



FACTORS LEADING TO SUCCESSFUL WOMEN ENTREPRENEURS: A ANALYTICAL STUDY IN HARYANA

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ABSTRACT The paper is an attempt to throw light on factors leading to successful women entrepreneurs in rural market in Haryana from different angles and for the purpose a sample of 200 respondents was selected randomly out of total women entrepreneur in the villages of district Jind of Haryana. The study is purely based on primary data and revealed that Sample population has principally ranked their personal character of they possess as team players of the organization; it is ranked first with a higher mean score of 4.17 on a Likert's scale of five points. It has been further determined that there exists an association between the educational qualification of women entrepreneurs and the nature of personality characteristic qualities their owner. It could be observed that educated women have learned skills like: stay focused, seek novelty, punctual and eager to learn things.

KEYWORDS : Leading Factors, Personality Characteristic Qualities, Stay Focused, Seek Novelty, Punctual And Eager To Learn Things.

INTRODUCTION

A country, which is rich in entrepreneurship, can achieve economic growth. The entrepreneurs establish the economic ventures for producing goods and services at lower cost with objects of maximization of new employment and setting up a new business. It is a matter of firm belief that the economic development and social progress of women is the key to liberation of women in its common sense. Women as entrepreneurs have become a significant part of national development planning and strategies. The entrepreneurship indications the path to women's independence and in turn fulfils the requirements and ambitions for a better living standard. In recent years, women have exposed and preference towards taking self-oriented jobs and occupations with their family support, financial support and industrial guidance. The same time the procedure of entrepreneurship, women have to face various problems related to entrepreneurship and these problems get assembled because of their dual roles as wage earners and homemakers.

Moreover, it is found that unequal access to education curbs women from obtaining even functional levels of literacy required to acquire skills. In terms of skill development, women are obstructed by their lack of mobility, low literacy levels and biased attitudes towards women. When women discuss with banks and government officials, others often banish them in their community for being 'too forward'. Government and bank officials have prejudiced ideas and stereotypes of what is considered women's work and what women are capable of.

The present effort was made to study leading factors/motivation, problems and opportunities available for women entrepreneurs. So that a clear picture of entrepreneurial activities in study areas is drawn, which may work as a road map of entrepreneurial development in north India and can help estimation how far have we come and how much is to be done in order to make women self-sufficient. This study draws a detailed discussion on the concept: Women Entrepreneurs (Leading factors) in the study area of four districts of Haryana (Jind, Rohtak, Sonipat and Panipat).

OBJECTIVES OF THE STUDY

The objective of the study is to examine the factors leading to successful women entrepreneurs.

HYPOTHESIS

Ho: There exists an association between the educational qualification of women entrepreneurs and the nature of personality characteristic qualities they possess.

RESEARCH METHODOLOGY

Research design

Research Design of the present study is exploratory cum descriptive. The purpose of exploratory study is to achieve a new insight into a

phenomenon and generate new ideas.

Sample design

It is not possible to examine the entire universe accurately and extensively, when its size is very big. So the only alternative is to take a resource of sampling. A sample is the representative of the universe. While designing the sample following steps was taken.

Sample frame

Women entrepreneurs from the following four districts of Haryana considered as sample frame.

- **Jind**
- **Rohtak**
- **Sonipat**
- **Panipat**
- **Population**

All women entrepreneurs across the country consider as population for the purpose of study

Sample Size

The study carried out on a representative sample of 400 women entrepreneurs selected from four districts of Haryana.

Sampling Technique

In the present study non-probability 'convenience sampling technique' was followed for drawing a sample from the population.

Sample unit

The woman entrepreneur in Haryana was taken as the sample unit in this study.

Data collection

- **Secondary Data:** Secondary data collected from articles, journals, annual reports published by different organizations.
- **Primary Data:** The study was mainly based on primary data collected through structured questionnaire and direct interviews with women entrepreneurs.

Statistical techniques

The data were analysed, interpreted and evaluated with the help of various statistical tools and techniques such as tabulation, graphic presentation, percentage, measures of central tendency, rank, regression, chi-square test, ANOVA, and other appropriate statistical techniques which was suitable for analysis of data.

ANALYSIS AND INTERPRETATION

Entrepreneurship before it was measured as a male dominated activity, but time has changed the situation and fetched women as today's most

inspirational and memorable entrepreneurs. Nowadays one can realize women everywhere, whether it is a supermarket or a departmental store and even in rural areas in STD/ PCO shops. Meeting the requirements, the basic attributes essential for entrepreneurs and the basic personality of Indian women disclose that much latent is available among the Indian women with their entrepreneurial

capability. This latency is to be known and exposed for utilization in production and service sector for the development of the country. Women have all the character of becoming a successful entrepreneur.

The succeeding table demonstrates the nature of personality i.e., characteristic qualities the sample women have acquired.

