Original Research Paper

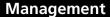## Management

Career Aspiration of Woman Graduates Towards Technopreneurship

Poovizhi.S	Research Scholar,Alagappa Institute of Management,Alagappa University,Karaikudi
Chandrasekar.K	Assistant Professor,Alagappa Institute of Management,Alagappa University,Karaikudi

ABSTRACT

In context of Technopreneurship, Personal and Social factor is the top most issues that facing by women entrepreneurs especially for career aspiration. The dramatically change of technopreneur landscape has exposed the women technopreneur with some of global challenges. In the one hand, Transformation of business into the best track is possible by monitoring the rapid change of external and internal environment of business. However, in the one hand, Personal and Social factor have exposed the business to some risks, damage and negative impacts if they are not ready to adopt the suitable environment.

KEYWORDS | Technopreneur, Internal environment, External Environment, Knowledge

Introduction

Women have increasingly become more involved in the workforce last decades. Paid employment of women has shifted from primarily traditional female-oriented jobs to more non-traditional and previously male-oriented careers. Women's participation in the workforce has lead to the study of career aspirations of women. In the globalization era, technopreneur play a vital role in creating and promoting new Information and Communication Technology (ICT) sophistications to the local and overseas markets to fulfill the customers demand. In a liberalized environment, newly ICT businesses can fairly compete against already established companies with ICT. The increment of technology knowledge society has contributed to the development of Information Technology (IT) markets locally and globally. As the new-knowledge economy continues to move forward, knowledge is being considered a crucial component of business strategy. Consequently, the capacity to manage knowledge is becoming an essential skill for acquiring and sustaining success and organizational survival in the new-knowledge economy.

Review of Literature

Career aspirations are influenced by factors such as gender, socioeconomic status, race, parents' occupation and education level, and parental expectations (Khallad, 2000; Watson et al., 2002). Researchers examine such factors to determine their role in career behavior and how they affect individuals' career decisions (Osipow & Fitzgerald, 1996; Rojewski & Yang, 1997). In recent years there has been an increased awareness of the impact of socioeconomic status, race, gender, and on the career decision-making process and career development (Stitt-Gohdes, 1997).

Hardi Emrie Rosly, Junainah Junid et.al. (2015) suggested that, Creativity is the act of coming up with an idea. In order to contribute to economic growth, entrepreneurs are currently adapting creativity in their business operations. This study seeks to find out level of creativity of science and technology (S&T) cluster students' of University Technology Mara (UiTM) and how does it affect them in terms of technopreneurship intention.

The technopreneur distinguishes logic from tradition, tradition from prejudice, prejudice from common sense and common sense from nonsense while integrating a variety of ideas from diverse groups and disciplines. (Manuel Cereijo,2002)

The Importance of Technopreneurship

Technopreneurship is an entrepreneurial term reserved for entrepreneurs who are engaged in the field of information technology. Bill Gates (Microsoft), Steve Jobs (Apple), Sergey Brin and Larry Page (Google), Mark Zuckerberg (Facebook), Jack Dorsey (Twitter), and Kevin Systorm (Instagram) are a few examples of entrepreneurs who are engaged in the world of information technology.

Information is very important in finding opportunities. Much of the information that is often overlooked, caused by our inability to identify and explore opportunities that exist. There are many resources that can use to obtain information, ranging from print media to electronic media. The introduction of information technology and communication technology is expected to make rapid changes in life. Through IT, they can find, explore, analyze, and share information efficiently and effectively. Information technology covers all matters related to the process, the use of tools, manipulation, and management of information. While communication technologies are all things associated with the use of tools to process and transfer data from one device to another. Information technology and communications technology play as an integral equivalent containing a comprehensive understanding of all activities related to the processing, manipulation, management, and transfer of information between media.

Basically, there are two kinds of IT-related businesses, namely products and services.
1.Product: Hardware, Software
2.Services: Application of E-commerce, Infrastructure in terms of information and computer E-commerce

The Internet has evolved into a major global distribution of products and services, employment in managerial and professional fields.

E-commerce can be defined from several perspectives: Communications: delivery of goods, services, information, or payments over computer networks or other electronic means.

Trade: provision of means to buy and sell products, services, and information for the Internet or other online facilities.

Business processes: running business processes electronically through an electronic network, replacing business processes with information transmitted quickly.

Service: a way for governments, businesses, consumers, and management to cut costs while improving quality of service and speed of service for consumers.

An E-commerce site basically gives every business owner the ability to have limited store hours, give the customers 24 hours a day, 7 days a week access to the store and purchase items. Online shopping is an example of the latest technology, running the process whereby consumers can directly buy goods or services from sellers in real-time, without an intermediary service, over the Internet.

