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 SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal  
 ISSN: 0975-9999 (P) 2349-1655 (O)  
 Impact Factor: 3.655 (CIF), 2.78(IRJIF), 2.5(JIF), 2.77(NAAS)  
 Volume XV, Issue 57, April-June 2024  
 Formally UGC Approved Journal (46622), © Author

## **ANALYSIS OF EFFECTIVE WOMEN ENTREPRENEURIAL LEADERSHIP SKILL ON BUSINESS PERFORMANCE**

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### **Abstract**

*Globally, women's entrepreneurship has risen consciously, and it is well known that entrepreneurship is essential to prosperity and economic growth. Notwithstanding these realities, women are less likely than males to start their own businesses in nearly every society. The results showed that a statistical examination of 80 participants who were SMEs in Srivilliputtur was conducted to investigate the relationship between leadership skill and their effect on business success. The study's conclusions demonstrated that a work delegate, Rapid decision maker, and Competencies in technology improves business performance. It has been suggested that female business owners enhance their abilities through business performance by utilizing their leadership style.*

**Keywords:** Prosperity, Leadership, business, Technology and abilities.

### **Introduction**

For decades, women in India have faced cultural, social, economic, and political oppression. They are taken advantage of in the nation, in families, in society, and at home. At some point women battle to achieve professional and personal success and catch up to males. Yet, governments came to understand the value of having women in the workforce and assisting female businesses. Leadership abilities, separate successful businesses from unsuccessful ones. Women's participation in academic institutions has given them more power over material possessions, intellectual resources like knowledge, information, and ideas, and decision-making in the family, surroundings, society, and country. The study's objectives were to investigate the leadership philosophies used by female business owners in the Srivilliputtur region and to offer

suggestions for improving those concepts. Numerous leadership philosophies, including work delegate, Rapid decision maker, Problem handling capabilities and Competencies in technology have been reported in the literature.

### **Statement of the Problem**

Work-related effectiveness, involvement, productivity, and skills are each component of business performance. Strong leadership ideologies are necessary for various business types to increase performance. Some businesses struggle with issues like low productivity and inadequate inventiveness. The performance of businesses is consistently impacted by this issue. For this reason, the study looks into the most effective leadership philosophies that raise worker performance. It is said to be a productive company with a strong foundation in the business executives or drivers. The idea of successful leadership is also widely accepted in the field of technology.

The requirement for someone who is similarly skilled at handling other official tasks and leading others was also recognized by the workforce. Therefore, in order to boost overall corporate success, companies require an effective leader.

**Review of Literature**

**Ainura Kocherbaeva et al., (2019)** in their research article titled “**Leadership and leaders in successful small and medium enterprises**”, addressed the necessity of having capable executives that encourage innovation and success in these companies. The study covers the leadership potential of SMEs in promoting economic development and promotes their significance as the backbone of economies, particularly in areas like Italy and Spain. Overall, the study emphasizes the critical traits and behaviors of SMEs' leaders and their influence on the survival and prosperity of these enterprises.

**Gomathy D., and Aruna L., (2020)** in their paper “**Role of Leadership Skills in success of women MSME Entrepreneurs of Chennai**”, It dealt with the implications of women entrepreneurs' success in Chennai's MSME sector and their leadership abilities. A questionnaire was used to gather data from 130 female entrepreneurs, and statistical tests such the t-test, Anova, and regression were used to examine the outcomes. The findings showed that entrepreneurial success was significantly and favorably correlated with inspirational and enabling leadership qualities, with women between the ages of 26 and 35 demonstrating higher levels of inspiring skills.

**Scope of the Study**

The intention of the current study is to explore how women in Srivilliputtur operate as entrepreneurs and lead with flair. The remaining female entrepreneurs would greatly benefit from this study's recommendations for improvements in order to achieve the broader goal of improving women's entrepreneurship. By understanding these components, solutions for encouraging female entrepreneurs to perform better as leaders could be developed.

**Objective of the Study**

- To examine the socioeconomic characteristics of female entrepreneurs in Srivilliputtur.
- To study the link between business performance and women's entrepreneurial leadership skills.
- To make insightful recommendations based on the study's findings.

**Methodology Analysis**

- Research Methodology** :Snowball Sampling
- Data Type** : Primary Data
- Area of Sample** : Srivilliputtur of Virudhunagar District
- Sample Size** : 80
- Statistical Tool** : Correlation
- Source of Data** :Women Entrepreneurs

**Hypothesis of the study**

The following hypothesis has been created for the current study based on the discussion above.

Ho: The business performance of SMEs does not significantly correlate with the entrepreneurial leadership skills of women.

