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Impact of Gender on Business Starts-Ups

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Abstract: *In India few women starts their own business as compare to men. The number of business house started by men is more then to women owned business. Women really want to start their own business houses in India but lot of barrier which demotivate them. Acceptance of boy over girl also biggest reason in India which create difficulties in women growth as mental or physical and put them behind a men. This paper explore the reasons why a women owned business less successful as compare to men owned business in India. The study is totally based on secondary data and old literature. The result suggest that social culture and social acceptance is the biggest reason behind the failure of women entrepreneurs in India*

Keywords: *Business Houses , women entrepreneurs, India ,*

I. INTRODUCTION

Business start-ups are play a very vital role in economic growth of a country because generate employment and balance between the jobseeker and job creator .entrepreneur don't work only for themselves even they provide work for others but the existence of a gap between men and women in entrepreneurship has long been hold in remembrance moreover it attracting academic. In past decade women only stayed at home and tthey have no right to go outside the home .Education was so far away them. That time men dominated society at their super line and they showed his power in front of women .but the century turn and a new time come in India where men or women got equal right in some area of life like education ,family property, politics ,etc. with the spread of education and awareness ,women status have been shifted from kitchen to school after that business women and they get the chance to show their abilities and talent in business .Now women become entrepreneurs or handle as family as well as business also. But still there are some factor which control them like lack of acceptance in business ,lack of network ,lack of financial capital moreover lack of confidence become the biggest reason their failure in India. Brief explanation of these reason in the next part of the paper.

II. REVIEW OF LITERATURE

Santoset.et.all (2016) in their study “ About gender difference and social environment in the development of entrepreneurial intentions. A study on gender differences and social environment formation of entrepreneurial intention. Data was collected from two different regions. The study result suggested that men had more intention or power regarding to entrepreneurial activities as compare to women

Furdas and Kohn(2010) in their study “ Gender personality and the propensity to start a business” A study on gender gap on business –start-ups activities in Germany and how socio-demographic ,personality traits effect the business starters and non-business starters. The results suggested in this personality traits was less favourable for business start-ups among women.

Fairlie and Robb(2008) in their study “ Gender differences in business performance: evidence from the characteristics of business owners survey” A study of female owned business and men owned business how both of them better to each other in case of success. The study took place in USA.

III. METHODOLOGY

The study is totally based on secondary data which collected from internet and past study.

A. Objectives

1. To find out the reason of women entrepreneurs failure reasons .
2. To find out why men business are more successful.

B. Factors which Influence the women Entrepreneurs in India

- 1) *Traditional Mindset:* In the past time women live within four walls of house related activities like cocking, washing clothes, and only think and caring of family members. Never thought about herself even far away from education and live in a men dominated society who treat women less than to them and pull them back from the way of uncertainty.
- 2) *Networking:* In all the business we need built a relationship with customer and deal with them because they are key factors which make your business successful. So it become important to create a healthy relation with your customer. But most of the

women fail to create a relation with customer because they lived in a comfort zone in many years and it become difficult them go out side and built network second they have no much freedom for creating network and stay out side the home.

- 3) *Financial Problems:* Finance or money is known as lifeline of any entrepreneurs or business. Women feel fear to collect money or raising funds for their business. Secondly investing parties also felt fear to providing them funds because there are more chance of business failure in women
- 4) *Unable to Take Risk:* The lifestyle of women is very safe and secure. The families never allow them to go out for higher studies and also job. That is why they have no outer experience of business world or face any problem business problem. The culture also create a big impact on women and they never think about against the society and taking risk of being an entrepreneur .
- 5) *Male Dominated Society:* Our laws and society talk about equality but in reality the whole situation is different from the early stage of life mean in childhood father take all decisions for a girl and after marriage her husband become her boss society treats women incapable and weak. They have to take permission for every little task before do it. And when the time come on business start up approval which never get .
- 6) *Lack of Business Knowledge:* In India there are no quality of education and proper knowledge about business start ups and poor education increase unawareness of things
- 7) *Family Factor:* In India women have to play so many role which make her a family oriented women. They have to take care of her family, children ,husband and also society. After doing all these work they have no time herself or run a business.
- 8) *Lack of Confidence:* The possibility of failure is very high in business specially business women even there is more high because they never get proper support from family and society then it become very difficult to tell themselves to do it when women get negative response that is why most of the business women are failed.

C. Findings

- 1) Female owned firms have less start-ups capital as compare to men owned start-ups and females generally involve in retail trade and professional services industries relatively to men firm this create startup capital and industrial differences between men and women.
- 2) Gender differences in business outcome like females business owners have less work experience which become point them and men have more work experience that is why they gain more success in business world.
- 3) Gender difference in human capital men are more successful getting human capital because they can work with men or women easily but women give preference only women work force that is why they become less successful.

D. Suggestions

- 1) Provide them finance and support
- 2) Provide them training and proper education
- 3) Technology assistance
- 4) Family support
- 5) Change in mindset

IV. CONCLUSION

Women can become more successful business women also we just need proper knowledge and risk management moreover acceptance .but we cannot deny other problem which also create a big reason of failure like marketing , expectation of society and family and time management. But there are so many successful women who have handle every problem but still successful so we just need best attitude and mindset to built a successful business.

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