

Motivational and Infrastructural Factors Impacting on IT Company Start-ups by Women Entrepreneurs

Kanumuri Vinaya Kumar¹, Dr.Sulochana Shivraj Dengale²

¹*Lecturer in Commerce, Girraj Govt. College (A), Nizamabad*

²*Kai. Rasika Mahavidyalaya, Deoni, Dist-Latur*

¹*Research Scholar, SRTMU, Nanded*

²*Associate Professor, HOD of Commerce, Maharashtra Udaygiri Mahavidyalaya, Udgir, Latur*

I. INTRODUCTION

Around the world, female-run businesses are expanding rapidly, boosting household earnings and the development of national economies. In India, "women in business" is a relatively new phenomenon. Women had previously restricted themselves to menial household tasks and cottage enterprises, but things have drastically altered. Today, women are the proud owners of large business chains that they are running incredibly effectively, keeping up with and certainly surpassing their male colleagues.

II. AGE DISTRIBUTION OF RESPONDENTS

The study of the age distribution of entrepreneurs is important for predicting the growth of entrepreneurs as a proportion of the general population. Women who start their own businesses tend to be between the ages of 15 and 60.

Table 3.1: Age distribution of respondents

Age group	Frequency	percentage
15-29 years	320	64%
30-44 years	110	23%
45-59 years	70	12%
60+ years	0	0%
Total	500	100%

Source: survey data

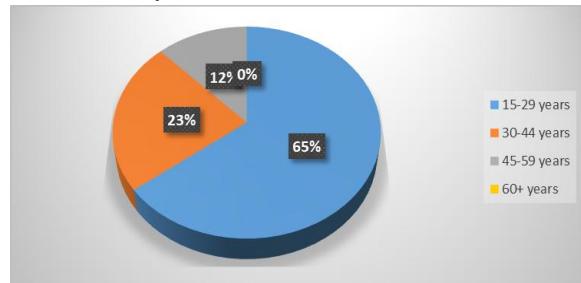


Figure:3.1 Age of the respondents

Table 3.1 presents that a sample of 500 women entrepreneurs has been selected for the purpose of study. Most of the women entrepreneurs belong to the age group of 15 to 29(64%). 23% of the respondents comes under 30 to 44 age group. Remaining respondents are coming under 45 to 59 age group.

III. MARITAL STATUS OF WOMEN ENTREPRENEURS

The people's entrepreneurial goal and marital status have a substantial association. Different factors influence married and single people's entrepreneurial intentions. Compared to married persons, single people had stronger "attitude towards behavior" and "perceived behavioral control." Additionally, married people have greater "subjective norms" than unmarried persons.

Table 3.2: Marital status

Class	Frequency	Percentage
Single	290	58%
Married	200	40%
Divorced	0	0%
Widowed	10	2%
Total	500	100%

Source: survey data

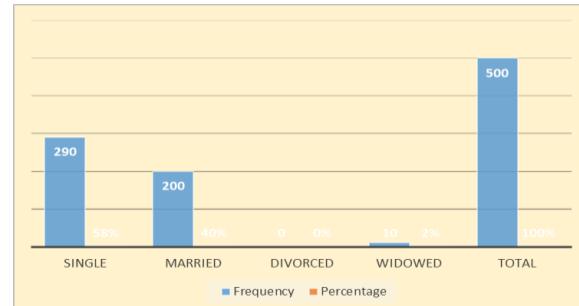


Figure:3.2 Marital status

Table 3.2 shows, 58% respondents are single, 40 percent are married. Remaining comes under widowed. Single women are more interested in entrepreneurship than the married women. This shows family is one of the big problems for women to engage in business.

IV. EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Education is one of the main determinants of what constitutes an entrepreneurial woman and aids in realizing her potential and increasing awareness of her already-present entrepreneurial traits. Receiving the right education aids them in locating sources for novel ideas and in turning these ideas into businesses.

The key to women's empowerment is education since it gives them the tools to take on difficulties, question their traditional roles, and transform their lives. As a result, we cannot undervalue the role that education plays in empowering women. Women with greater education backgrounds were more likely to successfully grow their existing firms. This demonstrated that familiarity with learning and the workplace is ubiquitous across all cultures and significantly influenced the general success of any commercial endeavor.

