



# Leadership Qualities of Women Entrepreneurs in India-A Case Study of Coimbatore City

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### KEYWORDS :

#### INTRODUCTION

Women’s untapped potential is great — they make up half of the world’s population, yet earn just 10 percent of the world’s income. When women have control over their incomes, they invest in the health, education and well-being of their families. They also tend to reach out to propel other women forward, creating a powerful multiplier effect that benefits all of society. Before analyzing the special traits in successful woman entrepreneurs, a glance at the physiological variations in the brains of men and women can be beneficial.

#### REVIEW OF LITERATURE

Rani (2002) in her study, “potential women entrepreneurs” found that the desire to do something independently were the prime motivating factor to start business activity amongst the sample respondents. The women in her sample reiterated that capacity to take independent decisions of the thought of entering into entrepreneurial areas was their own and not influenced by others. The author further found that factors such as educational and income background did not influence much in their decision to jump on to entrepreneurial band wagon.

V.Jothi and G.Prasad (2005) in their study, “A profile of potential Rural Women Entrepreneurs” is based on a study conducted among potential rural women entrepreneurs, who were participants of a training conducted by NISIET. The main reason which forced the women to choose entrepreneurship as a career were unemployment, and inadequate educational qualification. It is suggested that the policy makers should look for candidates with genuine interest in self-employment and who were in need of economic freedom and not educational qualification for training as entrepreneurs.

#### OBJECTIVES OF THE STUDY

1. To study the origin and growth of women entrepreneurship.
2. To study the development of women entrepreneurs and profile of the study area.
3. To identify the leadership qualities of women entrepreneurs and their impact on their successful development.
4. To make suitable suggestions for the development of women entrepreneurship and their leadership qualities based on the finding of the study.

#### HYPOTHESIS

The Hypothesis is formulated by considering the objectives and the review of relevant literature pertaining to this study. For the purpose of study the following null Hypothesis are set:

- There is no significance in the age of women entrepreneurs
- There is no significance in the Marital status of women entrepreneurs
- There is no significance in the educational qualification of women entrepreneurs
- There is no significance in the composition of family of the women entrepreneurs

#### SCOPE

The study is confined to successful women entrepreneurs in Coimbatore city in three sectors namely manufacturing, trading servicing. It provides details of entrepreneurs and the leadership qualities which helped them to excel.

#### METHODOLOGY

The Primary data was collected by the interviewer through person-

al interviews. The secondary data was collected from standard text books, Journals published document, DIC Coimbatore, CODDISSIA Coimbatore.

#### SAMPLING DESIGN

200 Samples from Coimbatore city are taken out of which 100 registered and 100 were unregistered units. For selection of 100 registered units proportionate sampling technique and selection of unregistered units simple random sampling technique is used.

#### DATA COLLECTION

Interviews were conducted personally by the researcher by explaining each and every question in vernacular language for getting the accurate answers. The schedules were immediately checked to avoid mistakes.

#### LIMITATION OF THE STUDY

The study is confined only on the successful women entrepreneurs in Coimbatore city which is the major city and Manchester of Tamilnadu. The researcher limits only to concentrate on the leadership qualities of the women entrepreneurs. It highlights on the Successful qualities alone, but the researcher is unable to make a detail and thorough study as he wished due to constraints of time.

#### ANALYSIS OF VARIANCE (ANOVA)

To analyze the significant variable of leadership qualities of women entrepreneurs the following statistical tools are applied

- Analysis of variance (ANOVA)

#### (i) Analysis of Variance (ANOVA)

In order to find out the significant variables, the one way analysis of variance (ANOVA) is applied by using the following formula.

$$F\text{-ratio} = \frac{\text{Variance between groups}}{\text{Variance within groups}}$$

Though normally all the given variables are related to the leadership qualities of women entrepreneurs to start the business, which factors is having much significance is explained in the following table.

#### LEADERSHIP QUALITIES OF WOMEN ENTREPRENEURSHIP

Sl. No	Variables	Manufacturing	Service	Trading	F. Ratio	F.Prob.
1	Business venture are created by own Interest	4.4658	4.3333	4.0938	2.8509	0.0602
2	My family and friends has strong assurance in my access	3.5068	3.5079	3.2969	0.8427	0.4321
3	The idea of this venture developed in me right from my childhood	3.7671	3.7778	3.4688	1.2991	0.2751

4	I am over ambitions in my ventures	3.2740	3.3016	3.2813	0.0098	0.9903
5	Direct contact with all involved helps in overcoming impediments	3.6712	3.6667	3.5156	0.3368	0.7145
6	Passion towards creativity has led me to bring innovative ideas	3.3562	3.3968	3.5397	0.4031	0.6688
7	Trust by my customers are not laid down just y my words in my actions	3.9041	3.7937	3.5331	1.7636	0.1741
8	Enduring moral support during times of failure	3.3014	3.3968	3.6406	1.3857	0.2526
9	My presentation skill impresses my customers	3.6438	3.6032	3.3125	1.5280	0.2195
10.	My emotional approach attracts customer which is the reason for success.	3.4110	3.4603	3.5938	0.3416	0.7111
11	I maintain smooth relationship with suppliers and Customers causing no friction	3.7393	3.4762	3.5313	1.0717	0.3444
12	My ambition has initiated many resource people to deliver their expertise	2.9726	3.5079	3.1250	2.7551	0.0661
13	Calm approach helps in solving problems	4.1644	3.9206	4.0781	1.9873	0.3072
14	I strive hard to attain my goals	3.3151	3.4921	3.4219	0.3395	0.7125
15	Vision foresight and mental vigor helped me to be balanced at all situations	4.0548	3.7619	3.4688	4.0799*	0.0184
16	I have a strong usage to Negative effects and criticism motivates	3.1918	3.4603	3.4063	0.9404	0.3922
17	I learn views, experiences, and expertise leading to success	3.6575	3.4127	3.6094	0.7813	0.4592
18	I chart out my responsibilities	3.3973	3.6825	3.6094	1.0571	0.3494
19	I I frame and schedule my actions positively	3.7534	3.5714	3.3281	2.1504	0.1192
20	Strategies are laid to execute my planning	3.3973	3.667	3.4844	0.7710	0.4639
21	Quick actions and Rationale approaches lay way to success	3.5753	3.7302	3.4531	0.8545	0.4271
22	Targets keep me flexible and energetic	3.4247	3.4127	3.5781	0.4175	0.6592
23	I am optimistic in my decisions	3.5890	3.6825	3.4531	0.6062	0.5464
24	Thirst for knowledge helped me to be unique	3.4932	3.4127	3.5469	0.1798	0.8356

