

An empirical study of Imaginative Thoughts for Women Entrepreneurs Venture Advancement in Small Scale Industries at Chennai City

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ABSTRACT- In the present computerized time there are a lot of business visionaries are surfaced. Specifically, women entrepreneurs have displayed their multi-gifts and abilities towards fire up their own business. They are concentrate much towards limited scope businesses like, crafted works, salons, running cafés, and so on In this kind of business required lesser speculations, negligible dangers, and specifically no or low involvement in least benefits. Ladies business venture alludes to beginning business by one lady or gathering of women's. Presently a day's the vast majority of the ladies' are imagining that they would prefer not to look for business instead of they need to offer work for other people. This can be valued by any remaining business experts. To maintain their business effectively they required great contributions alongside smart thoughts. This paper gives imaginative plans to limited scope enterprises to create in the short run. It likewise expressed why we need ladies business and recommend some great inventive thoughts for their turn of events. The example size were taken is 150 women entrepreneurs in Chennai city. Illustrative examination philosophy can be embraced in this paper. The necessary information's are gathered from both the essential and optional information, by utilizing SPSS information examination was done to draw discoveries, ideas and end.

Keywords: women entrepreneurs, imaginative thoughts, advancement, limited scope enterprises, work.

1. INTRODUCTION

In the quick computerized world numerous enterprises have entered in the field of limited scope organizations. In past women are looking for work to satisfy their own and family needs. Be that as it may, in this day and age ladies' have more prominent freedoms to bring to the table work through own business. The business might be little or large relies on their speculations and choices. The term 'ladies business' signifies beginning and overseeing

business by a ladies or gathering of woman's. Ladies needs to take choices about their business freely. To fire up limited scope ventures like handiwork, eateries, salons, coordination's, catering administrations, food items, little retail shops, readymade articles of clothing, and so forth they spent just least assets. So numerous ladies' are keen on beginning own business. They may experience parcel of rivalries to make due in market. To beat rivalries ladies business visionaries need to show contrasts in cost, items, cost, and so forth improvement of limited scope enterprises required right decision, perfect time and correct spot. Now and again the inventive thoughts can assist the business with enduring extensive stretch of time.

Women entrepreneurship has part of difficulties or issues in everyday business exercises. Being a ladies business person isn't exceptionally simple. Since they should be assume a two parts like as business person, relative. They need to adjust their life similarly in any case ladies' are in hazard for once in a while. Women entrepreneurs may have part of "Business advancement programs" to create and run their association effectively.

Objectives of the Study

- To measure the segment components of ladies business people.
- To examine what are the issues experienced by ladies business people.
- To recommend inventive plans to grow limited scope businesses.

II LITERATURE REVIEW

Bird and Brush (2002) Female undertaking adventures additionally will in general be moved in help areas that are normally less expensive and simpler to build up among social measurements viz independence, cooperation, vulnerability evasion, power distance, manliness and long haul direction, vulnerability aversion, power distance and independence are the three measurements which have been connected to the business venture.

Ladies business in India addresses a gathering of ladies who are investigating new pursuits of monetary cooperation. The Public authority of India has characterized ladies business visionaries dependent on ladies cooperation in value and utilized of a business. There is one sex explicit definition the creators ran over that explicitly engaged them because of its accentuation on ladies business. Female business visionaries are characterized as the individuals who utilize their insight and assets to create or set out new business open doors,

who are effectively associated with dealing with their organizations, and own at any rate 50% of the business and have been in activity for more than a year (Moore and Buttner, 1997)

Shastri & Sinha (2010) contended that however all conditions for abusing pioneering opportunity like capability, experience, and energy may exist, yet the ecological imperatives like absence of credit, and cultural separations particularly in non-industrial nations, may impede the business visionary. The investigation is depended on the way that there is shortage of examination that audits written works on singular ascribes and business climate factors on the enterprising movement of ladies business people.

As indicated by Rizvi and Gupta (2009), government supported improvement exercises have profited just a little segment of ladies, to be specific the metropolitan working class. This might be essentially because of their more significant level of schooling, admittance to data and family support. Already, the female labor force in India was mostly utilized in non-administrative, low profile positions. Presently, they involve practically all classifications of positions in the work environment. These progressions in work culture may added to ladies' obligations and duties to their family just as to society Mathew and Panchanatham (2009).

Veena S. Samani, (2008) in her investigation illuminated a particular segment of common laborers – the ladies occupied with food handling. The investigation shows that lion's share of ladies in Gujarat have ability and extraordinary expertise of planning and handling food. The food preparing might be of various kinds and amount, yet these ventures have been discovered to be incredible achievement if joined with home. The current examination likewise illuminates their insight, mentality and practices and issues. Stress was the serious issue looked by every one of the chose ladies. The scientist tracked down that, the greater part of the ladies business visionary were Hindus, around 65% of ladies had a place with family units and modest number of ladies had gotten formal preparing.

ISSUES EXPERIENCED BY WOMEN ENTREPRENEURS

1. Personal Problems

For the most part ladies can have more close to home issues than men. They imagine that they are a more fragile sex. It shows ladies self-assurance less. This will influence dynamic characteristic in an association.

