

THE INTERNATIONAL JOURNAL OF BUSINESS & MANAGEMENT

Woman Entrepreneur – The Role Men Play in Their Success

Dr. Tripti Bisawa

Associate Professor, Department of Management, The IIM University, Jaipur, Rajasthan, India

Manisha Parnami

Research Scholar, The IIS University, Jaipur, Rajasthan, India

Abstract:

The paper performs an analysis of the past and current women entrepreneur position in the world, specifically in India. A thorough study is conducted on how women became an integral part of the economy in India, along with discussing the constraints and challenges that they faced earlier on and still do today. The scenario in present was also discussed that has changed from a few decades ago and how things could be made better, to enhance this huge workforce that is still underemployed.

The reasons why women did and do want to enter the entrepreneur economy are discussed with figures that explain their exact position and area of economy that they largely cover. Lastly, the role of men in enhancing the role of women entrepreneur is discussed, which is highly important as many parts of the world and specifically India is a male dominant society.

Keywords: *Women, Women Entrepreneurship, Entrepreneurship development, Problems, Future prospects, Role of Men, India.*

Lastly the role of men in enhancing the role of women entrepreneur is discussed, which is highly important as many parts of the world and specifically India is a male dominant society.

The conclusion summarizes the report.

1. Introduction

Before dwelling in the success of women as entrepreneurs and the inspirations they derive from men, it is essential to discuss the definition of an entrepreneur, to better understand what the role of women entrepreneur is, in today's competitive world.

According to Bowen & Hisrich (1986) "The process of creating something different with value by devoting the necessary time and effort; assuming the accompanying financial, psychic, and social risks; and receiving the resulting rewards of monetary and personal satisfaction." Similarly Mintzberg (1990) defines entrepreneurship as "a voluntary initiator of change, constantly on the lookout for new ideas."

As far as women entrepreneurs are concerned, their percentage has seen to be increasing from 5% to 30% in USA since the 1970s (New Economic Realities, 1988). A major rise has been experienced in the number of women entrepreneurs from 1975 to 1990 where compared to their male counter parts, women entrepreneurs are increasing at double the rate (Brush & Hisrich, 1991; Moore & Buttner, 1997).

The growing rates of women entrepreneurs in different developed countries include 30% in Denmark, 26% in France and 31% in Sweden in 1997 (Kjeldsen & Neilsen, 2000). Similarly in 2003 21% small businesses that were run by women, increased to 28% by 2004 (Hancock, 2004).

The same situation is being seen in developing countries such as India, where women increasingly are capturing the entrepreneur market and have moved ahead of the 3 Ks as in Kitchen, Kids and Knitting to the 4E's of Electricity, Energy, Electronics and engineering (Singh, 2012).

Women have been contributing with their entrepreneurial skills in many different sectors in the past few decades and since previously no specific researches were done in this particular field, before 1970 to be specific, more investigation began to take place in the later years of the decade, in order to explore the sociological and psychological traits of women entrepreneurs compared to their counterparts, the male entrepreneurs (Brush, 1992).

It would be vital here to discuss that even though women entrepreneurs' percentage is increasing worldwide however there are still very wide gaps between active male and female entrepreneurs in the practical field and a lot of difference has been noticed between the two in terms of engaging in different entrepreneurial activities. These differences exist in choices regarding financing strategies, industry choices, governance structures and growth patterns, preparations, motivations and goals, organization, access to resources and strategic orientation (Greene et al, 2003).

To better understand the role of men in the success of women entrepreneurs, here initially we will be shedding light on the factors that are facilitating and hindering women entrepreneurs in the past few decades.

Women have through time adopted a lot from men walking in their footsteps with regards to risk taking, decision making, etc. Even though as wrongly thought of, there are many fronts on which men and women fare equally as evident in a study conducted by Masters and Meiers (1988) in which they state that when comparing male and female entrepreneurs there are no significant differences in the propensity of risk taking. They also advocate that gender has no role to play in being either successful or unsuccessful in business. Also according to other researches men and women have no significant difference on the six value dimensions termed as Theoretic, Aesthetic, Economic, Political, Social and Religious (Boulgarides, 1984).

2. Overview

In this paper we will be discussing initially the role and status of women entrepreneurs globally, before touching specifically the topic of women entrepreneurship in India. Further on we will also be discussing the factors that encourage and discourage women from entering the field of entrepreneurship. A brief literature review will follow the initial investigation after which the conclusion of the research thesis will be presented.

