

Factors Affecting Women Entrepreneur: A Review

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Abstract: This work presents a review of recent researches on women entrepreneur. It attempts to identify the Factors affecting women entrepreneur, Type of work in which females are involved discussed in the relevant literature. The findings revealed that despite some organizations “Entrepreneur is a person who discovers new idea and business opportunities, brings together funds to establish a business, organizes and manages its operations in order to provide economic goods and services, for the public.

Keywords: we- women entrepreneur, females.

I. Introduction

In India, Kerala is a state with highest literacy (including women literacy) reflecting a congenial atmosphere for the emergence and development of women entrepreneurship in the state (Khanka, 2004). Women entrepreneurs have been making a vital impact in all segments of the economy in India (Desai, 2009).

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India has defined women entrepreneurs’ as—an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women||. Women entrepreneurs engaged in business due to push and pull factors which encourage women to stand in their own legs.

II. Related Work

Amutha D (2014) The major reason behind for starting business is to earn profit was ranked first followed by freedom to make own decisions. The various other factors like not want to work for others were ranked third, self achievement ranked fourth, confidence in the products /services offere dranked fifth and social status ranked sixth respectively.

Bhagyalakshmi, J. (2004) Instead pull and push factors are usually used to explain a different motivation for women to start up a business [3].

Sugaraj .J et al (2014) observed 17 factors i.e. economic independence, use of idle funds, market potential, social status, support from family, gaining respect from others for skill and talent, seeking challenging business venture, making more money, gaining control on life, getting better life than before, to prove myself, self esteem, being entrepreneur was lifelong goal, freedom form supervision, To support family financially, to spend spare time are the factors which influence [18]

Radha,t et al(2018)Self- confidence was opted by majority as entrepreneur quality. Amutha D (2014) Business taken for the study shows 66 per cent are engaged in tailoring and 20 per cent run beauty parlor. Business concentrated on medical stores and grocery shop as 10 per cent and 4 per cent respectively [2].

Parveen Kumar (2015) Women involved in garments, weaving, pickles, dolls and handicrafts. Sugaraj .J et al (2014) observed Fashion Designing & Tailoring, Interior Designing, Confectionary & Bakery, Beauty Parlor ,Grocery Shop ,Internet / Mobile application services, Financial Services, Agriculture Medical & General Stores are the types of work in which women are involved [18].

Radha,t et al(2018)Beauty parlour, Stitching centre, Restaurant Bakery Boutique, Textile show room, Stationary shop, Grocery, Poultry farm and Internet service centres are the enterprises on which the selected women entrepreneurs are engaged in. Among these, 20 percent of the selected rural and urban respondents are engaged in stitching centres and beauty parlours respectively. Bakery, boutique, textile show room and internet service centres are only five percent among rural respondents while it is stationary shop, grocery and poultry farm among the urban respondents.

III. Discussion and Conclusion

An attempt is made in this paper to review various factors that affects the women entrepreneur. Women from Extended families are gaining popularity. Married females got the financial help from in laws family. Age of the females doesn’t play any role in the growth of the economy. With the help of women entrepreneur the economy has developed taken to the higher heights.

Women involved in entrepreneurial activities like beauty parlor, stitching centre, restaurant bakery boutique, textile show room, stationary shop, grocery, poultry farm, internet service centres etc. has lack of confidence, lack of finance to start up the enterprise, not enough support from family, technological problems are the main constraints.

Researchers and practitioners remain considering further work on the context of female entrepreneurship. There is scope for further work on growth in the context of male entrepreneurs, ratio of rural and urban female entrepreneurs.

Table 1: Table for related work

Studies	Findings	Comments
Barani,G et al (2013)	push and pull factors which motivates to become women entrepreneur	
Bose,V(2012)	Various EDP help is in successful women entrepreneurs	
Botha et al (2006)	Lack of training, education and development noticed in South Africa	WEP is required
Chandrasekar et al (2010)	majority of women entrepreneurs are petty traders, beauty parlors and home level manufacturers.	need to enhance the confidence of women
Desai(2009)	women entrepreneurs have significant impact in all segments of economy in India	
Ganesh,et al,(2002)	Majority of women entrepreneurs are below the age of 50 and belong to urban area	Middle aged women are more motivated than young and aged
Gill,M(2018)	No significant impact of age of entrepreneur on the total fixed assets	Need of development and training of women
Kolangiyanappa,M(2014)	Married women launched their own business as they had family support	
Nayyar et al(2007)	Women faced financial problems related to non availability of long term finance	financial assistance through banks can be given
Pandya(2016)	economic growth depends upon the level of entrepreneurial activities	
Radha,t et al(2018)	status of wome entrepreneurs differ from rural to urban area	awareness programs should be conducted

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