



Problems and Prospects of Entrepreneurs: A Comparative Study of Male and Female Entrepreneurs in Mysore District

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ABSTRACT

Entrepreneurship is the core of economic development. It is a multi-dimensional task and essentially a creative activity. Entrepreneurship is key factor of production process in any economy. Entrepreneurship is also becoming an increasingly important source of employment across countries. Women have been assigned a special role not only because they stand to benefit from entrepreneurship, being the gender that is poorer and suffers from more discrimination, but also because they are seen as a critical driver of entrepreneurship in light of their unique role in the household and the rise in female-headed households across the developing world. The latter tendency reflects a growing interest in female entrepreneurship in developing countries. Entrepreneurs face a range of obstacles when starting their business and growing it. If appropriate support has to be designed, knowing the gender differences in the perception and or experience of barriers is useful. This paper focuses on gender differences in entrepreneurial activity. The objectives of this study are to determine factors influencing the gender differences through designing a conceptual framework of factors; to investigate whether the revealed factors influence male and female entrepreneurial activity in a different way; and to provide explanation for the gender differences in entrepreneurial activity.

KEYWORDS : Economic development, critical driver, Gender differences

Introduction

Women constitute nearly one half of the world's population having enormous potential but being underutilized for the economic development of the globe. Indian situation is not an exception for this. In India, women have remained as a neglected section of workforce. They were not considered on par with men. Women are lagging behind men mainly because of the relative absence of economic opportunities and minimal participation in decision making process. Even today, women are subject to very obnoxious remarks. She is regarded as intellectually inferior to men. She is characterized as more emotional and less rational by nature than men. She is described as one falling prey to external appearances and lacking ability to balance her mind and appreciate truth. The women are allotted the domestic sphere of life and are subordinate to man in the patriarchal family system. With her intellectual faculty fully developed, she is looked down as inferior to man in intelligence. To recruit potential female entrepreneurs, heavy emphasis should be placed on common factors such as the desire to build wealth and be part of startup culture. Special care also should be taken, however, to match women with mentors and company co-founders who offer them personal encouragement to take the entrepreneurial path.

However, now more and more women are venturing as entrepreneurs in all kinds of entrepreneurship. Even Governmental institutions and non-governmental organizations are giving more prominence to promote self-employment among women and build women entrepreneurship. Also governments across the world as well as various developmental organizations are actively undertaking promotion of women entrepreneurs through various schemes, incentives and promotional measures. There are also several other schemes of the government at central and state level, which provide assistance for setting up training-cum-income generating activities for needy women to make them economically independent.

The Problem

The backbone of any development process has been the human resource, which may be classified into men and women. But much of thinking on development of an economy through entrepreneurship

has neglected that the development process being shared and carried out by both male and female entrepreneurs. It is popularly held that woman have been physically and psychologically inferior to their counterparts. This low status of women is further intensified through social and religious stigmas. As a result, women's role in economic development has been reduced to a perfunctory participation. However, such a perfunctory role is being replaced through a dynamic role because of the emphasis on women's emancipation movement through women empowerment, higher literature rate, the inherent quality of technical ability and institutional arrangements encouraging women in all segments of the economy. As a result, women have emerged as a different class of society by themselves. However, the male chauvinists still believe that women cannot assume the entrepreneurial roles. But this myth has been disapproved through many empirical researches, which reveal that women entrepreneurs are in no way different from men in starting and running the enterprises. Specifically, the study by Pillai and Anna [1990] highlights the craving for independent existence and management by women entrepreneurs. In this regard, the observers by Narasaiah [1999] are highly relevant: as agents of change and progress, entrepreneurs start by identifying a market opportunity and matching this with social or technical innovations. They then proceed to mobilize the resources necessary to drive their business concept to its commercial realization. The development of a product or service with high-technology content is never easy anywhere, especially in today's rapidly changing global environment. It calls for restructuring the available technology and business development systems and developing the skills needed by a new breed of "techno-entrepreneurs" to transform innovations into market opportunities at home and abroad. It also requires reorienting the present processes and priorities of technical and economic co-operation among countries. Amidst the global concerns of environmental preservation, poverty elimination and social development, the practical problems of entrepreneurship are not being properly addressed, even though entrepreneurs will create the bulk of enterprises, jobs and wealth.