Table 3.3: Educational qualification

Qualification	Frequency	Percentage
SSLC	20	4%
Plus two	50	10%
Degree	230	46%
PG	200	40%
Ph.D.	0	0%
Total	500	100%

Source: survey data

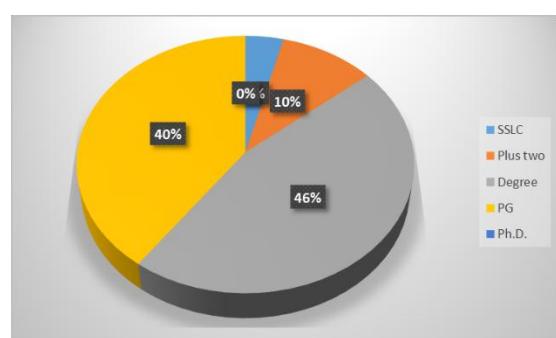


Figure :3.3 Educational details of Respondents

A key component of programs for entrepreneurship development is education. It fosters the application of fresh knowledge and creative ideas to business production units while developing fundamental skills and talents. It helps ensure social justice and accelerate business growth. The figure shows the educational qualification of the women entrepreneurs. 46% of respondents are completed their graduation and 40% done master's degree. This shows most of the women entrepreneurs have a high literacy rate.

Table 3.4: Economic status of the respondent

Class	Frequency	Percentage
APL	340	68.20%
BPL	160	31.8
Total	500	100%

Source: survey data

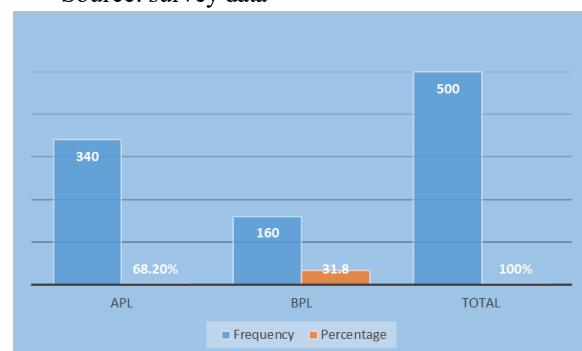


Figure 3.4: Economic status of the respondent

Table 3.4 data shows that, 68.2% of entrepreneurs are above poverty line and the remaining are lies under below poverty line. Socioeconomic status (SES) of respondents refers to their position within a society based on factors like income, education, and occupation, which can be described as low, medium, or high. It reflects an individual's or group's standing in the community and can influence access to resources and opportunities.

Experience

Table 3.5: Experience

Class	Frequency	percentage
0 to 3 years	90	18.20%
3 to 5 years	300	60.70%
5 to 10 years	50	9.10%
above 10 years	60	12%
Total	500	100%

Source: survey data

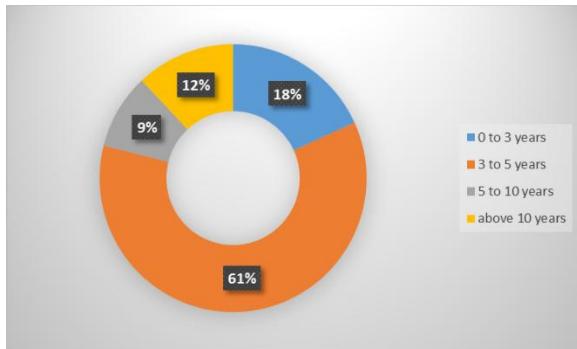


Figure 3.5: Experience

Table 3.5 shows, 18.2% of entrepreneurs have a working experience of 0 to 3 years, 60.7% are comes under 3 to 5 years, 9.1% of entrepreneurs have a work experience of 5 to 10 years, and remaining are comes under above 10 years.

Motive of starting business:

A woman's desire to live independently with self-confidence and respect is another powerful driver for starting her own business. A woman entrepreneur gains a respectable status, a solid personal reputation, and a sense of independence in the community when she owns and controls a lucrative firm.

Table 3.6: Motive of starting business

Reasons	Frequency	percentage
Financial independents	340	34.10%
Make a difference in society	50	4.50%
To help family	110	11.35%
Leisure purpose	0	0%
Total	500	100.00%

Source: survey data



Figure 3.6: Motive of starting business

Table 3.6 shows the reasons or motivation to choose entrepreneurship. 34.1 percent of the respondent's motivational factor was financial independence. 4.5 percent of the respondent's motivational factor was, to

make a difference in the society. Motivation factor of 11.35 percent of the respondents was to help family. To study and analyze the qualities and traits required for women entrepreneurs with reference to IT Sector in the City of Hyderabad.

