



[www . epratrust . com](http://www.epratrust.com)

*December 2014 Vol - 2 Issue- 12*



## A STUDY TO EXAMINE THE ROLE OF WOMEN EMPOWERMENT IN THE WORKING ORGANIZATION IN INDIA

**Pradeep Sharma<sup>1</sup>**

<sup>1</sup> *Research Scholar, Department - Business & Management, Pacific University of  
Higher Education, Udaipur Rajasthan, Kota, Rajasthan, India.*



### ABSTRACT

**D**etermination of women empowerment in India helps the organizations in understanding the market behaviour. The main aim of the researcher is to identify various obstacles, policies, issues and concerns that women employees have to face in India. With the help of this research, researcher can be able to develop the knowledge about various challenges that women employees have to face in India. Researcher can also able to identify various factors that influence the organizations to motivate the women employees to participate in the professional level and work hard in order to remove the problems in the entrepreneurial environment in India. This research study will motivate the managers to use different strategies that will be helpful in the enhancing the role of women employees in India.

**KEYWORDS:** *Women Employees, Women empowerment, New Technology, Entrepreneurs.*

### INTRODUCTION

It has been observed that women have faced severe struggle in order to avail their rights in terms of education, work, social, and cultural diversities. Empowerment can be treated as creating an ambience where the right of taking decision and making choices is equal. Empowerment can be defined as the process

of thinking, taking action and controlling work in a desired way. It gives the right to control one's destiny and the situation of one's life (Kulkarni, 2011). It also gives control over resources, and ideology. In addition to extrinsic control it also gives inner capacity, which enhances self-confidence and strength to control external barriers.

Women empowerment is essential, as this will give a proper sense of acquiring knowledge and understanding gender relations and how these relations can be transformed. Women empowerment will help in developing self-worth, and ability to achieve desired changes and control of life. In addition to this it will give the ability to develop choices and exercise bargaining power. Organizing and influencing the social change to create a desired scenario is added advantage of women empowerment. Therefore, empowerment can be termed as a psychological sense of personal control and have a personal right over legal, social and political power.

### **AIMS AND OBJECTIVES**

The main aim of this research study is to examine the role of women empowerment in the working organization in India. Some of the research objectives are discussed below:

- \* To identify the concept of women empowerment.
- \* To explore the factors that impact on women empowerment in India.
- \* To recommend various strategies that can improve women empowerment in India.

### **RESEARCH QUESTIONS**

In order to achieve the research objectives, researcher has to answer some research questions that are as follows:

1. What are the factors that affect the women empowerment in India?
2. How women empowerment is helpful in developing the economy of India?

### **LITERATURE REVIEW**

According to Breschi and Malerba (2005), in today's business scenario, every business firm has to analyze the entrepreneurial environment of the country. Effective entrepreneurial environment will promote the environmental factors that bring

economic prosperity and diversity management in the country. Favourable business environment will be beneficial for women employees to work and maintain their work life balance. In support of Breschi and Malerba (2005), Fayolle (2008) explained that in case of unfavourable working environment, business firms have to face losses and work at low productivity.

Unfavourable working environment will create regional imbalance within the country that affects the overall economy of the country. In case of entrepreneurial environment in India, entrepreneurs get the labour supply very easily.

In contrast of Fayolle (2008), Sengupta (2008) women employees have to face various problems while doing the job in the organizations of India. As India is a developing country, large number of business firms does not allow women employees to participate at higher level. Moreover, they do not provide equal employment opportunity to them. In India, business firms' condition is not very good much due inefficient labour supply. Entrepreneurs in India are not very much competent to adopt the new technology and environmental changes. Das and He (2006) have suggested that business firms should provide training and development facilities to employees. Training and development facilities will be helpful in developing the skills and knowledge of employees.

### **RESEARCH METHODOLOGY**

Research methodology is a method that is helpful for the researcher in conducting the research in right manner and in right direction. In order to complete the research study in effective manner, researcher will follow different methodology:

### **Research Philosophy and Approach:-**

Research philosophy is helpful for the researcher in identifying and evaluating the perceptions and opinions of the individual and society that will conduct the research study in effective manner. Research philosophy can be divided into three types such as positivism, interpretive and realism. In this research study, researcher has used the interpretive research philosophy (Goddard and Melville 2004). This type of research philosophy will be helpful for the researcher in gathering the different views and opinions of the individuals related to the research issues in qualitative term.

Researcher has also explained two different types of research approaches such as inductive and deductive. Both type of research approach is helpful in conducting research study in effective manner. In this research study, researcher has used inductive approach along with the interpretative philosophy. This type of research approach is useful for the researcher to gather different observations that will establish the theories for conducting the research study. In this research study, researcher is not concentrated towards deductive approach. This type of research approach supports the hypothesis, which is not suitable for conducting the research study and achieving the research aims and objectives (Bergh and Ketchen 2009).

### **Research Design:-**

In order to conduct the research study in effective manner, most of the researcher uses two type of research design such as qualitative and quantitative research design. Both type of research design is helpful for the researcher in collecting the accurate information about the research topic. Qualitative research design is helpful for the researcher in collecting the in depth knowledge about the research topic. This type of research design is helpful in getting the

end result of the research study. In case of quantitative research design, researcher will collect the data and information that are in numerical and monetary terms (Ethridge 2004). This design is helpful in analyzing the data and information through the statistical tools and techniques.

In this research study, researcher has used the qualitative research design in order to conduct the research study in effective manner. This type of research design enables the researcher to gather the in depth knowledge about the research topic. This type of research design is helpful in identifying the entrepreneurial environment in India.