2. Finance

Money is the existence blood of the association. Without cash we can't ready to purchase the assets just as produce items. Because of less ventures ladies business person couldn't grow their business further. Because of low account even the arrangement may get fallen.

3. Resources

Assets are the fundamental component for each industry also in limited scope enterprises if assets are not accessible or deferred nothing will push ahead. It might influences the whole business measure.

4. Marketing

Here and there ladies' may create acceptable items yet they don't have the foggiest idea how to advertise the item. Their failure of advertising thoughts may lose clients right away. It is likewise one of the downside for ladies business.

5. Managerial

Overseeing representatives in an association additionally at times troublesome. Ladies business people are acceptable in work however some of the time they don't have adequate administration quality with the goal that they neglect to control representatives.

IMAGINATIVE THOUGHTS FOR WOMEN ENTREPRENEURS VENTURE ADVANCEMENT

1. Investment in right decision

Venture alludes to the sum or cash which is spent for running business. It should be in a correct decision. For instance don't put away cash on account of accessibility however it ought to be contributed dependent on benefit and dependent on client decision.

2. Strong client commitment

In this day and age clients are a definitive lord for each business. Each lady business person should make the present client into the upcoming shopper by creating great quality and amount of items. To draw in clients for significant stretch of time, we should pull in and fulfill them with offers, challenges, blessings, coupons, and so on this brings more benefits for the organisation at the soonest.

3. Innovation and imagination

To get by in similar money managers business visionaries need to show a lot of separation in cost, item, and value (E-g) item highlights can be further developed step by step to meet client prerequisites.

4. Entrepreneurship improvement programs (EDP)

To ability in the limited scale businesses ladies business visionaries should go to EDP. It will assist them with getting great techniques to defeat difficulties and to arrive at their objectives.

III DATA ANALYSIS AND INTERPRETATIONS

Table 1 Women entrepreneurs satisfaction

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	36	24.0	24.0	24.0
Agree	39	26.0	26.0	50.0
Strongly disagree	39	26.0	26.0	76.0
Disagree	36	24.0	24.0	100.0
Total	150	100.0	100.0	

Interpretation:

Table 1 shows that 24% of women entrepreneurs satisfaction is strongly agree and Disagree.

Hence majority 26% of women entrepreneur’s satisfaction is both agree and strongly disagree.

Table2 Business opportunities

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	39	26.0	26.0	26.0
Agree	39	26.0	26.0	52.0
Strongly disagree	42	28.0	28.0	80.0
Disagree	30	20.0	20.0	100.0
Total	150	100.0	100.0	

Interpretation:

Table 2 shows that 26% of women entrepreneur’s business opportunity is strongly agree and agree, 20% of women entrepreneurs are disagree.

Hence majority 28% of women entrepreneur’s business opportunity is strongly disagree.

Table 3 Entrepreneurship development programs

	Frequency	Percent	Valid Percent	Cumulative Percent

	Strongly agree	39	26.0	26.0	26.0
	Agree	42	28.0	28.0	54.0
Valid	Strongly disagree	36	24.0	24.0	78.0
	Disagree	33	22.0	22.0	100.0
	Total	150	100.0	100.0	

Interpretation:

Table 3 shows that 26% of women entrepreneurs are strongly agree with entrepreneurship programs are helpful for their development of business are, 24% are strongly disagree, 22% are disagree.

Hence majority 28% of women entrepreneurs are agree with entrepreneurship programs are helpful for their development of business.

Table 4 Women entrepreneurs face personal problems

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly agree	36	24.0	24.0	24.0
Agree	42	28.0	28.0	52.0
Valid Strongly disagree	36	24.0	24.0	76.0
Disagree	36	24.0	24.0	100.0
Total	150	100.0	100.0	

Interpretation:

Table 4 shows that 24% of women entrepreneurs are strongly agree, strongly disagree, disagree with that they face personal problems.

Hence majority 28% of women entrepreneurs are agree with that they face personal problems.

Table5 Entrepreneurs face marketing problem

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	39	26.0	26.0	26.0
Agree	39	26.0	26.0	52.0
Valid Strongly disagree	42	28.0	28.0	80.0
Disagree	30	20.0	20.0	100.0

Total	150	100.0	100.0	
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Interpretation:

Table 5 shows that 26% of the respondents are strongly agree, agree with that they face marketing problems, 20 % are disagree.

Hence majority 28% of the women entrepreneurs are strongly disagree with marketing problem.

Table 6 Investment in right choice

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	42	28.0	28.0	28.0
Agree	30	20.0	20.0	48.0
Valid Strongly disagree	39	26.0	26.0	74.0
Disagree	39	26.0	26.0	100.0
Total	150	100.0	100.0	

Interpretation:

Table 6 shows that 20% of women entrepreneurs are agree with investment in right choice will develop business to achieve success, 26% are strongly disagree and disagree.

Hence majority 28% of women entrepreneurs are strongly agree with investment in right choice will develop business to achieve success.