Table 3.7: Entrepreneurs who employed before business

Class	Frequency	percentage
Employed	340	68.20%
Unemployed	160	31.8%
Total	500	100%

Source: survey data

Table 3.7 shows 68% of the respondents were employed before starting the business, remaining were unemployed.

Table 3.8: Form of organization

Types	Frequency	percentage
Sole proprietorship	320	63.70%
partnership	160	31.80%
Company	20	4.50%
Others	0	0%
Total	500	100.00%

Source: survey data

Table 3.8 shows, majority of entrepreneurs are sole proprietors (63.7). 31.8% of the respondents are doing partnership business. 4.5% are running companies.

Table 3.9: Sector in which they operate business

Sectors	Frequency	percentage
Manufacturing	190	38.90%
Service	220	42.90%
Distribution	90	18.20%
Other	0	0%
Total	500	100.00%

Source: survey data

Table 3.9 shows, most of the entrepreneurs doing their business in service sector (42.9%) and manufacturing sector (38.9%). Remaining are comes under distribution.

Table 3.10: Challenges that faced during start-up phase

Challenges	Frequency	Percentage
No obstacles	10	2.50%
Doubt of self confidence	40	8.10%
Financial issues	210	42.10%
Lack of information	50	10%
Support from family	130	24.60%
Administrative constraints	60	12.30%
Total	500	100.00%

Source: survey data

Table 3.10 shows, challenges faced by the entrepreneurs during the startup phase. Most of them faced financial issues (42.1%) and family problems (24.6%) in the initial stage of the business. 12% faced administrative constraints. Lack of confidence and lack of information were main problems.

Marketing strategies used:

TABLE 3.11: Marketing strategies used

Strategies	Frequency	Percentage
Outbound marketing	20	5.50%
Inbound marketing	50	9.40%
Personalized marketing	210	41.90%
Direct mail	60	11.30%
Partner marketing	0	0%
Telemarketing	110	22.70%
Brand marketing	50	9.20%
Total	500	100%

Source: survey data

The Table 3.11 shows, 5.5% of the respondents used out bounding marketing strategy, 9.4% used in bound marketing strategy, 41.9% using personalized marketing, 11.3% using direct email strategy, 22.7% using telemarketing and 9.2% using brand marketing.

Online techniques used

Table 3.12: Online techniques used

Techniques	Frequency	percentage
Email marketing campaigns	20	4.60%
Social media	390	77.30%
promotion and discounts	70	13.60%
Others	20	4.50%
Total	500	100.00%

Source: survey data

Table 3.12 Most of the respondents are using social media to promote their business (77.3%). 13.6% are using promotions and discounts to enhance their business. Remaining's are using email marketing.

Table 3.13: Entrepreneurs who employed workers in their enterprise

class	Frequency	Percentage
Employed	220	44.50%
Not employed	280	55.50%
Total	500	100

Source: survey data

Table 3.13 shows, most of the respondents are not employing anybody in their enterprise (56%). 44% are providing employment.

Management of professional and family life

Table 3.14: Management of professional and family life

Level	Frequency	Percentage
Very difficult	50	9.10%
Difficult	160	31.80%
Manageable	290	59.10%
Easily manageable	0	0%
Total	500	100.00%

Source: survey data

The Table 3.14 shows, 59.1% of the respondents are capable of managing professional and family life. 31.8% of the respondents facing difficulties. It is very difficult for 9.1% of the respondents.

Strategies used to build customer base

Table 3.15: Strategies used to build customer base

Strategies	Frequency	Percentage
providing good quality goods and services	340	68.20%
Good hospitality	70	13.60%
By building trust	90	18.20%
Others	0	0.00%
Total	500	100.00%

Source: survey data

Table 3.15 shows majority of the respondents building customer base through proving good quality gods and services, 13.6% of them providing good hospitality and the remaining 18.2% are build trust of the customer.

Table 3.16: Number of entrepreneurs who face financial crisis

Class	Frequency	percentage
Yes	480	95.50%
No	20	4.50%
Total	500	100%

Source: survey data

Table 3.16 shows 95.5% of the respondents faced financial crisis by doing business. Finance is one of the major problems of every entrepreneur.