25	Innovations & Creativity were platforms for my success	3.5205	3.7143	3.3125	1.7135	0.1929
26	Feedbacks has shaped me to be perfect	3.3425	3.5079	3.3281	0.4830	0.6176
27	Immediate actions on useful suggestions have helped me to overcome impediments.	3.4932	3.5079	3.4688	0.0162	0.9840
28	My prudential motives takes major role in my planning	3.1370	3.2381	3.5156	1.6426	0.1961
29	I accept my folly	4.2329	3.9683	3.9531	1.8651	0.1576
30	Dedication and commitment to my business helped me to achieve my desire	3.2055	3.5238	3.5156	1.8512	0.1598
31	I think twice before making a decisions	3.8493	3.6508	3.6250	0.6774	0.5091
32	Ability to discriminate and make sound Judgment helps to overcome failure	3.0959	3.3968	3.5313	2.5519	0.0805
33	Flexible nature & Good inter personal relationship helps to attain goals	3.8630	3.6349	3.3594	3.3824*	0.0360
34	I am persistent at adverse moments	3.1370	3.4286	3.4291	1.4175	0.2448
35	Orientation has paved a way for my mobility & drive	3.5616	3.3810	3.5938	0.5574	0.5736
36	Strong urge for achievements has made me to strive hard	3.7671	3.4286	3.3906	0.0381	0.9626
37	Vigorous need to conquer opportunities & excel	3.2466	3.6349	3.6719	0.2432	0.7843
38	Impulse to fight and prove myself has elevated me	3.6438	3.4127	3.3438	0.3728	0.6893
39	High quality maintenance has paved way to fulfillment of my objectives	3.3014	3.6508	3.5781	0.0813	0.9220
40	I am confident in my endeavors	3.3021	2.56984	2.8438	3.8595*	0.0227

The above table reveals the details about the various variables related to the leadership qualities of women entrepreneurship. These variables are analyzed with the help of statistical tool analysis of variance (ANOVA) and the final values of these variables are listed as F. Ratio. The F-Ratio values for various variables are business venture are created by own interest (2.8509); my family & friends has strong assurance in my access (0.8427); The idea of this venture developed in the right from my childhood (1.2991); I am over ambitious in my ventures (0.0098), Direct control with all involved helps in overcoming impediments (0.3368) passion towards creativity has led me to bring innovative ideas (0.4031); Trust by my customers are not laid down just by my words in my actions (1.7636); enduring moral support during times of failure (1.3857); my presentation skill impresses my customers (1.5280); my emotional approach attracts customer which is the reason for success (0.3416); I maintain smooth relationship with suppliers and customers causing no friction (1.0717); my ambition has initiated many resource people to deliver their expertise (2.7551); calm

approach helps in solving problems (1.1.873); I strive hard to attain my goal (0.3395); Vision foresight and mental vigor helped me to be balanced at all situations (4.0799).

I have a strong usage to negative effects and criticism motivates (0.9404; I lean views, experiences and expertise leading to success (0.7813); I chart out my responsibilities (1.0571); I frame and schedule my actions positively (2.1504); strategies are laid to execute my planning (0.7710); Quick actions and Rationale approaches lay way to success (0.8545); Targets keep me flexible and energetic (0.4175); I am optimistic in my decisions (0.6062); 'Thirst for knowledge, helped me to unique and successful (0.1798); Innovations and creativity were platforms for my success (1.7135); 'Feed backs and suggestions has shaped me to perfections' (0.4830); Immediate actions on useful suggestions has helped to overcome impediments' (0.0162); my prudential motives takes major role in my planning' (1.6426); ' I accept my folly' (1.8651); Dedication and commitments to my business helped me to achieve my desire' (1.8512); ' I think twice before making a decisions' (0.6774); ' Ability to discriminate and make sound Judgment helps to overcome failure' (2.5519); 'Flexible nature and good inter-personal relationship helps to attain goals' ( 3.3824); I am persistent at adverse moments (1.4175); orientation has paved a way for my mobility and drive (0.5574); 'strong urge for achievements has made me to strive hard' (0.0381); 'Vigorous need to conquer opportunities and excel' (0.2432); ' Impulse to fight and prove myself has elevated me' (0.3728); High quality maintenance has paved way to fulfillment of my objectives (0.0813); I am confident in my Endeavour (3.8595).

#### **FINDINGS**

Among the various variables related to leadership qualities of women entrepreneurship in Coimbatore city, the most significant variables which relates to the leadership qualities of women entrepreneurship are "Vision foresight and Mental vigor helped to balance at all situations" and it is followed by "Confident in my endeavors and "Flexible nature & Good inter personal relationship helps to attain goals."