Career Aspiration of Women to become technopreneurs by choice due to the following factors
Primary Factors
- To materialize their idea into a capital
- For their empowerment and freedom
- To prove their worth among their male family members
- To establish their own rules for their work
- To overcome the deficiencies they faced during their job experience
- A long term standing desire to own their own company
- Working for someone else did not appeal to them

By necessity to become entrepreneurs generally
- To improve the quality of life of their children
- To share the family economic burden
- To adjust and manage household and business life successfully on their own terms
- Due to the death or sickness of their husband
- Other than these motivational factors some secondary motivations also exist among women technopreneurs.
- Women want fair treatment and improved compensation
- Prior industry & work experience as a very important factor in determining their startups success.
- Women believe more than man that prior experience is crucial
- Many women believe that a track record is particularly valuable under these conditions because it demonstrates their confidence.

Social Factors
- Socio-economic factors
- Money is not the sole objective
- Building their own self-confidence
- Want to contribute something positive to the community
- Bring out their creativity and turn it into an innovation
- Materialize their ideas
- Economic independence
- Establishing their own creative idea
- Establishing their own identity
- Achievement of excellence
- Building self confidence
- Developing risk taking ability
- Motivation
- Equal status in society
- Greater freedom & mobility

Suggestions to Improve Women Entrepreneurship
1. **Development of entrepreneurial attitude in women**: - The first step is to develop an entrepreneurial attitude among women. According to Dr.C.Rangarajan , Former chairman of the finance commission, "the real entrepreneurial spirit of women can assert itself only if they break out of traditional mould and decide to venture out." For the purpose, attitudinal training needs to be started at early stage.

2. **Attribution Augmenting**: - Famous psychologist Robert A Baron has given this term .It refers to the fact that if a factor would be expected to facilitate some behavior or out come and a factor that would be expected to inhibit some behavior or outcome are both present, and yet the behavior or outcome actually occurs, we assign more weight or importance to the facilitating factors. Baron's study has shown that attribution augmenting not only enhances ratings of women when they became entrepreneur; it also serves to reduce the

potential impact of negative gender stereotype about women. In our country attribution augmenting can improve the status of women entrepreneurs

3. **Studying the Entrepreneurial Motivation**:- The investigation of women's entrepreneurial motivation and success measures will provide the needed insight into women's career development .Also ,consultant to women who consider entrepreneurship would better understand client's motivation and would be better able to help them informed career decision.

4. **Teaching Them Benefits of Networking**:-Women entrepreneur need to be taught the benefit of network for getting access to resources within the community or industry. Women in low-income countries have significantly smaller networks and less geographical mobility than men. They must learn value of networking and should be motivated to join mixed networks.

5. **Enhancing the role of Government**: - The government should try to enhance its role in financing projects. Recently "micro credit" is being employed to help women entrepreneurs.

6. **Removal of cultural barriers**:-Efforts should be made to remove the cultural barriers and women should be motivated to avail the benefits of entrepreneurship. Information should be provided to them freely so that they can take better decision .Also discriminating social norms should be removed which propagate negative attitude towards women.

CONCLUSION
For women, entrepreneurship is a journey out of poverty and towards equality. They have made considerable progress is country like India They are participating and performing well in all spheres of activities. Women's career aspirations have evolved steadily during the twentieth century, resulting in their increased workforce participation rates. A multitude of factors have influenced and inhibited women's career aspirations and career development over the years. Gaining insight into career aspirations and career interests may also be useful in expanding career options available to young women

BIBILIOGRAPHY
1. Khanka, S.S. Entrepreneurship in Small Scale Industries, Himalaya Publishing House, New Delhi, 1990.
2. Tandon, B.C. Environment and Entrepreneurs Chugh Publications, Allahabad, 1975.
3. Ganesh, S. (2003) Status of Women Entrepreneur in India, Kanishka Publications, New Delhi.
4. Lalitha Rani D (1996) Women Entrepreneurs, New Delhi, APH Publishing Corporation.
5. Gaurav Bisaria and Syed ahmed Wajih (2014)," A Study on constraints and challenges faced by indian middle class women entrepreneur in small scale industries with special reference to lucknow", Volume 4 Issue 3May 2014, ISSN (Online): 2249-054X.
6. Brown W.S., A proposed mechanism for commercializing university technology, Frontiers of Entrepreneurship Research, Entrepreneurship Research conference, Babson College, Centre for Entrepreneurship studies, 1984, 136-143
7. Tomes A., Erol R. & Armstrong P.,Technological entrepreneurship Integrating technological and product innovation, Elsevier, Technovation, 2000, 20:111-117
8. Gatewood B., Ogden L. and Hoy F., Incubation Centers – where they are and where they are going, Frontiers of Entrepreneurship, Entrepreneurship Research conference, Babson College, Centre for Entrepreneurship studies, 1985, 1- 17
9. Sikka P., Technological innovations by SME's in India, Pergoman, Technovation, 1999,19:317 -321
10. Spitzer D.M. and Ford R.H., Business Incubators: Do we really understand them? , Frontiers of Entrepreneurship Research, Entrepreneurship Research conference, Babson College, Centre for Entrepreneurship studies, 1989, 436 – 442
11. Walsh S. and Kirchhoff B., Entrepreneurs' opportunities in Technology – based markets,
12. Technological Entrepreneurship, A volume in research in entrepreneurship and management, Information Age Publishing, 2002,17 – 30