

## ABSTRACT

Entrepreneurship by women is a recent phenomenon in Indian Economy. An understanding of the process and nature of emergence of women entrepreneurs has a lot of importance from the point of view of their share of contribution in overcoming unemployment, economic inequality, poverty to a certain extent and in the development. The present investigation is an attempt to study women entrepreneurs with the following objectives:

1. To assess the demographic characteristics and personality traits of the respondents.
2. To identify the factors responsible for entrepreneurial initiation and choice of their line of trade.
3. To explore the resources and constraints encountered while establishing and running the enterprise.
4. To find out the extent of respondents' participation in decision making and decision implementation in different entrepreneurial operations.
5. To study the managerial capabilities of the respondents in establishing and running their enterprise.
6. To identify the determinants of entrepreneurial growth process among women entrepreneurs, on the basis of the performance of their enterprises.

The selection of 113 women entrepreneurs from Baroda was made through snow-ball method and they were interviewed for data collection. Descriptive, univariate and multivariate statistics were used for data analysis.

It was found that there were three types of entrepreneurs viz. forced, chanced and trained. Most of them belonged to nuclear and small sized family, were married and had business background. 82.3 per cent had education upto graduate level and above and very few had undergone entrepreneurship training. 53.10 per cent had left their employment to enter into entrepreneurship career. "Self confidence" and "taking initiative" were found to be the dominant traits whereas "risk taking" and "use of influence strategies" were the least dominant personality traits among the respondents.

The respondents' involvement was found to be more in manufacturing activity as compared to trading and service enterprises.

"Economic independence" and "opportunity to exercise creativity" emerged as the strongest motivating forces for taking up entrepreneurship and for selecting their present line of enterprise respectively. Self-motivation was the main source of enterprise initiation among the respondents.

In addition to these motivators, spouses and

parents also gave all types of needed support to the respondents. Banks were the major institutional source of providing financial support whereas very few sought governmental support through subsidies.

The major constraints faced by the respondents while establishing and running their enterprise were "limitation of the working capital", "problems of repairs and maintenance", non availability of skilled and experienced staff", "stiff competition", "multiplicity of legal compliances", "bureaucracy" and "corruption".

The entrepreneurial decisions related to finance and its initiation were dominantly taken and implemented by others than by the entrepreneurs themselves whereas administrative decision making and implementation was carried out more independently by the respondents.

The respondents independently exercised their managerial capabilities more in operating the enterprise than in its planning and establishment. Exercising of managerial skills by others dominated in planning and establishment of the enterprise.

The determinants of entrepreneurial growth process as identified through canonical correlation (canonical ' $r$ '=119.532,  $p < 0.001$ ) were:

a) Personal factors including age, education, marital status, training experience, work experience and

personality traits of the respondents.

b) Family factors viz. type and size of the family, stages in the family life-cycle and business background.

c) Situational factors like family, institutional and governmental support, age of the enterprise, initial capital investment, increase in the number of helping hands and future development plans of the enterprise.

Decision making ability, decision implementation ability and managerial capabilities of the respondents were not the significant determinants of the performance of the enterprise and subsequently its growth process.

Thus it is concluded that not only entrepreneur's individual managerial capability, independent decision making and decision implementation are vital in the performance and the growth process of the enterprise but overall entrepreneurial management, even though it is done by the help of others, is also vital.