Table7 strong customer engagement

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	30	20.0	20.0	20.0
Agree	48	32.0	32.0	52.0
Valid Strongly disagree	42	28.0	28.0	80.0
Disagree	30	20.0	20.0	100.0
Total	150	100.0	100.0	

Interpretation:

Table 7 shows that 20% of women entrepreneurs are strongly agree with strong customer engagement will increases business growth, 28% are strongly disagree, 20 % are disagree.

Hence 32% of women entrepreneurs are agree with strong customer engagement will increases business growth.

Table 8 Innovation and creativity

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	43	28.7	28.7	28.7
Agree	41	27.3	27.3	56.0
Strongly disagree	39	26.0	26.0	82.0
Disagree	27	18.0	18.0	100.0
Total	150	100.0	100.0	

Interpretation:

Table 8 shows that 27.3% of women entrepreneurs are agree with innovation and creativity promotes business to reach potential, 26 % are strongly disagree, 18 % are disagree.

Hence 28.7 % of women entrepreneurs are agree with innovation and creativity promotes business to reach potential.

Table 9 Cross table

Age of the respondents * Entrepreneurs satisfaction* Innovation and creativity Cross tabulation

Count

Innovation and creativity				Entrepreneurs satisfaction				Total
				Strongly agree	Agree	Strongly disagree	Disagree	
Strongly disagree	b) Agree	Age of the respondents	between 20-30	3		6	15	24
			between 31-40	0		3	6	9
			between 41-50	0		3	0	3
			51 and above	0		0	6	6
			Total	3		12	27	42
Agree	c) Strongly disagree	Age of the respondents	between 20-30	3	0		3	6
			between 31-40	12	12		6	30
			between 41-50	6	0		0	6
			Total	21	12		9	42
Strongly disagree	d) Disagree	Age of the respondents	between 20-30	3	0	0		3
			between 31-40	3	0	0		3
			between 41-50	6	15	6		27

		51 and above	0	6	0		6
	Total		12	21	6		39
Disagree	Age of the respondents	between 20-30		0	6		6
		between 41-50		3	0		3
		51 and above		3	15		18
	Total			6	21		27
Total	Age of the respondents	between 20-30	9	0	12	18	39
		between 31-40	15	12	3	12	42
		between 41-50	12	18	9	0	39
		51 and above	0	9	15	6	30
	Total		36	39	39	36	150

Interpretation:

Table 9 shows that interaction between ages of women entrepreneurs, satisfaction, innovation and creativity. Between 20-30 ages of women entrepreneurs (39), between 31-40 ages of women entrepreneurs (42), between 41-50 ages of women entrepreneurs (39), 51 and above ages of women entrepreneurs (30) are closely interact with innovation and creativity for their satisfaction.

Table 10 Correlation

	Gender of the respondents	Entrepreneurship development programs	Investment in right choice
Gender of the respondents	Pearson Correlation	1	.055
	Sig. (2-tailed)		.507
	N	150	150
Entrepreneurship development programs	Pearson Correlation	.055	1
	Sig. (2-tailed)	.507	.134
	N	150	150
Investment in right choice	Pearson Correlation	.052	.134
	Sig. (2-tailed)	.527	.102
	N	150	150

Interpretation:

Table 10 shows that statistically significant linear relationship ($p < .001$). The direction of relationship is positive (entrepreneurship development programs and investment in right choice are positively correlated). The innovative idea of the association is approximately moderate ($r > .5$).

Table 11 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Age of the respondents	150	1	4	2.40	1.081
more opportunities for business	150	1	4	2.42	1.082
investment in right choice	150	1	4	2.50	1.157
Valid N (listwise)	150				

Interpretation:

Table 11 shows that age of respondents, more opportunities for business, investment in right choice minimum score is 1 and maximum score is 4. Hence investment in right choice can have mean value 2.50 and standard deviation is 1.157 is high.

Table 12 Ratio Statistics for Age of the respondents / face personal problem

Group	Price Related Differential	Coefficient of Dispersion	Coefficient of Variation
			Median Centred
Strongly agree	1.067	.200	37.7%
Agree	1.137	.255	48.4%
Strongly disagree	1.006	.214	38.3%
Disagree	1.042	.192	32.7%
Overall	1.095	.220	40.3%

Interpretation:

Table 12 shows that coefficient of variation agree is 48.4% which is high than other items.

IV RESULTS

The above tables shown that ladies business people have dealing with high close to home issue then monetary issues, etc in their limited scale enterprises. Connection table shows that interest in right decision is the principal inclination at that point going to business venture projects, advancement and innovativeness in business tasks will be the following inclination in imaginative thoughts for ladies business venture improvement in limited scope enterprises.

V CONCLUSION

Ladies business venture can have more prominent effect in the cutting edge world. To raise their economy and being free they were begun different limited scope businesses. Subsequently to endure similar ventures for long time ladies business visionaries needs to tackle their issues and prepared to embrace some imaginative thoughts like interest in right decision, partake more business venture projects and prepared to acknowledge advancement and inventiveness to build up their business. The inventive thoughts can be valuable in all sort of business endeavours to make progress.

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