

International Journal of Current Research and Modern Education**Impact Factor 6.725, Special Issue, March 2020 – Conference Proceedings****International Conference on Rise of Disembedded Unilateral Economy: InnoVision in the Era of****Deglobalization (KRUPACON 2019) On 8th & 9th November 2019 Organized By****Krupanidhi Group of Institutions, Bangalore, Karnataka****ENTREPRENEURIAL PERFORMANCE OF WOMEN SOCIAL****ENTREPRENEURSHIP****Geetha Nagpal* & Samuel Paul Isaac****

Krupanidhi Group of Institutions, Bangalore, Karnataka



Cite This Article: Geetha Nagpal & Samuel Paul Isaac, "Entrepreneurial Performance of Women Social Entrepreneurship", International Journal of Current Research and Modern Education, Special Issue, March,

Page Number 4-6, 2020.

Abstract:

An inventive individual with the ability to fix a community issue is known as a social contractor. These people are prepared to take risks and efforts via their initiatives to bring about beneficial changes in society. For example, micro-finances, education programs, banking in underserved regions, aiding children orphaned by the disease, etc. are social entrepreneurship examples. The social entrepreneur's main objective is not to profit, but to benefit society widely.

Key Words: Social Entrepreneurship, Entrepreneurial Performance

Introduction:

Although the social entrepreneurship sector is growing explosively, it is still missing in gender relevance in conceptualization and analysis, despite assertions that social enterprises can tackle societal challenges, such as empowerment for women. There is no gender-based context for considering more generally exposed hypotheses driving concepts and research in the field of social entrepreneurship as women are maybe the beneficiaries of special types of social enterprise [1, 2]. In order to bridge this gap we focus on gender as fundamental to the conceptualization and understanding of social enterprise, as the role of men and women in communities differs. We specifically utilize feminist ideas in order to make problems of the "social entrepreneur" and social entrepreneurship-related gender-neutral and gender-blind assumptions. Feminist researchers have already shown that the business field was derived from the so-called 'Universal and a Gendered Model of Economic Rationality' [3, 4].

Although an unified paradigm may continue to flow in the field of social entrepreneurship, current notions of the social entrepreneur envisage an individual who takes on the particular variables like: (1) To identify a stable but intrinsically unfair balance that causes a sector of humanity's exclusion, marginalization or suffering that has no funding resources or political influence to gain any transformational advantage on its own; (2) recognize an opportunity in this unjust balance, establish the argument of social worth, and inspire, create, act, bravery, and strength to challenge the hegemony of a stable state; and, (3) by imitating and creating a stable ecosystem around a new balance to secure a brighter future for a target group and even society in general, building a new, stable equilibrium that unleashes repressed potential or alleviates the pain of a target group [5].

Thus, rather than gender neutrality, the phrase "social entrepreneur" appears to contain multiple gender overtones. Therefore, we suggest that both the identity of the social entrepreneur and the setting in which it is integrated require gender study. Social enterprise is a developing movement around the world. The scope of social activity is not just for males, but also for women. Furthermore, women's social entrepreneurship has enormous opportunity to initiate social activities. Women's social enterprise is a major contributor to rural women's progress in India, and it is crucial to investigate aspects such as entrepreneurial traits, business performance and drivers of social enterprise among women. In areas where India suffers issues, the following are extremely important:

- To enable the educated young people to work
- Medicine
- Sanitation of urban and rural areas
- Utilizing renewable energy sources
- Food for poverty and nutrition
- Accommodation affordable
- Farming.

In addition to the aforementioned sectors, there are many more, but these are the fundamental requirements of the Indian community, which are the subjects of many years of discussion. In these industries, social entrepreneurs not only provide many possibilities, but may also come up with solutions to these issues.

Research Objectives:

- To learn about social entrepreneurship in general among women
- To discover the characteristics that influence the welfare of women

Research Methodology:

The literature research found research that investigated how the factors employed in the research influence and connection. The research methodology covers the research model, the variables, population, the study sample, the responder profile, the instruments utilized for the research and the techniques of data collection. This research attempted to investigate the elements that influence women's social entrepreneurship and its impact on entrepreneurship. The people surveyed are business people who operate in Tamil Nadu their own small and medium-sized businesses.

Research Design:

It should be emphasized that a research topic can be studied and dealt with in different ways. This research is in the 'descriptive studies' category since the purpose of the task is to discover the link between the various variables. This kind of research is also an investigation [6]. The main strength of survey research is its vast range and the capacity to gather precise information from a broad population sample.

