

WOMEN LEADERSHIP IN IT SECTOR WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract

The development for women leaders in India's corporate world, due to the fundamental gains women have achieved in the workplace. There has been a progress in the women holding senior and leading positions around the world in comparison with previous years. There is a scarcity of women leaders and women in senior management positions who could be taking up leadership positions later and thus it is the right time to address the issue of women leadership and encourage and support women to take up leadership roles. The study primarily focuses women leadership in Information Technology and identifying the strength of women leaders. It seems today women are better positioned than ever before to rise to leadership roles in technology.

Keywords: *women leadership, strength of women leaders and leadership roles.*

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Introduction

Women are playing an amassed and significant role in today's economy, and their salaries and spending capacity are critical to the country's economic well-being. Nowadays, has been a growth in the women holding senior and leading positions around the world in comparison with previous years. Women leadership is a delicate balancing act but women are capable of building an inclusive, collaborative and transformational work environment with leadership styles that are highly effective and encourage individuals and organizations to flourish. However, the struggle women face in straddling the two worlds of work and home for achieving success in leadership positions is to be given a thought and better understood in addition to the impact of Emotional Quotient (EQ) and Volition Quotient (VQ) in relation to Organizational effectiveness (OE), Decision making skills and Personal quality leads to the success of a woman leader.

Not only organizations have ensure many kinds of support structures in place, such as women's networks and leadership development courses, but there is an increasing number of women at the best who can serve as role models or stimulation. Though, women are still a distinct minority in the technology workforce and an even smaller proportion of corporate leadership.

Role of Women in Leadership:

Women have a more prominent presence as managers and executives in organizations, more attention has been devoted to the possible differences between the leadership styles of women and men. Spontaneous reasoning suggests that early socialization patterns develop different qualities in women and men that would likely result in variations in leadership styles (Powell, 1993).

The growing number of women in managerial positions has created interest in the role of women as leaders (Klenke1996). In this study discussed about women leaders are facing some of the barriers are job related stress, gender related barrier, glass ceiling, socio cultural beliefs. Thus, women are more likely than men to encounter negative expectations and reactions, making it more difficult for them to reach positions of respect, influence, and leadership. Significantly, there has been a tremendous shift toward greater acceptance of women as leaders over the last half century (Eagly& Carli, 2007).

Women Leadership in IT Sector:

Across the globe, there are very few women corporate board members and the number varies from one to four across IT firms. Interestingly, from a social standpoint of view more women are desired in top management as they do affect positively the firm profit ability. More specifically, there is a need to unzip the “success imperatives” of women leadership in the corporate world particularly in the IT sector where one finds a growing number of women being employed where they do exhibit the potential for excellent performance in leadership roles (Hassan 2008).

Various different data sources show that the participation of women in IT in India is consistently rising. According to the Indian National Sample Survey (NSS) data in 2011, women represented 21% of the Indian IT labour force. In 2014 figure from the World Bank Enterprise Survey India estimated this figure to have risen to nearly 27%; and the 2016 India Skills report has updated it to 30%. According to this report Software and IT organizes the second largest non- agricultural sector, after Pharma and Care (41%), in which women are better represented among the twelve industrial sectors of the Indian economy (Teo, 1996).

Objectives of the Study:

- To identify the strength of women leaders.
- To analyse the role of women in leadership.

REVIEW OF LITERATURE

Vidyakala.et.al (2018) analyzed psychological barriers faced by women leaders in IT companies. The study was conducted among 75 women leaders in IT companies, Coimbatore. The study used tools for analysis cross tabulation, Chi-square and Anova. The paper identified the significance of demographic profile of the respondents towards the psychological barriers faced by women leaders and the association between the different demographics profile of the respondents. The findings shows that job related stress and gender related barriers are the most affecting socio-psychological barriers faced by women leaders in IT sector.

Sanam.et.al (2017) examined the prospects, challenges, and practicalities of an ethnic and demographic subgroup in the attainment and exercise of leadership, specifically Iranian American women based in the Greater Los Angeles area of California. A qualitative

phenomenological study was designed among 15 participants, selected through purposive sampling, were engaged in a semi structured interview format. The study concerned the success strategies of Iranian American women leaders, their specific challenges, the metrics of their success, and their lessons for aspiring leaders. The findings indicated a common agreement on the importance of education, mentorship, motivation, a sense of self-belief and purpose, optimize, considerations of culture, and integrity as core elements of attaining success.

Domingo.et.al (2016) synthesized the findings from two years of research on women's voice and leadership in decision making in developing countries. Research activities included evidence reviews and five empirical studies on Afghanistan, Bangladesh, Gaza, Kenya and Malawi. The study focused on understanding the factors that help and hinder women's access to and substantive influence in decision-making processes in politics and society. The outcome suggests that changes in formal rules and addressing gender imbalances in public institutions are important conditions for women to have decision-making power.