Table 3.17: Different financial crisis they faced

Class	Frequency	percentage
systemic failures	50	10.50%
Unanticipated human behavior	80	15.80%
Incentives to take excessive risk	210	42.10%
Natural disasters such as pandemic	160	31.60%
Total	500	100.00%

Source: survey data

Table 3.17 shows, incentive to take excessive is the main cause of financial crisis, 42% of the respondents comes under this. 31.6% are affected by natural disasters such as pandemic, 15% are affected by the unanticipated human behavior, and the remaining are affected by systemic failures. Growth of business

Table 3.18: Growth of business

Class	Frequency	percentage
My organization is blooming	90	18.30%

Table 3.19: Challenges that Face Women Entrepreneurs

Support	Strongly Agree	Agree	Neutral	Disagree	SDA	Total
Market Linkages	(10%)	(18%)	(44%)	(8%)	(20%)	(100%)
Legal Aid	(5%)	(45%)	(43%)	(5%)	(2%)	(100%)
Availability of Capital in form of grant/credit	(33%)	(12%)	(35%)	(12%)	(8%)	(100%)
Capacity building in entrepreneurship skill	(22%)	(16%)	(42%)	(18%)	(12%)	(100%)
Allocation of business premises	(55%)	(15%)	(3%)	(17%)	(10%)	(100%)
Protective by-laws	(12%)	(38%)	(20%)	(13%)	(17%)	(100%)
Licensing	(56%)	(12%)	(22%)	(3%)	(7%)	(100%)

Source: Field study

Table 3.19 shows that the participating women entrepreneurs were asked if they are getting any marketing linkages support of which 10% are strongly agree to get marketing linkages support, 18% agree to have it, 44% remains neutral on it, 8% disagree and 20% are strongly disagree on getting market linkages support. The study results reveal that a distinction is sometimes made between the investment aspects of entrepreneurship, that is, identifying market opportunities and acting upon them and the managerial side i.e. running a business once it is established. Availability of capital in form of grant /credit 33% of women entrepreneurs strongly agree to get a support from it, 12% Agree, 35% remained neutral, 12% disagree where by 8% are strongly disagree. The results show that women entrepreneurs were able to see potentially profitable business opportunities, could easily amass resources including applying for more

Just running	120	22.70%
Normally	250	50%
Good enough to survive	20	4.50%
Require more help to expand business	20	4.50%
Total	500	100.00%

Source: survey data

Table 3.18 shows most of the enterprises are growing normally (50%), 18.3% are growing drastically, 22.7% growing rapidly, 4.5% are surviving, 4.5% facing difficulties.

credit to pursue the business opportunities and consequently discovered opportunities ahead.

Capacity building in business/entrepreneurship skill 22% are strongly agree, 16% agree, 42% remain neutral, whereas 18% disagree when 12% are strongly disagree. The results of the study reveal that most of women entrepreneurs in Tanzania are not participate into programmer's. The main objective these capacity building is to promote women entrepreneurship development in the various activities sub sector through the improvement of existing microenterprises managed by women and the encouragement of new ventures with the potential to grow into SMEs. It is expected that this major objective will be achieved through: skills development, monitoring trainees and enterprises, promoting enterprise networking, market development; and other support services.

V. IMPACT OF FACTORS FOR WOMEN ENTREPRENEURS

Table 3.20: Impact of Factors for Women Entrepreneurs

Factors	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
There is macro policy programmes to encourage entrepreneurship	(30.0%)	(0.0%)	(50.0%)	(20.0%)	(0.0%)
There is family support programme to provide efficient support to women	(20.0%)	(20.0%)	(10.0%)	(50.0%)	(0.0%)
There is low business levies to all entrepreneurs	(10.0%)	(20.0%)	(40.0%)	(19.0%)	(11.0%)
There is registration and licensing procedures to all entrepreneurs	(0.0%)	(0.0%)	(12.0%)	(38.0%)	(50.0%)

There are specific places located for women entrepreneurs	(10.0%)	20.0%	(20.0%)	(40.0%)	(10.0%)
Better knowledge of business profile is being provided to women entrepreneurs	(80.0%)	(0.0%)	(20.0%)	(0.0%)	(0.0%)
With women entrepreneurs the revenues of our local government has increased	(0.0%)	(40.0%)	(0.0%)	(60.0%)	(0.0%)
Dialogue between government and women entrepreneurs is being carried out to solve emerging problems	(0.0%)	(90.0%)	(0.0%)	(10.0%)	(0.0%)

Source: Field study

Table 3.20 With the above background to the research study, certain crucial areas which need attention were focused. The demographic profile of women engaged in micro enterprises needed in-depth understanding. The institutional support system available and the approach of women towards the institutions required to be analyzed. Factors influencing women to take up entrepreneurship demanded due consideration. Various barriers on the way needed thorough examination. The general performance of the enterprise thus could be studied in an integrated manner.