Review of Literature:

The Present study included articles related to entrepreneurship. The

articles are pertaining to Gender and Female Entrepreneurship, Gender Differences in Entrepreneurship, Gender Differences in Business Performance, Problems of Women Entrepreneurship and Gender & Entrepreneurship Development.

Pietilainen (2001) viewed that gendered entrepreneurship concentrated more on women entrepreneurs. The paper discussed that gender is significant both when combining business and family and depending on what line of business the enterprise is established. He also specified that genders are regarded unequal because they are treated differently.

Yordanova (2006) conducted a study to review the fundamental changes in the Bulgarian society regarding gender roles and gender inequalities during the communist regime. The study included thesis based on relatively large mixed samples including both gender. Therefore, it contributes to generate cumulative knowledge in the field of female entrepreneurship. The study further concentrated on gender differences in entrepreneurial intentions, business characteristics and firm performance.

Alicia M. Robb (2009) In this paper, confidential and restricted micro data were used from the characteristics of business owners (CBO) to explore the role of human and financial capital and factors contributing for failure of female-owned businesses. The study suggested that adoption of entrepreneurial training and providing loan assistance programs increase human capital and access to financial capital.

Prakash (2011) The study is based on secondary data which is collected from the published reports of RBI, NABARD, Census Surveys, SSI Reports, newspapers, journals, websites, etc. The problems and constraints experienced by women entrepreneurs have resulted in restricting the expansion of women entrepreneurship. The study endeavors the concept of women entrepreneur, Reasons women become entrepreneurs, Reasons for slow progress of women entrepreneurs in India, suggestions for the growth of women entrepreneurs, Schemes for promotion & development of women entrepreneurship in India, Case study of a women entrepreneur of Ludhiana. They suggested for right efforts from all areas are required in the development of women entrepreneurs and their greater participation in the entrepreneurial activities.

Kargwell (2012) focused on the issue of gender equality regarding entrepreneurship development within the UAE cultural context. The study will also compare and contrast the characteristics, motivation, management and marketing tools used by both male and female entrepreneurs and critically explore the effect of gender in running the business and entrepreneurship practices. The study concluded that there are some differences and similarities between male and female entrepreneurs in UAE.

Objectives of the Study:

The study was undertaken with the following objectives:

- (i) To study the socio-economic dimensions of the Entrepreneurs;
- (ii) To analyze the motivational factors influencing among male and female entrepreneurs;
- (iii) To find out the various problems faced by the entrepreneurs in Mysore District;
- (vi) To offer suggestions in the light of the study.

Research Methodology:

Research is considered as journey from unknown to the known. Methodology is the way to solve the research problem systematically. The study centered on a comparative study of male and female business entrepreneurs of Mysore District. Both primary data and secondary data were used in the study. The primary data was collected through questionnaires from the respondents in Mysore District. A sample of 75 entrepreneurs was considered or chosen at random, out of them 35 are male respondents & 40 are female respondents. The method of sampling used is systematic random sampling. The secondary data was related to the review of literature focusing on conceptual analysis of entrepreneurship and empirical results on entrepreneurship with a focus on male and female entrepreneurship. In addition to these books, articles, published journals, thesis submitted to the universities were also referred. Internet has also been extensively made use for

the purpose of the study. percentage was used to analyze the data.

In the light of the objectives of the study, the study is divided into the components of problems and prospects of entrepreneurs as,

- a) Socio-Economic Background of Entrepreneurs;
- b) Motivational Factors of Entrepreneurs; and
- c) Problems of Entrepreneurs.

