

**CHAPTER III**

**RESEARCH**

**METHODOLOGY**

## RESEARCH METHODOLOGY

In spite of women taking to entrepreneurship in many challenging fields, the present women entrepreneurial activity in India is not very high. There exists a definite gap between the present status of women entrepreneurial activity and their potential. This gap can be bridged by planned and all round efforts of the governmental and non-governmental agencies promoting and propagating women entrepreneurship for the all round socio-economic development.

### Objectives

1. To study the socio-economic background of women entrepreneurs in Gujarat
2. To analyse motivational factors behind women entrepreneurship
3. To identify the leadership quality among women entrepreneurs in Gujarat.
4. To find out the degree of work-life balance that women entrepreneur's face and its effect on their entrepreneurial performance.
5. To suggest a framework to promote women entrepreneurship in Gujarat.

### Operational Definition:

Study title - Women Entrepreneurs - A Study of Achievement Motivation, Leadership and Work-life Balance of Women Entrepreneurs of Gujarat.

**Women Entrepreneurs** - Women entrepreneurs represent a group of women who have broken away from the beaten track and are exploring newer avenues of economic participation. (Rani, 1996)

**Achievement Motivation** - The concept of achievement motivation has been used to describe individual efforts towards personal goals in social surroundings (Cassidy & Lynn, 1989). It is also found to be a typical characteristic among individuals who are successful in their work (McClelland, The Achieving Society, 1961) (McClelland, Money as motivator: some research insights., 1967).

A strong achievement motivation is probably the one characteristic most clearly describing the attitudes and the behaviour of an entrepreneur (Virtanen, 1997).

**Leadership** - Leadership is a procedure whereby an individual influences a group of individuals to achieve a common goal. Leadership style is characterized by the consistent patterns of exhibited behaviours, attitudes, and values. Leadership has been defined as traits, behaviours, influence, persuasion, interaction patterns, role relationships, and as administrative position; and most definitions assume that leadership involves a process whereby intentional influence is exerted by one to others in an attempt to guide relationships (Moerer-Urdahl, 2005).

Gender is essential to contemporary notions of effective styles that have transformed from a traditional masculine, autocratic style to a more feminine and androgynous style of democratic and transformational leadership (Knopik & Moerer, 2008).

**Work-life Balance** - Work-Life Balance does not mean an equal balance. It means the capability to schedule the hours of professional and personal life so as to lead a healthy and peaceful life. It is not a new concept. It stresses on the values, attitudes and beliefs of women regarding their age to work in organizing and balancing their work and personal life. (Deshmukh & Deshmukh, 2016)

Women turn to entrepreneurship for various reasons especially for satisfying their personal needs of self-expression and autonomy. This also makes their lives increasingly complex with pressure, intense working hours and lesser involvements in the family; hence, they juggle to satisfy both the roles. (Rani, 1996) They may receive additional help at home in the form of servants, parents, in-laws and husband but still the entire responsibility of the home rests with the woman. However, the problems remain, as the entrepreneur is not a super woman and there follows a conflict.

## **Relevance of this study to Social Work Profession**

Social Work is an inclusive profession. Its core values hold inclusive development and acceptance of people. Women have always withstood the worst of social changes and therefore labelled as vulnerable. However, in this fast-paced world, the challenges are of a different kind. Women may have reached to the pinnacle of success but not without sacrificing their family life or other core values. It is with this intention that this study needs to take place so that the expectations, ideas and aspirations of the enterprising women of the millennium can be understood and appropriate assistance can be provided to foster their skill, capacity and talent.

## **Inclusion Criteria**

Who is a woman entrepreneur? This question has been defined in different ways by different people at different points of time. The Government of India considered the majority participation of women in enterprises as a necessary qualification for calling such enterprises as women-enterprises. Recently, the term majority participation has been modified to majority equity participation of women in organizations. This again, could be debated as many times, women may invest but not as actively participate in the running of the enterprise. It has been thus thought that both equity participation as well as participation in the running of enterprises to a greater extent by women entrepreneurs should be a necessary criteria for calling enterprises as women-run enterprises.

Therefore, for this study, the women entrepreneurs considered were based on the following **inclusion criteria**:

1. The woman entrepreneur should have contributed to the capital of the concerned enterprises.
2. The woman entrepreneur should be actively participating in the running of the organization and in all functional areas of management.
3. The establishment of the enterprise be minimum three years.
4. The establishment must help generate income for all those employees associated with it.

Discussions with appropriate authorities at the government departments like District Industries Centres (DICs) and Centres for Entrepreneurship Development (CEDs) as well as the Chambers of Commerce and Industries and Entrepreneurship Development Institute (EDI) were done. With the preliminary information provided, an attempt to formulate a list of women-run enterprises was created. It was felt that as no census data is available on the number of women entrepreneurs in the state, **a snowball sampling method** be followed.

This study follows **an exploratory cum descriptive research design** as it will help the researcher to understand the issue more thoroughly, before attempting to quantify mass responses into statistically inferable data. Used properly, exploratory research will provide rich quality information that will help identify the main issues that should be addressed in our survey and significantly reduce the level of prejudice. Within the exploratory design, the researcher will incorporate the use of Case studies. Two case studies from each zone will be presented. Reliability on Secondary Sources of Data will also be adopted.