2.1. Reasons for Women Becoming Entrepreneurs

According to Women, Business and the Law, World Bank (2011), 66% of the total world's work is performed by women, they produce 50% of the food on Earth, still earn only 10% of the total global income and own only 1% of the total global property. It is a famous quote of Jawaharlal Nehru that you can analyze the situation of any nation by looking at the status of its women.

Owning small businesses has no long been reserved to the boy's club only and women are exceedingly progressing in this field. US being one of the developed economies of the world present figures that highlight women owned businesses as being one of the fastest growing sectors of the economy. There are a number of reasons that contribute to this phenomenal growth including the Cox Business research study that state that 61% women entrepreneurs specifically, indulge in their business as an opportunity to be their own boss at work, whereas more than half of women entrepreneurs take up entrepreneurship as a source of controlling their personal destiny to a larger extent (Business News Daily, 2013).

There are several factors that contribute towards women pursuing entrepreneurship career more and more, some of them being self sufficiency, financial successes, personal satisfaction, etc (Business News daily, 2013).

Women today more and more believe in proving themselves equal to men and even though many contestants of the survey revealed that gender biasness still exists in many industries, while some industries lack opportunities for women, more and more women are still joining the entrepreneur club owing to the unique business challenges they are required to face every day.

A lot of literature and research that has been conducted on the reasons more and more women join entrepreneurship is based on developed countries' data, however here in this thesis we will be targeting the developing economy of India. According to Goyal & Parkash, (2011) the reasons that more and more women are preferring to be entrepreneurs in developing countries specifically in India is owed to 13 particular reasons listed below.

1. Social status and self identity
2. Qualification and education
3. Family Members support
4. Role models to others
5. Success stories inspiration from friends and relatives
6. additional income
7. Ward's better future
8. Family occupation
9. Government procedures and policies
10. Independence and freedom of taking personal decisions
11. Employment generation
12. Self fulfillment through new challenges and opportunities
13. Innovative thinking.

Even though these factors are encouraging women in India and other developing countries, to a large extent still face a lot of problems and constraints that restrict their expansion ratio. These barriers include their gender itself. The developing world particularly India is a male dominant society and being a female, it is still very difficult to prove the worth and ability to men, who are of the view that women are not reliable to be invested in. The social family structure of this region also advocates that women take care of children and their homes and the elderly making them unable to invest proper time and efforts in any other profession.

Also women in India are still considered as being weak in all aspects and that they lack the ability to take decisions, etc. This thought prevails commonly and thus women are not treated equal which acts as a big hindrance in their entering the entrepreneur market. Also at many instances it becomes impossible for women to compete with competition in form of men in the industry as they have better opportunities and they easily get involved in the development and promotion areas and can easily interact with other males working in different sectors of the industry such as sales and marketing, thus liquidating women entrepreneurs to a large extent. Also women owing to lack of family and societal support in standing besides the entrepreneurial growth of women tend to make women lack willpower, self confidence, optimistic attitude and a strong mental outlook. They fear in committing any mistakes in their

entrepreneurial decision making and processes in order to prove themselves efficient. This makes it harder for women to survive and even takes away the creativeness out of their entrepreneurial skills.

Other hindrances that fall in women entrepreneurs way include their economical condition where they are kept less educated, have lower income levels and are not at all self dependent thus reducing their ability to take any kind of associated risk, which is an essential factor in any business. Also women are highly restricted in India in terms of mobility and living alone in a society is still considered as a taboo for women in India. Other reasons include stronger emphasis on family ties and inability to manage both simultaneously, over burdened family obligations, lack of proper support and guidance, lack of investment and trust from financial institutions, limited industries in which women can survive and scale of business being more than often small. The education background of the husband too plays a vital role in the participation of the women in any other profession.

Keeping beside all these factors that have hindered the progress of women, a very positive reaction that is encouraging women to enter the entrepreneur scene is the support and acceptance that societies are beginning to offer women entrepreneurs. Women who were earlier thought to be weak and indecisive, rather incapable of making sound decisions, are today being considered as leader with a general mindset who are capable of juggling careers and home life. Not only are women being recognized for their services today rather they are seen as more competent and capable business owners owed to their generally higher trend of education and dedication towards their business.