VI. REGRESSION ANALYSIS - CONSTRAINTS AGAINST FINANCIAL PERFORMANCE

Apart from hindrances, several constraints being faced by women entrepreneurs on various grounds. These are pertaining to social, environment and personal

grounds. The variables studied under social constraints 'were relating to the discriminating treatment, lack of social acceptance, cultural values and socio-cultural problems. Environmental constraints covered local competition, understanding government rules and regulations along with legal compliance, maintaining cordial relations, workforce management and lack of managerial education.

Personal constraints included variables like poor self-image, lack of motivation and confidence, role of conflict, lack of leadership qualities and susceptibility about own decision making ability.

The financial performance of women owned enterprises included the annual sales, annual net profit and tax paid per year.

Regression analysis was carried out by way of grouping factors relating to constraints having initial eigen values greater than 1. The constraints were regressed against the financial performance thereby constructing the following model.

Table 3.21 Regression Analysis

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.403 ^a	.221	.219	.99898826	

a. Predictors: (Constant), Social, Environment, Personal

(Source: Primary Data)

The model summary presented in Table no. 3.35 provided with the r^2 value of 0. 221.

Table 3.22 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	(Constant)	.215	.200		
	Environment	.002	.010	.011	.193
	Personal	-.030	.018	-.105	-1.649
	Social	.000	.018	-.001	-.010

a. Dependent Variable: Financial Performance

(Source: Primary Data)

Table 3.22 Factors relating to environmental constraints showed a positive relation with the financial performance, which could mean that if constraints get overcome, the performance level goes

up. Thus making it clear that constraints do challenge entrepreneurs and they get positively influenced. The hypotheses formulated that there is no significant relationship between constraints and the financial

performance of women entrepreneurs in micro enterprises stands rejected.

Regression Analysis - constraints against sense of achievement Constraints relating to social, environmental and personal grounds does affect the operation of an enterprise. The variables studied under social constraints were relating to the discriminating treatment, lack of social acceptance, cultural values and socio-cultural problems. Environmental constraints covered the local competition, understanding government rules and regulations along with legal compliance, maintaining cordial relations, workforce management and lack of managerial education. Personal constraints include variables like poor self-image, lack of motivation and confidence, role of conflict, lack of leadership qualities and susceptibility about own decision making ability. Sense of achievement took in account the ability to manage risk, increasing level of aspiration and capitalizing on the benefits of creativity essential in business venture.

Table 3.23: Entrepreneurship and Knowledge management

Factor	Mean	Standard Deviation
Effective communication	4.85	0.495
Web meetings and teleconferencing	4.72	0.526
E-Document management systems	4.56	0.792
Accelerate knowledge sharing through discussion groups	4.38	0.598
Overall score	4.58	0.596

Source: Compiled from the field data

Table 3.23 In relation to Entrepreneurship and knowledge management in IT organisations, the respondents were asked to rate how much they agreed or disagreed with each of the four statements. The average score was 4.58, with a standard deviation of 0.596, according to Table 5.6. This indicates that respondents were in agreement that ICT tools had an impact on knowledge sharing at IT organisations and that the more ICT tools respondents used, the higher the level of knowledge sharing among personnel.

Table 3.24: Entrepreneurship: infrastructure

ICT infrastructure	Mean	Standard Deviation
Networking and Knowledge sharing	4.26	0.979
Internet and web services	4.75	0.722
Mobile connectivity	4.52	0.495
Overall	4.46	0.725

Source: Compiled from the field data

Table 3.24 In order to facilitate knowledge management procedures in IT organisations, the respondents were asked to rate how much they agreed with the about the infrastructure for information and communication technology. The average score was 4.46, with a standard deviation of 0.725, The findings show that the respondents concur that knowledge exchange among project staff members in the various offices locations was promoted by the Entrepreneurship and infrastructure at IT firms.