TABLE: 1 NATURE OF PERSONALITY QUALITIES ACQUIRED BY WOMEN ENTREPRENEURS

Sr. No.	Nature of person	Strongly Disagree	Disagree	Indifferent	Agree	Strongly Agree	Sum	Mean	Rank
1	Eager to learn things	21 (5.2)	43 (10.8)	20 (5)	162 (40.5)	154 (38.5)	1585	3.962	5
2	Stay focused	31 (7.8)	41 (10.2)	37 (9.2)	149 (37.2)	142 (35.5)	1534	3.835	7
3	Easily Adopting to the changes	29 (7.2)	43 (10.8)	11 (2.8)	172 (43)	145 (36.2)	1568	3.92	6
4	Seek Novelty (innovation)	10 (2.5)	38 (9.5)	31 (7.75)	158 (39.5)	163 (40.8)	1626	4.065	4
5	Team player	5 (1.2)	5 (1.2)	70 (17.5)	183 (45.8)	137 (34.2)	1668	4.17	1
6	Trusting	5 (1.2)	2 (0.5)	45 (11.2)	257 (64.2)	91 (22.8)	1649	4.123	2
7	On Time (Punctual)	3 (0.8)	5 (1.2)	41 (10.2)	272 (68)	79 (19.8)	1642	4.105	3

Note: (i) Source: Primary data.
 (ii) The figures in brackets show the percentages.

The analytical table 1 examined that 7 variables have been measured for the comprehensive analysis of the personality, i.e., characteristic qualities of the sample women as entrepreneurs have essential. Sample population has principally ranked their personal character of they possess as team players of the organization; it is ranked first with a higher mean score of 4.17 on a Likert's scale of five points. Women's ability to be trustful is ranked as the second personality, character with a mean score of 4.123. Women's ability to be punctual and being Seek Novelty (innovation) is ranked as the third and fourth personality characteristic qualities the sample women as entrepreneurs precise. The sample women have also ranked in the fifth and sixth prime qualities they have as an eagerness to learn things and easily adapting to the changes to any situation, with a mean score of 3.962 and 3.92 respectively. Women's skill to be staying focused on their activities is ranked as the seventh with a mean score of 3.835. Thus the surveyed women entrepreneurs reveal a high personalized skill if they possess as team players of the organization, they lack the quality of easily adapting to the changes to any situation and stay focused on their activities.

Ho: There exists an association between the educational qualification of women entrepreneurs and the nature of personality characteristic qualities they possess.

The regression model was performed to calculate the impacts of nature, of personality qualities acquired by the respondents on their educational qualification. The dependent variable was educational qualification and the independent variables being: X¹- Eager to learn things, X²- Stay focused, X³-Easily adapting to the changes, X⁴- Seek Novelty, X⁵- Team player, X⁶-Trusting and X⁷- On Time (Punctual).

TABLE: 2
Co-efficient of Nature of Personality Qualities Acquired by Women Entrepreneurs

Model	Unstandardized Coefficients		T	Sig.	R	R ²	
	B	Std. Error					
1	(Constant)	3.903	.207	18.891	.000	.777	.603
	Eager to learn things	-.240	.044	-5.426	.000		
	Stay focused	.083	.037	2.212	.028		
	Easily Adopting to the changes	-.220	.029	-7.678	.000		
	Seek Novelty	-.285	.041	-7.027	.000		
	Team player	.016	.041	.385	.701		
	Trusting	.046	.047	.969	.333		
	On Time (Punctual)	-.004	.045	-.094	.925		
a. Dependent Variable: Education b. Level of Significance: 5 per cent							

REGRESSION FITTED:
 $Y = 3.903 - .240 X_1 + .083 X_2 - .220 X_3 - .285 X_4 + .016 X_5 + .046 X_6 - .004 X_7$

TABLE: 3

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	162.827	7	23.261	85.112	.000 ^a
	Residual	107.133	392	.273		
	Total	269.960	399			

- a. Predictors: (Constant), On Time (Punctual), Stay focused, Team player, Easily Adopting to the changes, Trusting, Seek Novelty, Eager to learn things
- b. Dependent Variable: Education

The multiple regression models indicate that 7 explanatory variables like: Eager to learn things, Stay focused, easily adapting to the changes, Seek Novelty, Team player, Trusting and On Time (Punctual). The coefficient of determination, R² value showed that these variables put together explained the variations of Y to the extent of 60.3 per cent. It has been further found that the probability value (0.000) of F establishes significant relationship between the variables tested in the hypotheses. Thus, it has been determined that there exists an association between the educational qualification of women entrepreneurs and the nature of personality characteristic qualities their owner. The measure of regression establishes 60 percent of association between the variables tested. It could be observed that educated women have learned skills like: stay focused, seek novelty, punctual and eager to learn things.

CONCLUSION

It was concluded from the results that 7 variables have been measured for the comprehensive analysis of the personality, i.e., characteristic qualities of the sample women as entrepreneurs have essential. Sample population has principally ranked their personal character of they possess as team players of the organization; it is ranked first with a higher mean score of 4.17 on a Likert's scale of five points. It has been further determined that there exists an association between the educational qualification of women entrepreneurs and the nature of personality characteristic qualities their owner. The measure of regression establishes 60 percent of association between the variables tested. It could be observed that educated women have learned skills like: stay focused, seek novelty, punctual and eager to learn things.

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