3. Objective of Journal

The objective of this work piece is to highlight the present situation of women entrepreneurs, what is encouraging them, what is restricting them and what role can men play in enhancing the current state of women entrepreneur.

The situation of women entrepreneur are particularly discussed in context to India, however the general situation of women entrepreneurs globally is also highlighted, to offer a better contrast between the situation of women entrepreneurs in developed and developing countries.

4. Review of Literature

According to GEM Monitor by 2010, 104 million women in 59 different economies started or managed new business ventures. They amount to 84% of the world's GDP and 52% of the total world's population (Hooff & Nandram, n.a). These figures make it more than essential to study different factors that are related to women entrepreneurs.

The silent women revolution started in the 1970s when women left the comfort of their homes and entered the workforce. In many cultures the rightful place of women has been in the house cooking food, rearing children and performing all domestic tasks. At the turn of the twenty first century women are being more and more involved in every walk of life and creating a mark for themselves in every industry's every sector. Also the spread in awareness and education and the increased globalization has led women of every society, even the developing countries to emerge as an asset for every country.

Same is the case in India, where women are considered as an inevitable economic development source. Indian women are increasingly contributing towards the nation's overall economic growth through participating in varied industries and breaking the barriers of women being limited to certain areas of life only.

According to Vijayakumar & Jayachitra (2013), the government's definition of women entrepreneur in India is defined as "an enterprise that is owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women".

The characteristic of women entrepreneur in India is a woman business owner who receives more than half of the profits and employs women in more than half of the workforce positions in the business (Vijayakumar & Jayachitra, 2013).

Many factors have proven women to be better entrepreneurs than thought of and several different researches and studies conducted in India highlight these qualities of women as being significant, especially in Indian women entrepreneurs. Women entrepreneurs are

- i. Ambitious
- ii. Confident
- iii. Cost conscious
- iv. Willing to learn
- v. Values allegiance and cooperation
- vi. Has the ability to balance home and work
- vii. Focuses on plan
- viii. Are resourceful today
- ix. Are aware of social order and legal responsibility
- x. Are innovative thinkers
- xi. Are determined
- xii. Are prepared to take risks
- xiii. Accepts challenges and
- xiv. Are capable of establishing relationships on interpersonal and social levels (Masood, 2011).

Also according to Masood (2011) the last five decades has seen enormous changes in the women's role in entrepreneurship. The women entrepreneurs of the fifties were the initial step takers who emerged as pioneers owing to some compulsive factors. The sixties women entrepreneurs started to accept the social cultural traditions and began to aspire. The seventies opened up a totally new gate of taking the aspiration of women entrepreneurs to a more ambitious front. The women entrepreneur of the eighties was sophisticated,

highly educated, and acquired professional education and served as equal contributing partner to their male counterparts. The nineties proved the skills of women entrepreneurs and people began to consider them better entrepreneurs compared to the male heir concept. The twenties finally proved women entrepreneur as being the Jill of all Trades.

According to Malyadri (2014) in India, women entrepreneurs dominate the micro enterprise sector. According to the statistics authority, the micro business sector employs 70% women entrepreneurs, however their representation in the small, medium and large scale enterprise is low and is rather diminishing. Malyadri (2014) also refer to women as survivalist and this could be the reason of dominating the low capital intensive, low skilled and most of the time informal sector of micro enterprise.

According to Arorawings (2013) women entrepreneurs in India are categorized in three categories. The first category of women entrepreneurs include women who are established and settled in big cities, having higher levels of education in terms of qualification, professional and technical expertise. These women hail from sound financial positions and often deal in nontraditional items.

The second category of women entrepreneurs are settled in cities or towns, having sufficient education pertaining to their respective field. They deal in both traditional and nontraditional items and are highly into areas including beauty parlors, health clinic, crèches, kindergarten, etc.

The third category of women entrepreneurs include illiterate women, who are financially weak and are often involved in family run businesses such as in horticulture, fisheries, dairy, handloom, forestry, power loom, animal husbandry and agriculture.

5. Research Methodology

The research methodology used in this paper consists purely of secondary data, derived from previous and recent researches and studies conducted in India and worldwide.

The research aims at deriving a conclusion from past and present studies as to how the power of women entrepreneur can be highlighted, enhanced and harnessed towards the empowerment of economic goals of a country, specifically India.