VII. FINDINGS AND SUGGESTIONS

Women entrepreneurs face lot of problems right from the beginning till the enterprise functions. In India, the women role has been explicitly recognized with a market shift in the approach from women welfare to women development and empowerment from the Fifth Five Year Plan (1974-79) onwards and today the significant role of women in entrepreneurship is constantly increasing due to various global factors.

The Government of India has been implementing several policies and programmes for the development of women entrepreneurship in India. Despite all the social hurdles, Indian women stand tall from the rest of the crowd and are applauded for their achievements in their respective field. The transformation of social fabric of the Indian society, in terms of increased educational status of women and varied aspirations for better living, necessitated a change in the life style of Indian women. She has competed with man and successfully stood up with him in every walk of life and business is no exception for this. These women leaders are assertive, persuasive and willing to take risks. They managed to survive and succeed in this cut-throat competition with their hard work, diligence and perseverance. The present study focuses on the role of women entrepreneurs in the development of India economy.

Today the role of Women entrepreneurs in economic development is important because women are entering

not only in selected fields but also in fields like Trade, Industry and Engineering. Business ownership provides women with the independence they crave and with the economic and social success they need. Nationally, business ownership has great importance for future economic prosperity. Globally women are enhancing, directing and changing the face of how business is done today. Ultimately, female business owners must be recognized for who they are, what they do, and how significantly they impact the World.

VIII. CONCLUSION

Women are an important human resource of the nation and every state should try to utilize them in a better way as mediators of economic growth and development. Encouragement for women entrepreneurship is one of the best ways for that. But unfortunately it is seen that the traditional mind set of the society and negligence of the state and respective authorities are the barriers for women entrepreneurship development in India. Therefore, there is need of continuous attempt to inspire, encourage and motivate women entrepreneurs.

REFERENCES

[1] Armuga Gandhi (2024), “MSMEs in India: Opportunities and Challenges, Socio- economic Empowerment of women Entrepreneurs: A Micro Study”, Shanlax publications, p.53.

[2] Meyer N (2023), “Research on Female Entrepreneurship: Are We Doing Enough?”, Polish Journal of Management Studies, Vol. 17, No.2, PP. 158-162.

[3] Krishi Sanskriti (2020), Advances in Economics and Business Management (AEBM), Vol. 4, Issue 4; April-June, 2017, pp. 233-236.

[4] Kavita Sangolagi and Mallikarjun Alagawad (2020) “Women Entrepreneurs”, International Journal of Advancement of Engineering, Technology and Management, Vol. 3, Issue 1, PP. 216-222.

[5] Sabrina Korreck (2019), “Women Entrepreneurs in India: What is Holding Them Back?” Observer Research Foundation (ORF Issue Brief No. 317).

[6] Chavan, Meena (2011) Framework Identifying the Heterogeneous Resource Constraints Faced by Women Entrepreneurs at the Planning and Managing Stages. International Journal of Interdisciplinary Social Sciences; 2011, Vol. 6 Issue 2, p1- 22, 22p, 3

[7] Evelyn Omayemi Aneke, Evelyn Derera, Mapeto Bomani (2017) “An exploratory study of challenges faced by women Entrepreneurs in the construction industry in South Africa” International journal of business and management studies Vol 9, No 2, 2017 ISSN: 1309-8047 (Online)

[8] Hemantkumar P. Bulsara, Jyoti Chandwani, Shailesh Gandhi (2014) Women Entrepreneurship and Innovations in India: An Exploratory Study International Journal of Innovation Vol 2, No 1 e-ISSN: 2318-9975

[9] Jadhawrao Madhavi Sugaraj , Dr. Salve P.S (2014) A Study of Women Entrepreneurship and Their Problems in the Development in Western Maharashtra IOSR Journal of Economics and Finance (IOSR-JEF) e-ISSN: 2321-5933, p-ISSN: 2321-5925. Volume 3, Issue 2. Ver. II (Mar-Apr. 2014), PP 79-83 www.iosrjournals.org

[10] Mirza F. Halim, Duarte B. Morais, Carla Barbieri, Susan Jakes, Kelly Zering (2016) “Challenges faced by women entrepreneurs involved in agritourism Tourism Travel and Research Association: Advancing Tourism Research Globally.