Methodology

- **Type of Research:** The present study is descriptive in nature.
- **Area of the study:** The study was conducted among the women leaders in various IT companies in Coimbatore.
- **Sample Size:** A sample size of 75 respondents was selected using convenience sampling techniques.
- **Reliability:** Reliability is the extent to which the measurement of the constructs gives consistent results. The Cronbach's alpha was used to measure the reliability of the constructs. The Cronbach's alpha coefficient for the overall instrument was found to be 0.736, which depicts that the reliability of the coefficient value is at acceptance level.

Tools Used for Analysis

➤ Descriptive Statistics:

The following are the descriptive statistics method used in this study which was analysed using SPSS software version 16.0.

- Mean

- Standard deviation

➤ **Garrett Ranking:**

Garrett ranking technique was used to understand the key strength of the women leaders - for the respondents, they are allowed to rank their preference on which relay on and this is explained by Garrett Ranking Method. It is done using MS excel version 2007.

Descriptive Statistics

➤ **Role of women in leadership**

The following table shows the descriptive statistics of the role of women in leadership.

TABLE NO: 1

Role of Women in Leadership

Statements	N	Minimum	Maximum	Mean	Std.Deviation
I understand and am committed to my organization's vision.	75	4	5	4.87	.342
My organization's vision inspires my best performance.	75	4	5	4.60	.493
My organization's vision is clear and compelling to me.	75	3	5	4.56	.683
My organization is trustworthy and loyal to its employees.	75	4	5	4.61	.490
As a leader, I try to improve employees' spiritual development.	75	3	5	4.57	.619
Motivate employees to transcend their self-interest to do things for others.	75	1	5	4.31	.677
I can be comfortable with all kinds of people	75	1	5	4.37	.731
I try to look at everybody's side of a disagreement before I make a decision	75	3	5	4.32	.596
I always try to look at all sides of a problem	75	3	5	4.36	.607
When I am confused by a problem, one of the first things I do is survey the situation and consider all the relevant pieces of information	75	3	5	4.23	.727
If I see people in need, I try to help them one way or another	75	2	5	4.24	.852

I try to anticipate and avoid situations where there is a likely chance I will have to think in depth about something	75	2	5	4.27	.741
Simply knowing the answer rather than understanding the reasons for the answer to a problem is fine with me	75	2	5	4.29	.866
		Average mean	4.43		

Source: Primary Data

Interpretation:

The above table shows the agreeability of the role of women in leadership among the respondents. The highest mean score of 4.87 implied that the respondents have interest in role of leadership. The lowest mean score of 4.23 implied that the respondents are neutral in their opinion towards the role of women in leadership. The average mean score of 4.43 implied that respondents agree in their opinion towards role of women in leadership.

Garrett Ranking:

➤ **Key Strength of Women Leaders**

TABLE NO: 2

Key strength of women leaders

Description	Score	Rank
Network with Colleagues	38.04	5
AbilityPerceives	38.26	4
Strong Loyalty	38.60	3
Ability toMultitask	38.95	2
Collaborative work	38.97	1
Crisis Management	36.34	7
Sensitivity in Relationship	35.52	8
Gender Neutral	36.45	6

Source: Primary Data

Interpretation:

The above table represents the rank wise key strength of women as leaders. Collaborative work style –solicit input from others, with respect for others is ranked first with a score of (38.97), ability to multitask is ranked second with a score of (38.95), strong sense of dedication,loyalty and commitment to their organizations is ranked third with a score of (38.60), ability to perceive and understand situations is ranked fourth with a score of (38.26), ability to network with colleagues ranks fifth with a score of (38.04), behaving in a gender-neutral manner is ranks sixth with a score of (36.45), crisis management skills willingness to share information (interactive leadership style)is ranks seventh with a score of (36.34), sensitivity in relationship(e.g., compassionate, empathetic, understanding) is ranks eighth with a score of (35.52).

It is found that **collaborative work style** is rated as high and **sensitivity in relationship** is rated as lowest among key strength of women as leaders.

Suggestions

- Organizations can conduct workshops to women to develop leadership skills.
- Women leaders should be given counselling to improve sensitivity in relationship.
- Lack of proper communication with their peers at times, the top management should facilitate frequent discussions among their teams to promote gender equality.

Conclusion

Women leaders gain more social support from formal and informal networks, prefer collaborative work style and interactive leadership and gain line management experience which will help for their career strategy. Some of them consider the troublesome task as a burden while some others may accept as open door to demonstrate their initiative effectiveness. So self-inspiration and proceeds with support from the administration can mentally enhance their capacity to work. Organizations (IT Companies) must embrace and understand the importance of women leaders in order to remain competitive, respond to globalization and promote innovation and productivity within its organization. Career mentors for women leaders in IT sector may help them to achieve higher level positions in future.

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