

عنوان مقاله:

Factors Influencing Success of Women Entrepreneurs: A Study Conducted at Punjab in India

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خلاصه مقاله:

Emergence of entrepreneurs in a society depends on social, economic, religious, cultural, political and psychological factors prevailing in the society. Indian society is considered as entrepreneurial society but in the modern era, its contribution towards global R&D, commercial innovation and number of global firms is not very significant. Role of women in Indian society is changing from traditional home maker to an out going individual, participating and contributing in every walk of life. Globalization has reshaped role and opportunities available for them. Still it is not very common to see women owned ventures all around the world, especially in the developing country like India. Indian women entrepreneurs are facing higher levels of work- family conflicts and seem to differ in their reasons of starting and succeeding in business. The study is based on both primary as well as secondary data. The sample comprises of 112 women entrepreneurs who are operating in the Micro and Small Enterprises in five sectors of Punjab. For selecting these samples of entrepreneurs, snowball sampling was used in which the 5 key sectors that woman entrepreneurs are engaged were taken. The study concluded that the successful women entrepreneurs have personal qualities and skills like communication skills, knowledge of internet, technology and consensus building. Unfortunately, the government sponsored development activities have benefited only a small section of women. The large majority of them are still unaffected by change and development activities have benefited only a small section of women i.e. the urban middle class women. Women are willing to take up business and contribute to the nation's growth. Their role is being recognized and steps are taken to promote women entrepreneurship. Resurgence of .women entrepreneurship is the need of the hour

کلمات کلیدی:

Women entrepreneurs, Psychological factors, Key sectors, nations growth

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