6. Role of Men in Success of Women Entrepreneur

Men are the dominant factor in most of our societies and that places responsibility on their shoulders as well. Men have and still can play a vital role in helping women succeed in entrepreneurial skills. When it comes to offering education and practical experience to women, so that they can better understand the daily challenges they will face, require men to offer them their services, as they are more experienced and equipped with the knowledge, both physical and theoretical, to train their counterparts.

Men are an essential part of any training or educational program. In order to create financial, marketing, managerial, leadership, profit planning and production process knowledge, men can benefit women entrepreneurs to a large extent. Also initially men can offer their experience in helping women get aware of the various ideas using which they can conduct business. Men are fathers, brothers, husbands and sons who can promote general education in women enabling them to make their own decisions and what can contribute in form of precious additions in women entrepreneur of the country.

India is a purely male dominant society and by accepting the status and ability of women in such a society, men can help through offering them a chance to develop their skills. Government in India is also controlled by men who can device skill development programs and initiate government and semi government educational centers along with praising the women who perform extraordinarily in their respective industries.

7. Conclusions

The paper presents the case of women entrepreneurs and their present conditions globally and specific to India. The reasons that hinder their growth and have led to keep this enormous force, almost 50% of the world's population, at bay were discussed in details with special reference to the Indian society.

The findings reveal that even though women has taken charge of their fate and more and more women are entering the entrepreneur arena, there are still problems that they face and that hinder the percentage that could otherwise enter the economy.

8. References

- i. Boulgarides, J. D. (1984). A Comparison of Male and Female Business Managers. *Leadership and organizational development Journal*.5, pp. 27-31.
- ii. Bowen, D. D., & Hisrich, R. D. (1986). *The Female Entrepreneur: A Career Development Perspective*. *Academy of Management Review*. 11,pp.393-403.
- iii. Brush, C.G. (1992). *Research on Women Business Owners: Past Trends, A New Perspective and Future Directions*. *Entrepreneurs Theory and Practice*. Pp. 5-30.
- iv. Brush, C.G., & Hisrich, R.D. (1991). *Antecedent Influences on Women Owned Businesses*. *Journal of Managerial Psychology*. 5(2), pp. 9-16.
- v. Goyal, M., & Parkash, J. (2011). *Women Entrepreneurship in India – Problems and Prospects*. *International journal of Multidisciplinary Research*. 1(5), pp. 195-207.
- vi. Greene, P.G., Hart, M.M., Gatewood, E. J., Brush, C. G., & Carter, N. M. (2003). *Women Entrepreneurs: Moving Front and Center: An Overview of Research and Theory*. *United States Association for Small Business and Entrepreneurship (USASBE)*. White Paper,p.1-47.
- vii. Hancock, M. (2004). *Global Entrepreneurship Monitor – Denmark 2004*. P. 129-246.

- viii. Kjeldsen, J., & Nielsen, K. (2000). *The Circumstances of Women Entrepreneurs*. The Danish Agency for Trade and Industry. P. 135.
- ix. Malyadri, G. (2014). *Role of Women Entrepreneurs in the Economic Development of India*. *Indian Journal of Research*. 3(3), pp. 104-105.
- x. Masood, R. Z. (2011). *Emergence of Women-Owned Businesses in India – An Insight*. *Jpoural of Arts and Commerce*. 2(1), pp. 233-243.
- xi. Masters, R., & Meier, R. (1988). *Sex differences and Risk Taking Propensity of entrepreneurs*. *Journal of Small Business Management*.
- xii. Mintzberg, H. (1990). *The design School: Reconsidering the Basic Premises of Strategic Management*. *Strategic Management Journal*. 11(3),pp.171-195.
- xiii. Moore, D. P., & Buttner, E. H. (1997). *Women Entrepreneurs – Moving Beyond the Glass Ceiling*. Sage Publications.
- xiv. *New Economic Realities*. (1998). *The Rise of Women Entrepreneurs. A Report of the Committee on Small Business*. House of Representatives. Second Session. Washington DC:Government Printing Office.
- xv. Singh, R. (2012). *Women Entrepreneurship Issues, Challenges and Empowerment Through Self Help Groups: An Overview of Himachal Pradesh*. *International Journal of Democratic and Development Studies*. 1(11), pp. 45-58.
- xvi. Vijayakumar, A., & Jayachitra, S. (2013). *Women Entrepreneurs in India – Emerging Issues and Challenges*. *International Journal of development research*. 3(4), pp. 12-17