**Analysis and Interpretation**

**Table 1: Socio Economic Profile of the respondents**

S. No	Entrepreneur Details	No of Respondents	%
<b>Age wise Classification</b>			
1.	Below 20 Years	16	20.00
2.	20 -30 Years	12	15.00
3.	31 - 40 Years	<b>27</b>	<b>33.75</b>
4.	41 - 50 Years	18	22.50
5.	Above 50 Years	7	8.75
<b>Educational Qualification</b>			
1.	Upto HSC	19	23.75
2.	Undergraduate	<b>23</b>	<b>28.75</b>
3.	Post Graduate	6	7.50
4.	Professional	21	26.25
5.	Diploma	11	13.75
<b>Business Experience</b>			
1.	Less than 5 years	22	27.50
2.	5 - 10 years	<b>29</b>	<b>36.25</b>
3.	11 – 15 years	20	25.00
4.	Above 15 years	9	11.25
<b>Total</b>		<b>80</b>	<b>100</b>

Source: Primary data

Out of 80 respondents, most of them, 33.75 per cent, are between the ages of 31 and 40, followed by 28.75 per cent with undergraduate degrees and 36.25 per cent with 5 to 10 years of experience.

**Table 2: Enterprise Classification**  
Source: Primary data

S.No	Types of Enterprise	No of Respondents	%
1.	Micro	22	27.50
2.	Small	42	52.50
3.	Medium	16	20.00
<b>Total</b>		<b>80</b>	<b>100</b>

52.50 percent of the respondents, as shown in Table 2, are small business owners. 20 per cent of the responses fall into the category of Medium Enterprises, while the remaining 27.50 per cent are Micro Enterprises.

**Reliability test**

Although the variables are measured using a questionnaire that is organized, all of the variables are included in the analysis that follows. **Table 3 contains the Reliability Analyses**

Variable	No. of items	Cronbach's Alpha Modeling
Work delegate	5	0.800
Rapid decision maker	7	0.664
Problem handling capabilities	4	0.676
Competencies in technology usage	4	0.681
Business Performance	8	0.699

**Source: Computed primary data**

We can figure out from Table 3 that every variable has a Cronbach's alpha value greater than the recommended value of 0.7. We therefore draw the conclusion that all of the variables' reliability is adequate and carry on to more analysis.

**Table 4: Correlation between Women entrepreneurial leadership and Business performance**

Leadership	Correlation Coefficient	Interpretation	p-value	Decision	Remarks
Work delegate	0.750	High positive Correlation	0.000	Reject Ho	Significant
Rapid decision maker	0.553	Moderate positive Correlation	0.000	Reject Ho	Significant
Problem handling capabilities	0.119	Negligible Correlation	0.298	Retain Ho	Not Significant
Competencies in technology	0.312	Low Positive Correlation	0.021	Reject Ho	Significant

**Source: Computed Primary Data**

The correlation coefficient revealed diverse r values for the degree of link between leadership skills and business performance. It's noteworthy to note that, **with the exception of Problem handling capabilities**, the Work delegate Equally, Rapid decision maker, and Competencies in technology showed **p values less than 0.05**.

The abilities that MSME entrepreneurs possessed demonstrated a notable link with characteristics related to business performance.

Therefore, it can be drawn that there is a strong correlation between the business performance of SMEs and the entrepreneurial leadership skills of women.

**Suggestions**

1. Establishing leadership development programs that emphasize enhancing skills like communication, negotiation, and strategic thinking will help

systematize the decision-making process.

2. Women entrepreneurs may strengthen their problem-solving skills by analyzing scenarios practically and using tools like SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) to evaluate circumstances effectively.

### Implications

The aforementioned investigation's main contribution is to enhance our awareness of the extent to which women entrepreneurs' entrepreneurial performance is influenced by their leadership abilities. The research conducted aids female entrepreneurs in comprehending the critical function that improving their leadership abilities plays in achieving their success rate, which is typically challenging to achieve. The government agencies and policy makers benefit from this research effort as well, since it highlights the need of strengthening the leadership abilities of female entrepreneurs.

### Conclusion

The findings from the research suggests that the most effective leadership skill fosters a sense of community among workers, requires less supervision for higher-level tasks, and helps followers achieve their objectives while increasing overall organizational productivity. Despite its small importance, their leadership style actually improves business efficiency. Despite this, leadership capability makes authority choices that workers feel less capable of carrying out their duties and making judgments.

### Acknowledgement

**S. ThangaKeerthanais** a recipient of Indian Council of Social Science Research Doctoral Fellowship. Her article is largely an outcome of her doctoral work sponsored by ICSSR. However, the responsibility for the facts stated, opinions expressed and the conclusions drawn is entirely that of the author. The author also extended her sincere thanks to Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi for extending facilities for the research work.

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