

The Growing Role of Women in Family Business – A Study in Mangalore City

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ABSTRACT

India's core strength lies in a robust base of entrepreneurs who have tremendous potential in galvanizing the Indian economy and pushing it onto the road of sustained high growth. A confluence of factors such as greater flow of investments, new business opportunities, and a growing domestic market indicate that India is geared up to reinvigorate its entrepreneurial landscape. In most of the developing countries today, more and more emphasis is laid on the need for development of women and their active participation in the main stream of development process. Women have traditionally been involved in the informal economy, working in family businesses without formal position or pay and their economic contribution is often undervalued or just not mentioned at all. However, it is well recognized that any strategy aimed at economic development has to harness the potential of women in equal measure who constitute half of the world's population. Women entrepreneurs have an important impact on the economy, both in their ability to create jobs for themselves and to create jobs for others. Women's entrepreneurship development has emerged particularly in the wake of increasing globalization, with the support of progressive social, economic and political cross currents, technological advancement, and the media. This paper makes an attempt to know the growing role of women in family business and also tries to know the motivational factors of women in family business which in turn has contributed to women empowerment.

KEY WORDS : Decision Making, Empowerment, Family Business, Motivation,

I. INTRODUCTION

Entrepreneurship and family businesses are considered as the most relevant topics for

managerial practice and academic inquiry over the past decade. The distinctiveness of family business is related to the involvement of the family in the business, specifically in its ownership and leadership/management of the business. Family business issues impact the ownership; leadership and management of the overall business. Family businesses may be distinct from the nonfamily businesses and the dynamics can also be assumed to be affected by the specific characteristics of family businesses, setting them apart from nonfamily businesses. Family businesses, as a group, have virtually been neglected in research on women in family business until today in Indian context. This stands in strong contrast to the relevance of family businesses to overall economic activity and the importance of women in family businesses (Anju Duseja, 2017)

II. METHODOLOGY

The methodology of present study has been mainly divided into two stages, the first stage has involved the collection of secondary materials through review of concerned literature. The second stage has involved the collection of primary data through a structured interview schedule and questionnaire. Area of study has been Mangalore which is the centre for academic, administrative, commercial and cultural activities and therefore a study on growing role of women in family business and how it has led to women's empowerment would be significant.

III. LITERATURE REVIEW

Ms. Anshu (2012) conducted a study on women in Family Business. The paper explores possible differences in the views of men and women who manage small family firms. Their attitudes opposing the traditional business roles of women, different views on managerial, ownership

and transition issues and possible gender discrimination are examined. The findings support the paradigm of a different, more feminine style of management, while signs of discrimination are not clearly revealed. This paper is based on a research intended to provide a comparative analysis of the status of women entrepreneurs and men entrepreneurs in Family

Mrs.G.Kavitha & Mrs.R.Geethalakshmi conducted a study women in family business and the objective was to outline the motivation and strength of women in family business. Both primary and secondary source of data was obtained for the study. 150 women in family business were interviewed for primary data with a simple structured questionnaire As regards to rank analysis the highest rank (50.7) was given to Strong teamwork with family members. AVOVA results showed that there is a significant relationship between age and motivational factors of women in family business. In the study by Danes and Olson, (2003) women who are in family business have been given the following role labels, such as mom, spouse, caretaker, negotiator, or bookkeeper to describe their involvement in the business. Curimbaba (2002) reported that Brazilian women occupied either a professional, invisible or anchor role in their firms. Due to the small convenience samples these studies mainly provide an indication of the varying types of women's roles. However, it is mostly expected that women occupy the second rank or head up one of the business functions, traditionally finance and accounting or sales.

Robert d. Hisrich and Gyalá fulop conducted a study on women entrepreneurs in family business: the hungarian case. Their study explores the role of women in family business within a hungarian context and this paper provides an indication of the similarities and differences of women entrepreneurs in family businesses and how this reflects their social structure. Since owning and running a family business requires a lifestyle that deeply impacts the women's role in society and in the family, governments need to address some fundamental issues that will help women in this process.