Results and Discussion:

a) Socio-economic Dimensions of Entrepreneurs:

Table No. 1 represents the socio economic background of respondents in Mysore district. A moderate number of 12 male and 18 female respondents represented as youth as against 23 male and 22 female respondents represented adults. It was found that there were majority of 21 male and 29 female respondents represented post matriculates group as against 14 male and 11 female respondents belong to matriculate group. There were 27 male and 34 female married respondents and 8 male and 6 female respondents were unmarried. Majority of the respondents about 23 male and 30 female took up entrepreneurship without business background and remaining 12 male and 10 female respondents were from non-business family. Out of 75 respondents 13 male and 09 female respondents have experience in same field and 16 male and 22 female respondents were under formal training against 19 male and 18 female respondents under informal training.

Table No.1
Socio-Economic Background of Entrepreneurs

Sl.No	Particulars	Male Frequency Percentage		Female Frequency Percentage	
1.	Age Pattern: a) Youth b) Adult	12	34.29	18	45.00
		23	65.71	22	55.00
2.	Educational Background: a) Matriculates b) Post- Matriculates	14	40.00	11	27.50
		21	60.00	29	72.50
3.	Marital Status: a) Married b) Unmarried	27	77.14	34	85.00
		08	22.88	06	15.00
4.	Family Background: a) Business b) Non-Business	12	34.29	10	25.00
		23	65.71	30	75.00
5.	Work Experience: a) None b) Same c) Others	00	00.00	07	17.50
		13	37.14	09	22.50
		22	62.86	24	60.00
6.	Training Status: a) Formal b) Informal	16	45.71	22	55.00
		19	54.29	18	45.00

Source: Field Survey

b) Analyzing the Motivational Factors of Entrepreneurs:

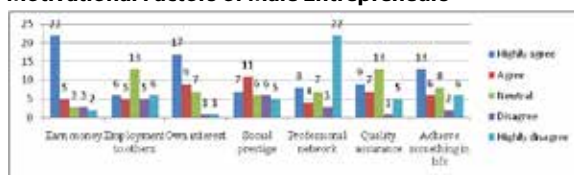
Table No.2 indicates the Motivational Factors of Entrepreneurs. Out of total 75 respondents 62.85 per cent of male respondents are highly agreed that they are motivated to run business to earn money than female respondents, 32.50 per cent of female respondents are agreed that the reason behind starting enterprise is to pursue their own interest when compared to male respondents, 37.50 per cent of female & 37.14 per cent of male respondents are in dilemma that they started enterprise to give quality assurance to customers and among the total respondents 62.85 per cent of male entrepreneurs and 27.50 per cent of female entrepreneurs were highly disagreed with the expansion of professional network.

Table No. 2
Motivational Factors of Entrepreneurs

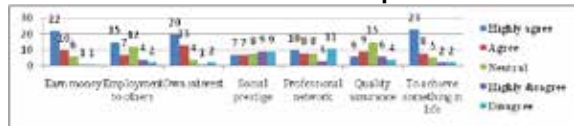
SL.NO	Motivational Factors	Highly Agree		Agree		Neutral		Disagree		Highly Disagree	
		Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
(1)	To earn money	22 (62.85)	22 (55.00)	05 (14.28)	10 (25.00)	03 (08.57)	06 (15.00)	03 (08.57)	01 (02.50)	02 (05.71)	01 (02.50)
(2)	To provide employment to others	06 (17.14)	15 (37.50)	05 (14.28)	07 (17.50)	13 (37.14)	12 (30.00)	05 (14.28)	04 (10.00)	06 (17.14)	02 (05.00)
(3)	To pursue your own interest	17 (48.57)	20 (50.00)	09 (25.71)	13 (32.50)	07 (20.00)	04 (10.00)	01 (02.85)	01 (02.50)	01 (02.85)	02 (05.00)
(4)	To secure social prestige	07 (20.00)	07 (17.50)	11 (31.42)	07 (17.50)	06 (17.14)	08 (20.00)	06 (17.14)	09 (22.50)	05 (14.28)	09 (22.50)
(5)	To expand professional network	08 (22.85)	10 (25.00)	04 (11.42)	08 (20.00)	07 (20.00)	08 (20.00)	03 (08.57)	03 (07.50)	22 (62.85)	11 (27.50)
(6)	To give quality assurance	09 (25.71)	06 (15.00)	07 (20.00)	09 (22.50)	13 (37.14)	15 (37.50)	01 (02.85)	06 (15.00)	05 (14.28)	04 (10.00)
(7)	To achieve something in life	13 (37.14)	23 (57.50)	06 (17.14)	08 (20.00)	08 (22.85)	05 (12.50)	02 (05.71)	02 (05.00)	06 (17.14)	02 (05.00)

Source: Field Survey.