#### **Tools of Data Collection:**

A properly structured tool for collecting demographic data will be constructed using more of close-ended questions as the study aims at obtaining the opinions of its respondents. This tool will be developed by referring the various standardised tools available on the relevant subject. A pilot sample will be studied and the sample data will be treated on Cronbach's Alpha Test to assure of the reliability and validity of the tool.

#### **Universe:**

For the purpose of this study, the researcher will study all the women-owned, women-run enterprises within the State of Gujarat. However, four major zones i.e. Ahmedabad, Rajkot, Surat and Vadodara will be covered.

#### **Sampling:**

Snowball sampling method will be used. In this method of sampling, the existing subjects under study refer the future subjects from among their acquaintances. The research scholar will also try to obtain the names of Women Entrepreneurs

from the local Chamber of Commerce and Industries from each of the zones under study and proper representation from each zone will be selected for the study. All women-owned, women-run enterprises established since the last three years in the cities of Ahmedabad, Rajkot, Surat and Vadodara will be studied.

#### **Inclusion Criteria**

1. The woman entrepreneur should have contributed to the equity capital of her enterprise.
2. The woman entrepreneur should be actively participating in the running of the organization and in all functional areas of management.
3. The establishment of the enterprise be minimum three years.
4. The establishment must help generate income for all those employees associated with it.

Based on the inclusion criteria set for the study, the researcher has been able to collect data from 158 respondents from Ahmedabad, Rajkot, Surat and Vadodara cities of the state of Gujarat, India. The bifurcation of the respondents, city-wise is as under:

<b>S. No.</b>	<b>City</b>	<b>No. of Respondents</b>
1.	Ahmedabad	50
2.	Rajkot	19
3.	Surat	50
4.	Vadodara	39
<b>TOTAL</b>		<b>158</b>

#### **Variables:**

**Dependent Variables:** Work-Life Balance, Motivation and Leadership

**Independent Variables:** Age, Education, Experience and Income

**Hypotheses:**

1. Higher the income, higher is the motivation to work. (H<sub>1</sub>)
2. With increased experience in the field, entrepreneurs develop their own leadership. (H<sub>2</sub>)
3. Work-life balance is absent in women entrepreneurs. (H<sub>3</sub>)

**Statistical Treatment:**

The filled questionnaires will be numbered serially and checked for consistency of the data, and any in-consistent data. The questions and responses will be codified to represent the data in tabular / graphical form wherever appropriate. The collected data will be correlated with the various dependent and independent variables. Hypotheses will be verified using appropriate statistical tools and with the help of Excel / SPSS (Statistical Package for Social Science for Windows).

**Limitations:**

Every research is but mere manipulation of facts and hence may carry certain prejudices and limitations. In this research, the researcher feels that there may be certain limitations which might affect the study. These limitations are,

- Lack of willingness to participate in the research.
- Non-availability of Respondents.
- Lack of understanding about the topic in concern.
- Authenticity of the secondary sources of data.

**Conclusion**

In spite of women taking to entrepreneurship in many challenging fields, the present women entrepreneurial activity in India is not very high. There exists a definite gap between the present status of women entrepreneurial activity and their potential. This gap can be bridged by planned and all round efforts of the governmental and non-governmental agencies promoting and propagating women entrepreneurship for the all round socio-economic development.

High need for achievement, high need for autonomy, high need for creativity, and prevalence of initiative, industriousness, and foresight through self-reliance and possession of managerial skills are all effective pointers to an entrepreneur. (Sarada, 2004). In this globalised and digitalised era, many women have found their place in the market as entrepreneurs. With the changes in the way a business runs, it becomes important to study how motivated women are to pursue their dream of enterprising. There is a great scope to study the work-life balance and leadership skills of the women of the 21st century as this era is an era of continual transformation and change and entrepreneurs have to work up to their mark and even beyond to survive in an otherwise competitive market. The Government also has rolled out the "Start-up India" initiative to encourage more and more entrepreneurs in the various business sectors.

Social Work is an inclusive profession. Its core values speak of inclusive development and acceptance of people. Women have always withstood the worst of social changes and therefore labelled as vulnerable. However, in this fast-paced world, the challenges are of a different kind. It has been a long pending economic independence that women have achieved on their own merit. Former leaders of the country like Mahatma Gandhi and Dr. B. R. Ambedkar had always encouraged participation of women in the freedom struggle and economic development of the country. Despite this ideology, it took years together for women to achieve this freedom. In recent years, women have started being more and more assertive about their economic independence and many such women are turning to entrepreneurship. They are now their own bosses. Women may have reached to the pinnacle of success but not all success comes easy. Due to the dual social roles that women play, success would not have been possible without sacrificing their family life or other social expectations. It is with this intention that this study needs to take place so that the expectations, ideas and aspirations of the enterprising women of the millennium can be understood and appropriate assistance can be provided to foster their skill, capacity and talent.