

The Role of Women in Business Management

AKANSHA THAKRE¹, KALYANI PUSADKAR²

^{1,2} AIMS Institute of Management Studies, PUNE

Abstract- The term entrepreneur defines as a process of setting up of business to earn profit with innovativeness idea to run an enterprise. Women kickstarts the role of a building up a backbone of our country. Basically women in business involves all sectors of women to participate and engage in the process of innovating , creating a product , creating new ideas this things can be done by the women solely.

I. INTRODUCTION

Every women have better relationship building skills. Women are empowered and privileged in this society. To be a women it's always blessed. Women are now a days taking part in every activity of a society equal to a men. Every women entrepreneurs strives hard to secure and serve the nation by making their business as profitable. So this paper is mainly going to deal with role, contributions and challenges faced by a women in business in this present society.

II. ELABORATIVE APPROACH

In S&P 500 Companies, the Higher Up the Corporate Ladder, the Fewer the Women²⁹



Figure 1.1



Figure 1.2

The chart above illustrates the relationship between the percentage of women in an occupation and the gender wage gap for that position in 1980 and 2010, controlling for personal and work related factors. In 1980 the gender wage gap was highly represented, but by 2010 the effect was in the opposite direction –the gender wage gap is larger in positions with a higher proposition of women.

III. FINDINGS

The share of women in senior Role Globally is increasing incrementally. In 2019, 29% of senior's management roles are held by women, the highest numbers ever on record .87% of global businesses have at least one woman in a senior's management role in 2019.

The proportion of women in senior leadership differs by role.43% of human resources directors are women compared to 17% of sales directors and 16% of chief information officers.

- 1) Women have dual role which is personal or self-role and as women entrepreneurs. In their personal role they act as a parent, wife, daughter etc.
- 2) Women entrepreneurs in India are being controlled by female business visionaries.
- 3) In order to apply for job women feel they need to meet 100% of the criteria while men usually apply after meeting about 60%.

CONCLUSION

Diversity from gender diversity to culture, age, and race has been shown to foster creativity and innovation. Challenging each other & collaborating with people who think differently can breed creativity and promote the innovative ideas that push organizations forward. Women excel at the soft skills needed for business leadership. Women represent huge economic power and offer important consumer insight.

REFERENCES

- [1] <http://www.hult.edu/blog/women-in-business-advantage-challenges-and-opportunities/>
- [2] <http://www.catalyst.org/research/women-in-management/>
- [3] http://www.ilo.org/global/about-the-ilo/newsroom/news/WCMS_701767-EN/INDEX.HTM
- [4] <http://hbr.org/2018/02/what-the-data-says-about-women-in-management-between-1980-and-2010>

APPENDIX

Figure 1.1, Figure 1.2

ACKNOWLEDGMENT

We would like to show our grateful feeling to Prof. Prathamesh Nadkarni, who taught us and guided us, he is a discipline keeping and a motivating person. He is always there to help sorting our solutions in terms of administration and helping in gaining knowledge. Thank you so much sir!