Graph No.2 (a)
Motivational Factors of Male Entrepreneurs



Graph No.2 (b)
Motivational Factors of Female Entrepreneurs



c) Problems of Entrepreneurs:

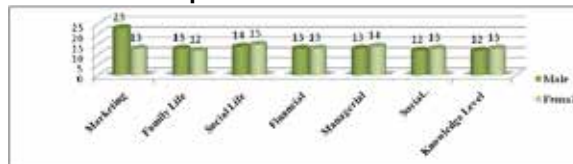
Table No.3 visualizes the various problems of male and female entrepreneurs in Mysore district. Out of the total 75 respondents, 23 female entrepreneurs faced marketing problems as against 13 male entrepreneurs. Nearly 37.14 per cent of female entrepreneurs faced family life problems when compared to male entrepreneurs, 37.14 per cent of male respondents were faced managerial problems than female entrepreneurs, and 34.28 percent of male respondents and 32.50 percent of female respondents were faced knowledge level problems.

Table No. 3
Problems of Entrepreneurs

Sl. No.	Problems	Male		Female	
		Frequency	Percentage	Frequency	Percentage
1.	Marketing Problems	13	32.50	23	65.71
2.	Family Life Problems	12	30.00	13	37.14
3.	Social Life problems	14	40.00	15	37.50
4.	Financial Problems	13	37.14	13	32.50
5.	Managerial Problems	13	37.14	14	35.00
6.	Social Environmental Problems	12	34.28	13	32.50
7.	Knowledge Level Problems	12	34.28	13	32.50

Source: Field Survey

Graph No.3
Problems of Entrepreneurs



Findings of the Study:

The following are the major findings of the study:

1. Out of total 75 respondents, the number of adults was 45 & youths were 30.
2. Around 60 percent of male and 72.50 percent of female respondents were post matriculates.
3. From the total respondents, 21 respondents have experience in the same field & 46 respondents have experience in other fields.
4. Out of total 75 respondents 44 respondents are highly agreed that they are motivated to run business to earn money.
5. 21 respondents are agreed that the reason behind starting enterprise is to pursue their own interest
6. From the total respondents, 28 respondents are in dilemma that they started enterprise to give quality assurance to customers
7. Among the total respondents 33 were disagreed with the expansion of professional network.
8. Out of the total 75 respondents, 36 entrepreneurs were suffering from marketing problems
9. Around 25 Entrepreneurs were suffering from family life problems where male respondents were more in number compared to female.
10. 35 percent of female respondents were suffering from managerial problems and 34.28 percent of male respondents were suffering from knowledge level problems.

Suggestions:

- In view of women entrepreneurs having high entrepreneurial potentials, they should be encouraged to set up the own ventures.
- There is a need to strengthen the NGOs through restructuring their course contents with a thrust on venture management, personality development & networking.
- There should be entrepreneurial training specifically targeted towards social backward groups & women entrepreneurs.
- The entrepreneurs must gain knowledge on technology & human skills.
- The financial agencies should not discriminate the differences between male & female entrepreneurs.
- The entrepreneurs should take basic education to run business ventures.

Conclusion:

Entrepreneurship has an important impact on the development of national economies. Therefore, determining which actions should be

taken to increase entrepreneurship performance of national economies is necessary. From the perspective of diversity, equality and inclusion, entrepreneurship can be viewed as having the potential of becoming the mean of economic inclusion for women and other marginalized groups. The present study shows that female and male entrepreneurs differ significantly with respect to a range of aspects of entrepreneurship. The studies show that there is evidence of gender differences in entrepreneurship both at the macro and the micro level. Finally, further studies on gender issues in entrepreneurship should explore different ways of approaching and measuring gender.

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