

A Study on Women's Leadership Bring Better Business Growth in Domestic Economic

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ABSTRACT

The paper unfolds and emphasizes the problematic challenges faced by women in business circle and the study gives the solution to the issue by analyzing the transformational attitude of women and their leadership quality .the transformational attitude of women reforms the gender diversity fights back for the followers and rebuilt their status in economic of the country .thus the paper proves that the women's bring better business growth and performance in domestic economic among to self help group leader

Key words: women's leadership, business growth, self-help group

1. INTRODUCTION

Women leader are playing vital role in SHG. Through SHG the women leader facilities financial sources and give innovative ideas to expand the business and business related activities. The women leaders take initiative and how to face the risk in their own business. The women leader must learn new business strategies which should implement in business and economic activities. Women leader must take care of safety and security for the employees in their business.

Women leaders make outstanding teamwork and effective communication for their success. The main motive of most of the women leaders are for accomplishing organizational goals but for transforming their followers into better people. Smart business or companies who want to be success in economy should make genuine gender diversity a key essential of their business strategy.

2. STATEMENT OF THE PROBLEM

A strong female leadership presence is needed to promote visible change. Here the Researcher identifies the impact of women's leadership on business growth by analyzing the performance of the SHGs in Arakkonam, vellore district of Tamil Nadu and factors affecting women empowerment among themselves and performance of entrepreneurial activities by the efforts of SHGs leaders. As such the paper puts an answer that the women's Leadership Bring Better Business Growth and Performance in Domestic Economic.

3. SCOPE OF THE STUDY

India is a developing country in world economy and it has to go long way to achieve the development process. The government of India implemented many financial inclusion programmes for the betterment of people in Business environment. In such way self-help groups is one of the financial inclusion programmes. A self help group is an innovative scheme implemented by the National bank for agriculture and rural development (NABARD) with the support of government of India. The important aspect of the programmes, in recent times, is encouraging the formation of Self Help Groups that will foster the needs of women development. The scope of the present study is to analyze the women leaders. The research work was carried out in Arakkonam, vellore districts of Tamilnadu.

4. SIGNIFICANCE OF THE STUDY

The present scenario covers the analysis of different dimension with diverse nature of Women's Leadership that brings better Business Growth and Performance in Domestic Economic. The present study includes Challenges faced by the women during the establishment of the self help group and during the growth of the business performance.

5. RESEARCH QUESTIONS

1. What is the level of Women's Leadership Bring Better Business Growth and Performance in Domestic Economic in Self Help Group leaders in Arakkonam.
2. What are the suggestion can be made for Women's Leadership Bring Better Business Growth and Performance in Domestic Economic on the basis of the findings of the research.

6. LIMITATIONS OF THE STUDY

There are some limitations. The researcher has confined his study area only to the self help group in Arakkonam Vellore District. Some of group leaders are hesitant to give the financial information the accuracy of study based on primary data depends upon the reliability of information provided by the respondents. Thus the results and findings can be generalized only to self help group at Arakkonam.

7. METHODOLOGY

OBJECTIVE OF THE STUDY

- The study aims to find out the level of Women's Leadership that Brings Better Business Growth and Performance in Domestic Economic in the study area.

HYPOTHESIS OF THE STUDY

- There is no significant difference between Women's Leadership with respect to Education groups of SHGs leaders in Arakkonam.
- There is no significant difference between Women's Leadership with respect to family type groups of SHGs leaders in Arakkonam.

SAMPLING TECHNIQUE AND SAMPLE SIZE

This is an empirical study and primary data were collected from a sample of 80 respondents. Random sampling method was used.

PROCEDURE

The data were collected from self-help group leader from Arakkonam, vellore district. By adopting random sampling technique, the researcher personally met the self-help group leaders. Before giving the questionnaire, the researcher explained the women's leaders. The filled questionnaire were obtained back from their work spot and processed further.

TOOLS FOR DATA ANALYSIS

The statistical tools one way ANOVA and Independent Sample t-test analysis was used for data analysis

RELIABILITY AND VALIDITY TEST

Reliability of The Scale to Women leadership of Self Help Group reliability test for study using cronbach's alpha

RELIABILITY STATISTICS

VARIABLE	CRONBACH'S ALPHA VALUE
Women's leadership	0.846

TABLE NO 1

Reliability coefficient Alpha value for overall Women's leadership 0.846 which shows a high reliability and consistency of the scale used in this study

8. RESULTS AND DISCUSSION**ONE WAY ANOVA ANALYSIS SHOWS MEAN DIFFERENCE TOWARDS WOMAN'S LEADERSHIP BASED ON EDUCATION GROUP**

VARIABLE	EDUCATION	N	MEAN	SD	F	P
woman's leadership	School level	40	3.060	1.079	3.060	0.050
	UG/PG	15	3.70	1.337		
	Other	25	4.05	1.090		
	Total	80	3.78	1.147		

Source: Primary data

TABLE NO 2

The one way ANOVA analysis is conducted for the sample of 80 SHGs leaders, to validate the significant difference towards women's leadership with respect to education group. Independent variable Education group is classified into three groups such as school level, UG/PG level, other.

Women's leadership obtained F value is 3.060 with a corresponding significant level $p = 0.050$. Hence, it can be concluded that the opinion on the women's leadership differ significantly among the different education group. It is clearly found from the F test shows that there is significant difference towards women's leadership with respect to education group. Other education leaders are highly rated towards women's leadership when compared respective categories.

Table 8.2: Independent sample t test shows mean difference towards woman's leadership based on family type

Variable	Family Type	N	Mean	SD	t	P
woman's leadership	Joint Family	16	3.99	1.128	-4.132	0.001
	Nuclear Family	64	3.50	1.337		

Source: Primary data

TABLE NO 3

The independent sample t test is conducted for the sample of 80 SHGs leaders, to validate the significant difference towards woman's leadership with respect to family type. Independent variable family type is classified into two groups such as nuclear family and joint family.

Woman's leadership obtained t value is -4.132 with a corresponding significant level $p = 0.001$. Hence, it can be concluded that the opinion on the woman's leadership differ significantly among the different family type. It is clearly found from the t test shows that there is significant difference towards woman's leadership with respect to family type. Family type of joint family SHGs leaders is highly rated towards woman's leadership when compared family type of nuclear family.

9. CONCLUSION

The role of women's leadership plays a vital role in the empowerment of women in self help groups and hence research paper is entitled as Women's Leadership Bring Better Business Growth and Performance in Domestic Economic. Such initiatives adopted and followed by the leaders in the study area to empower the women in socio economic status are empirically proved in this study. This study has simple random sampling technique to collect data from self help group in study area. The sample size consisted of 80 SHGs leaders. In this study, women's leadership was dependent variable and demographic profile was considered as independent variable. Further these variables were taken to statistical analysis with respect to demographic profiles of the self help group leaders in Arakkonam. Descriptive statistics, independent sample t test, one way ANOVA were used for data analysis. The analysis found that there is significant difference towards women's leadership with respect to demographic profile of the self help group leaders. It is clearly found from the Women's Leadership Bring Better Business Growth and Performance in Domestic Economic among prospective self help group leaders.

10. REFERENCE

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