### **DATA COLLECTION METHOD**

For collecting the data related to the research topic that is examining the entrepreneurial environment in India in terms of obstacles, policies, issues and concerns researcher has adopted the data collection method. There are two type of data collection method that is primary data and secondary data. Primary data collection is helpful in collecting the fresh information through the participants. Through this researcher can analyze different opinions and attitudes of the participants related to research topic (Scruggs and Mastropieri 2006).

On the other side, secondary data collection method is helpful for the researcher in gathering the data that has already been collected by other researcher. In order to conduct this research study, researcher has used both primary and secondary data collection method. In primary data collection method, researcher has used the survey method in order to gather the information related to the research topic. Through, this method researcher can collect the information through the sample size. On the other side, in secondary data collection method researcher has used the articles, books etc. in order to conduct the

research study in effective manner (Weihrich and Cannice 2010). Both the methods are very much useful in collecting the information in order to examine the entrepreneurial environment of India in terms of obstacles, policies, issues and concerns

### **SAMPLING STRATEGY**

Sampling strategy facilitates researcher to calculate sample size for the researcher work. With the help of sampling method, researcher can examine need of sample size required to collect primary data for understanding the climate of entrepreneurship in the country. There are basically two types of sampling techniques that can be implemented by researchers to select the sample size for the work such as probabilistic and non-probabilistic sampling. In this research work, researcher can use non-probabilistic sample techniques at it helps in defining the size of sample and ease the researcher to collect proper information about the research problem (Fuller 2011). In order to accomplish the task in effective manner, researcher can take 50 entrepreneurs while sample size may vary depending upon the need of the research work

### **ETHICAL CONSIDERATION**

For conducting the research study in proper manner researcher has to follow the rules and regulations that have been provided by the universities. Researcher will use the authentic resources in order to collect the information. Researcher is also aware about the safety and privacy of the information of participants. Further, in order to gather the relevant data researcher has used the journals, articles, books and authentic websites. Researcher will also try to avoid the plagiarism from research study.

### **SOURCE OF INFORMATION**

In order to collect the relevant information and data related to the research

topic researcher has used various books, academic articles, journals, authentic websites, annual reports of various companies etc. All the sources are very much useful in solving the research issues and gathering the appropriate information and data related to research topic.

### **CONCLUSION**

From above discussion, it can be concluded that women empowerment is necessary in today's changing working environment. They should also get equal opportunity to show their talent and also work according to their rights. Women empowerment is the concept, in which women analyse the obstacles, problems and issues that women faces in India. In addition, this research paper also included different research methodologies. At the same time, they have used primary and secondary data collection method for collecting the data. With the help of increase in women empowerment, organizations in India may reduce the gender discrimination their working environment.

### **REFERENCES**

1. Bergh, D.D. and Ketchen, D.J. (2009) *Research Methodology in Strategy and Management*. USA: Emerald Group Publishing.
2. Breschi, S. and Malerba, F. (2005) *Clusters, networks, and innovation*. UK: Oxford University Press.
3. Das, T.K. and He, I.Y. (2006) *Entrepreneurial firms in search of established partners: review and recommendations*. *International Journal of Entrepreneurial Behaviour & Research*, 12(3), p. 114-143.
4. Davey, T., Plewa, C. and Struwig, M. (2011) *Entrepreneurship perceptions and career intentions of international students*. *Education & Training*, 53(5), p. 335-352.
5. Dutz, M. A. and World Bank (2007) *Unleashing India's innovation: toward sustainable and inclusive growth*. USA: World Bank Publications.

6. Ethridge, D.E. (2004) *Research methodology in applied economics: organizing, planning, and conducting economic research*, 2<sup>nd</sup> ed. USA: Wiley-Blackwell.
7. Fayolle, A. (2008) *The dynamics between entrepreneurship, environment and education*. USA: Edward Elgar Publishing.
8. Fuller, W.A. (2011) *Sampling Statistics*. USA: John Wiley and Sons.
9. Galbraith, C.S. and Galbraith, D.M. (2007) *An empirical note on entrepreneurial activity, intrinsic religiosity and economic growth*. *Journal of Enterprising Communities: People and Places in the Global Economy*, 1(2), p. 188-201.
10. Goddard, W. and Melville, S. (2004) *Research Methodology: An Introduction*, 2<sup>nd</sup> ed. USA: Juta and Company Ltd.
11. Kharbanda, V.P. (2011) *Academician to entrepreneur Impact of globalization on science and technology policies in China and India*. *Journal of Science and Technology Policy in China*, 2(1), p. 7-26.
12. Kumar, S. and Ali, J. (2010) *Indian agri-seed industry: understanding the entrepreneurial process*. *Journal of Small Business and Enterprise Development*, 17(3), p. 455-474.
13. Kuratko, D.F. and Hodgetts, R.M. (2008) *Entrepreneurship: Theory, Process, and Practice*, 8<sup>th</sup> ed. USA: Cengage Learning.
14. Scruggs, T.E. and Mastropieri, M.A. (2006) *Applications of Research Methodology*. USA: Emerald Group Publishing.
15. Sengupta, A. (2008) *Emergence of modern Indian retail: an historical perspective*. *International Journal of Retail & Distribution Management*, 36(9), p. 689-700.
16. Stokes, D. and Wilson, N. (2006) *Small business management and entrepreneurship*, 5<sup>th</sup> ed. South Africa: Cengage Learning EMEA.
17. Wehrich, H. and Cannice, M.V. (2010) *Management*, 13<sup>th</sup> ed. New York: Tata McGraw-Hill.
18. Zeng, F., Bu, X. and Su, L. (2011) *Study on entrepreneurial process model for SIFE student team based on Timmons model*. *Journal of Chinese Entrepreneurship*, 3(3), p. 204-214.