THE OBJECTIVES OF THE STUDY

- To identify the reasons for women's entry in family business.
- To know the motivational factors of women in family business.
- To analyze the involvement and decision making,sof women in family business

WOMEN AND FAMILY BUSINESS

For generations, the onus of taking forward the family business fell squarely on the shoulders of the men in the family. A patriarchal society like India was naturally, no exception to this rule. The last decade has however seen a marked deviation from this trend, with women from well-known Indian business families making their entry. Some notable examples include the Chauhan sisters– Schauna, Alisha and Nadia of Parle Agro Ltd. And the Reddy sisters of Apollo Hospitals

Women represent more than 50% of the world's population, yet in no country do they represent nearly half of the corporate managers. Women hold very low percentage as compared to men of the managerial positions in business. Barriers to women's entry into management exist across the globe, and in some areas of the world it is worse than in others. Despite recent progress in most countries, women's advancement in the business arena is very slow. Women face great restrictions and challenges to join family business such that, men by words or otherwise depress women capabilities for which they are forced to sit at home and not to interfere in the business affairs. Women are considered delicate, less challenging and emotionally fool, for which they are kept away from business and if taken into business then are offered non-challenging and less risky jobs with lower pay scales. In family firms, women have traditionally played many subtle roles: spouse, parent, in-law, family leader. Women are expected to move from the parental hearth to the husband's home and have very little opportunity to play any role in the company. This attitude of family made women to believe that they are ill-suited for leadership roles. But now this situation appears to have changed with the advancement of women education, exposure, growing role of government in women empowerment, etc. This made women aware about their rights and responsibilities. Moreover, awaked families and society towards the positive impact that, women could make in business at particular and in economy in general. Women are becoming more important in the workforce and for the economy. The rate of women in family businesses is increasing in recent years. Women are rapidly entering the business world. Equally, women are increasingly deciding to join their family firms and to pursue their professional careers in family firms (Dr. Babli Dhiman &Ms. Harvinder Kaur, 2011)

INDICATORS OF EMPOWERMENT

In the 20th century the term ‘Women Empowerment’ has been used in the social, economic and political development analysis of both developed and developing nations. Empowerment means giving legal and moral power to an individual in all spheres of life- social, economic, political, psychological, religious and spiritual-which are essential for the survival and overall development of mankind. In a broad sense, empowerment is a religious, cultural, economic and legal struggle against oppression, injustice and discrimination. Empowerment expresses the bold idea that all people have claims to social arrangements that protect them from the worst abuses and deprivations and secure the freedom for life of dignity. It is also a process of enhancing human capabilities to expand choices and opportunities, so that each person can lead a life of respect and value (Chauhan and Bansal, 2002). For about two decades now, the concept of empowerment has been in vogue and has been widely employed in the press, television, academic, legal and in government circles. Although globalization has provided women with economic opportunities. This has also meant that these women are more found as marginalized workers and as a part of a large casual and sub-contracted labour with no security. Indian society is hierarchical with people based on different castes, sub-castes, class and gender. This stratification has also meant, inequalities and marginalization which has been built into the structure of traditional Indian society. Thus empowering the marginalized has been very critical for the development of any society, as it enhances both the quality and quantity of human resources available for development.

In our study evidence of empowerment has been sort in terms of indicators that measure women’s control over various aspects of their lives. An important aspect of women’s empowerment as a potential sources of employment is the extent to which the households depend on women’s earnings. Women’s whose earnings are critical to the sustainability of households are likely to have greater access and control over resources. Although certain of our respondents have not been in a position to use their financial independence to become empowered, access to these resources remain an intrinsic component of empowerment. Besides decision making in the family is a critical element in the status of family members, because it involves the allocation of resources and the distribution of roles within the family. An empowerment perspective does not imply women

take decisions alone. It minimally requires that women participate in making the decisions that affect their lives and that the final decision reflects their strategic life choices. In the study it was found that women too participated in the various decisions that were taken with regard to business.

REASONS BEHIND THE WOMEN ENTRY IN FAMILY BUSINESS

In the study it was found that there were various reasons which motivated a women to enter into family business. The majority of the respondents stated that they wanted to be successful in family business and their status has improved because of their involvement in family business. The other factors which were stated by the respondents were threat of losing job, if working elsewhere , Flexible schedules, to fill an empty position, supportive family environment and also to help the family business be successful.

IV. CONCLUSION

At last it can be concluded that women are inseparable and valuable part of family and same is the case with family business, such that women have full right to be included in family business. Women’s entry into family business has also led to women empowerment. Today, development is seen as a process which could empower marginalized communities. One of the approaches to women’s empowerment is through economic development because making women economically self-sufficient is a means for better bargaining power in other institutions. In other words, most of the economic approaches to women’s empowerment are political in nature and necessitates the changes in power relationship in the economic as well as social and political spheres. Economic empowerment could be seen as a logical beginning to attaining gender equality because economic dependency of women is a reason for many disadvantages and oppressions they face. Economic self reliance is assumed to add to the self confidence and autonomy of women and act as a scaffold to build empowerment in other areas of their life. From our study it is seen that women’s growing role into family business has put money into their hands, have made them important contributors to business and increased their confidence level. It is important to recognize that empowerment involves structural changes which may not be achieved by merely tinkering with structural employment. But never the less, growing role of women in family business may be a useful beginning.

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