International Journal of Current Research and Modern Education

Impact Factor 6.725, Special Issue, March 2020 – Conference Proceedings

International Conference on Rise of Disembedded Unilateral Economy: InnoVision in the Era of

Deglobalization (KRUPACON 2019) On 8th & 9th November 2019 Organized By

Krupanidhi Group of Institutions, Bangalore, Karnataka

Sample Size:

It is found that the sampling process is "the process of picking enough population components to make it possible for the researcher to generalize such features or qualities relevant to the population items by the sample study [7]. At least 400 specimens be examined for the population above 1,00,000 [8]. However, the sample dimension must be raised in order to prevent the error rate [9]. Therefore, around 400 samples are plans for the researcher. The respondents in this survey are the women entrepreneurs who operate any firm, including businesses, industries and service companies. Based on their knowledge, respondents were picked from the following top FIVE associations in Chennai. Chennai is preferred more than other cities in Tamil Nadu because of the amount of entrepreneurs. Chennai is also a metropolitan town with individuals from all backgrounds and cultures able to do business. Chennai is therefore chosen as the field of inquiry.

Findings:

The following key findings were presented in accordance with the respective objectives, based on the analysis of the data.

- It has been found that 70% of respondents have previous experience of their current business.
- Roughly 40 per cent of those surveyed spend more than 60 hours of work in a week, and 34.9 per cent spend 41 to 60 hours of work in a week, and just 8.3 per cent spend 20 hours or even less than 20 hours of work weekly.
- Study shows that one fifth of the respondents trade and import whereas a full selling and retail firm is the same percentage. 7.9% of respondents are providing training and training services, 7.4% are engineering and technical services, 6.6% are manufacturing firm, and 4.8% of respondents provide computer and associated services. Very few responders perform business such as construction, immobilization, telecommunications, restaurants, transport, health and beauty, tourism.
- It is shown that 18.0% of respondents carry out a health awareness program as social activity, 16.5% of the respondents carry out a road safety program, 16.3% conduct education-related programs, 15.9% conduct a conscientious program, 13.1% fight poverty and 10% respondents doing the program.
- Study shows that 40.6% are driven to carry out social activities by themselves. 25.3% of respondents are inspired by their parents, 21.2% by their friends and 12.9% by their relatives to carry on social activity in their business. The latter have an impact on their parents.
- The survey shows that 31.2 percent of respondents are self-satisfied with their social activities. In order to attract its users, 23.0 percent of the respondents undertake social activities, 18.6 percent undertake these activities simply in accordance with government regulations, 14.6 percent advertise, and 12.5 percent undertake social activities in their company to get more profit.
- This has been established "The forecast of finance makes a major contribution towards corporate intention" and „social appraisal of enterprise." More importantly, "The perceived conduct control' has also had a role in the provision of funding in a negative and substantial way.
- As a result, 'enterprise motive' is a major contributor towards the prediction of technical aid which follows 'Entrepreneurial Characteristics' and 'Entrepreneurial Intention' as a result of which technological help may be predicted adversely and considerably.
- The "social assessment of enterprise" and "business motivation" have been found as a key contributor to the forecasting of education training. Furthermore, "business intent" and "business characteristics" were also shown to have played a negative and substantial role in predicting education.
- The conclusion shows that, with regard to age in funding, the legal framework, technical assistance and access funding, respondents differentiate considerably, but not differ from the culture of entrepreneurship, taxation, and training.
- A favorable view of funding, regulatory frameworks, technical support and access funding is expressed by respondents aged 31 to 40 years and aged 51 to 60 years compared to respondents aged 41 to 50 years.
- As a consequence, respondents show that their beginning age differs considerably from funding, technical assistance and access funding, but do not differ in legislative framework, culture of entrepreneurship, taxation and training.
- Based on the analysis, the difference between respondents who are graduated has been found to be significant compared to those who have completed diploma/certificate training prior to starting their business, which means that there is a positive view towards various key factors in female social entrepreneurship.
- The study shows that the predictions of entrepreneurial success have been greatly influenced by "technical assistance," "financing," "taxation" and "entrepreneurial culture." Besides, the "regulatory framework" also contributed to the forecast of entrepreneurial success considerably but adversely.
- The conclusion demonstrates that the detrimental direct effect of 'enterprise characteristics' is to culture of enterprise, education and training, technical support, etc.
- The study illustrates the favorable influence on taxation and funding that 'entrepreneurial qualities' have.
- The finding has shown that the direct influence of Entrepreneurial Intention on the regulatory framework is not beneficial.
- The results suggest that the influence of enterprise intent on technical support is unfavorable directly.
- The outcome demonstrates that enterprise motivation has a beneficial direct impact in terms of technical assistance and regulatory framework. Therefore, the assumptions are substantially supported.

International Journal of Current Research and Modern Education

Impact Factor 6.725, Special Issue, March 2020 – Conference Proceedings

International Conference on Rise of Disembedded Unilateral Economy: InnoVision in the Era of

Deglobalization (KRUPACON 2019) On 8th & 9th November 2019 Organized By

Krupanidhi Group of Institutions, Bangalore, Karnataka

- The findings reveal that the direct effects of technical support on enterprise performance are good. Therefore, the assumptions are substantially supported.
- Results reveal a direct detrimental impact on enterprise performance under the regulatory framework. Therefore, the assumptions are substantially supported.

