WOMEN LEADERS IN SMALL BUSINESS

RAJ KUMARI

ASSISTANT PROFESSOR,
S.V.G.D.C.GHUMARWIN,
DISTT. BILASPUR, H.P.

ABSTRACT

Increasing numbers of women are becoming leaders of their own businesses, and many are struggling to achieve success. A growing body of theory and research is exploring how different women come to business ownership, their unique leadership challenges and strategies for success, their personal change and the processes of leadership development they experience. Despite the growing number of women led business and a significant increase of initiatives, policies and resources designed to promote and develop women’s entrepreneurship. Women entrepreneurship promotion policies undoubtedly benefit individual women but when the gender bias in the context in which entrepreneurship is embedded, is left intact, efforts may remain in vain and without any significant macroeconomic or social impact. Women capable of starting growth companies may well be our greatest underutilized economic resource. Women business owners from the general perspective of understanding their leadership. Relationships between changing economic contexts and cultural meanings of work, and women’s unique ways of crafting entrepreneurial leadership. Future research continuing the inquiry into women’s leadership as small business owners. Women’s leadership development in entrepreneurial contexts. How are different women transforming small business leadership in ways that may challenge traditional understandings of work, learning, career, and success? What personal needs do women meet through leading their own businesses? What kinds of knowledge do they value, and how do they develop this knowledge while growing a business? How are women’s choices shaped by and shaping the changing dynamics and cultural discourses of their local socio-economic contexts? Women start a business to create greater flexibility in their lives, to seek greater quality of life and more creative, meaningful work, and to place higher priority on relationships and family. If this is so, it puts certain women in tension with a highly competitive profit-driven marketplace, and presents a fundamental shift in the meaning of work and career for some women.

KEY WORDS: Women Leadership Style, Entrepreneurship, Women Motive, Management Strategy, Barriers and Conflict.