given mind related jobs where they can show their intelligence. Many women are nowadays taking up field working jobs as well to prove themselves.

LIMITATIONS OF THIS RESEARCH

There is a lack of information from the interview method which would have helped to gain deep knowledge of the research topic.

REFERENCES

- Al Mamun, A., Rajennd, A., Muniady, L., Permarupa, P.Y., Zainol, N.R.B., Nawi, N.B.C., & Malarvizhi, C.A. (2016). Social capital and entrepreneurial competencies: A study among women micro-entrepreneurs in Malaysia. *The journal of developing areas*, 50(5), 363-370.
- Braches, B., & Elliott, C. (2017). Articulating the entrepreneurship career: A study of German women entrepreneurs. *International Small Business Journal*, 35(5), 535-557.
- Bryman, A. (2016). *Social research methods*. Oxford university press, NY.
- Byrne, J., Fattoum, S., & Diaz Garcia, M.C. (2015). Role models and women entrepreneurs: Entrepreneurial superwoman has her say. *Journal of Small Business Management*, 57(1), 154-184.
- Celebioglu, F. (2017). Women Employment in terms of Gender Inequality across the Provinces of Turkey. *Eurasian Journal of Business and Economics*, 10(19), 61-80.
- Cornwall, A. (2016). Women's empowerment: What works? *Journal of International Development*, 28(3), 342-359.
- Hair Jr, J.F., Page, M., & Brunsveld, N. (2018). *Essentials of business research methods*, Routledge.
- Litosseliti, L. ed. (2018). *Research methods in linguistics*. Bloomsbury Publishing.
- Nukpezah, J.A., & Blankson, C. (2017). Microfinance intervention in poverty reduction: A study of women farmer-entrepreneurs in rural Ghana. *Journal of African Business*, 18(4), 457-475.
- Poczatková, B., & Křibíková, P. (2017). Gender inequality in the field of science and research. *Journal of International Studies*, 10(1), 235-246
- Sharma, P., & Varma, S.K. (2016). Women empowerment through entrepreneurial activities of Self Help Groups. *Indian Research Journal of extension education*, 8(1), 46-51.