Recommendations:

- Although it is in the hands of entrepreneurs to focus more on social enterprise, social activities in India are a source of self-confidence, since public opinion in various domains is needed in India.
- Since the result shows that young people who chose to work in a social entrepreneurial environment require education and training, the government should provide them either directly through the establishment of training centers, or through training for the NGOs and other private companies in the various district headquarters, with adequate education and training in social entrepreneurship. This will entice young women entrepreneurs to serve society.
- Results showed that greater financial challenges exist for social entrepreneurs with an entrepreneurial aim and social valuation of entrepreneurship. Government could also support women social enterprising entrepreneur and offer them with initial funding to advise the agencies to start their company with women social entrepreneurs.
- As the social assessment of entrepreneurship and perceived behavioral control have important effect on the culture of entrepreneurship, women social entrepreneurs should be trained to educate social values and increase perceived behavioral control to create a positive business culture. Government should take the appropriate measures to promote social entrepreneurship, should open the door for the women entrepreneurs to exclude talent and should provide the entrepreneurs in the nation with greater networking possibilities.
- As a consequence, urban female entrepreneurs have greater social interest than rural female entrepreneurs, it is advised that the government and NGOs promote and educate rural entrepreneurs on the relevance of social values and activities.
- The model generated from this study produced various results, which will allow businesspeople to improve their performance and to identify their company position. That methodology will enable the Government in taking the initiative needed to analyze and give suitable assistance for entrepreneurs' performance depending on their needs.
- Although various groups operate in the State and in the Central level, the government should take the required efforts to unite these groups and place them on one roof, that is, an "Apex Association for Women Entrepreneurs." The organization creates a regulating structure amongst entrepreneurs and helps them handle their unresolved difficulties and commercial challenges, in individual and society-oriented ways.

Conclusion:

Social entrepreneurship attracts youthful, energy-loving, youthful leaders who all want to make a difference in society. Indian women social entrepreneurs are experienced and expert and are able to prioritize their demands in accordance with their undertakings. The results of the study show that social enterprise is gaining steam in India, particularly in the field of female social enterprise. Women employers are recognized in a variety of industries such as imports and exports, wholesale and retail companies, services to technology and engineering, education and training as well as in computer services. Women's social enterprises now focus on many social activities such as health consciousness, road safety program, programs for education, poverty eradication program, child welfare program, etc. social entrepreneurship they have a major role in producing advantages for social inclusion, building the community, and developing a beneficial influence in India. Their objective is really committed, and their particular problems and support requirements are well understood.

Acknowledgement:

The authors express gratitude towards the assistance provided by The Management, Krupanidhi Group of Institutions (KGI) and Krupanidhi Research Incubation Centre, KGI in completing the research. We also thank our Research Mentors who guided us throughout the research and helped us in achieving the desired results.

References:

1. Defourny, J. & Nyssens, M., 2012. The EMES approach of social enterprise in a comparative perspective, Belgium.
2. Desa, G. (2012). Resource mobilization in international social entrepreneurship: Bricolage as a mechanism of institutional transformation. *Entrepreneurship Theory and Practice*, 36, 727_751.
3. Di Domenico, M., Haugh, H., & Tracey, P. (2010). Social bricolage: Theorizing social value creation in social enterprises. *Entrepreneurship Theory and Practice*, 34, 681_703.
4. Intellectap, 2010. Beyond Profit - Indian Social Enterprise Landscape Survey, Mumbai.
5. Intellectap, 2012. On The Path to Sustainability and Scale: A study of India's Social Enterprise Landscape, Available at: www.intellectap.com.
6. Stevens, R., Moray, N., & Bruneel, J. (2014). The social and economic mission of social enterprises: Dimensions, measurement, validation, and relation. *Entrepreneurship Theory and Practice*. doi:10.1111/etap.12091
7. Teasdale, S., McKay, S., Phillimore, J. and Teasdale, N. (2011), "Exploring gender and social entrepreneurship: women's leadership, employment and participation in the third sector and social enterprises", *Voluntary Sector Review*, Vol. 2 No. 1, pp. 57–76.
8. Dr. Sanjeev Kumar, Sanchita Raghav, Apoorva Raj, Ankit Tiwari and Mohan Gautam, Social Innovation and Social Entrepreneurship - An Elucidation for the Problems of Modern Society. *International Journal of Management*, 8(1), 2017, pp. 212–217.
9. Andriyansah, Femilia Zahra Student Awareness towards Social Entrepreneurship: A Qualitative Study. *International Journal of Civil Engineering and Technology*, 8(6), 2017, pp. 457–464.