

Women Entrepreneurship Comparative Study in Service Sector

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Abstract

Service sector is an easily approachable sector for entrepreneurship for low investment, easy made infrastructure and its nature. Especially, it is an added advantage for women because they have more patience, creativity, hospitality and etc. developing countries like India have all facilities to support entrepreneurship, especially in the service sector. In the present paper an attempt has been made to analyze the problems of women entrepreneurs in service sector in rural and urban the prospects of women entrepreneurship. In order to develop a business, women entrepreneurs need to possess a lot of characteristics. Despite having those characteristics, women face a lot of problems and challenges pertaining to business and work-life balance. The crucial challenges and problems faced by women in leading their venture are identified in this research. If a woman is vibrant enough to start her enterprise, she has to understand that the abovementioned problems and challenges may be a hindrance and make her face failure in her business. Hence, she has to prepare herself to face the above challenges and issues in order to grow and sustain her venture

Keywords: Women Entrepreneurship, Women Empowerment, service Sector, rural & urban.

Introduction:

Entrepreneurship has undergone a dramatic comeback in research over the last two decades, due not only to a renewed interest in the works but also in the theories of the firm. Currently, entrepreneurship is a topic discussed in various disciplines, including economics, business administration and small business economics. The meaning of the term entrepreneur, Entrepreneurship is The capacity and willingness to develop organize and manage a business

venture along with any of its risks in order to make a profit”[1].

Characteristically entrepreneurship involves in cost-effective, innovation, profit potential and risk bearing. However, It’s improves managerial capabilities, creation of organizations, living standards and finally it leads to economic development of their countries. which is used with quite different meanings in economics, business, sociology and history, has been examined by various researchers. Many review of the use of the term entrepreneur reveals that it generally covers

many significant categories of entrepreneurs like service sector.

Women Entrepreneurship:

Women entrepreneurship, women innovate initiate or adopt business actively[2]. In past year's women operated businesses for the purpose of supplementing income. At the time they were trying avoiding poverty or were replacing the income from the loss of a spouse and the term entrepreneur was reserved for men and used to who have ideas for products, and/or services that they turn into a working business. Present day's many studies have shown that women overtaking their male peers in the level of education and having higher education degrees, it is one of the significant characteristics that improve many successful women entrepreneurs. The number of self-employed women has steadily increased over the past three decades, putting them at an approximate thirty-three percent increase with the help of various NGO's and individually. Many women owned business to be home based operations such as wholesale, retail trade, and manufacturing and they build as own professional, scientific and technical services, as well as in healthcare and social assistance. One of the major challenges is the traditional gender-roles in Indian society. Other than this, they are facing several obstacles such as specific to starting new firms, managing a small firm and growing firms etc.

Some of the influencing factors for women entrepreneurship are, [3]

- Successful women entrepreneurs act as a change maker in their families and society

and inspire others to become self dependent and take up entrepreneurship.

- Past to recent experiences of failures of micro businesses and non-performance of enterprises have emphasized the importance of entrepreneurial competence.
- Failures in making important breakthrough in rural and underdeveloped areas have been due to a lack of local women entrepreneurs.

Service Sector

Service Sector involves a variety of areas – where in service provision is involved. They range from simple Housewife to the highest seat of the country at various levels⁴. Service businesses are enterprises that are established and maintained for the purpose of providing services (rather than or in addition to products) to private and/or commercial customers. The American Marketing Association defined services as "activities, benefits, or satisfactions which are offered for sale or are provided in connection with the sale of goods." The overall service industry is regarded as an already robust one that should enjoy considerable healthy growth rates in the future as the United States and other nations continue to move from manufacturing-based economies to technologically advanced service economies.

"The service sector is a most attractive arena for the aspiring entrepreneur," confirmed Irving Burstiner in *Start & Run Your Own Profitable Service Business*. "Many service enterprises can be launched with far less money than the amount of capital typically needed to

open a manufacturing, wholesale, or retail business. Many new service operators are able to begin at home, thus avoiding the expense of renting, buying, or constructing business premises. Moreover, end-of-year earnings in the service sector compare favorably with the profit margins enjoyed by most other types of enterprise." In addition, service businesses enjoy several other advantages over their brethren in other business areas. For one thing, they tend to be local, and they often do not have to contend with the national or international corporate giants that roam across the manufacturing, retail, and wholesale industries.

Types of service industries:

- Professional services like physicians, pharmacists, dentists, attorneys, architects and civil engineers.
- Business services such as advertising, financial planning, mailing services, computer and data processing, consulting, training, recruiting)
- Counseling services (marriage, weight loss, career planning, pastoral, psychiatric)
- Transportation services (trucking, busing, taxicab service, limousine service, car rental)
- Personal services (pet grooming, health clubs, catering, beauticians, barbers, hairdressers, tailors and seamstresses, photography studios, realtors, funeral parlors, wedding planning)
- Restaurants and lodging (diners, family restaurants, taverns, hotels, cottages)

- Social services (individual and family services, child day care, residential care)
- Maintenance services (landscaping, plumbing and electrical, appliance, equipment, automobile, and bicycle).

Factors in service industry growth:

Researchers point to a number of factors that have accounted for the surge in service business startups over the last few decades. Many of these factors reflect fundamental changes in societal structure and character. [4]

Following as major reasons for service industry expansion:

1. Increased affluence—As consumers have raised their standard of living, they have increasingly chosen to purchase services such as lawn maintenance and carpet cleaning that they previously took care of themselves.
2. Increased leisure time—Some segments of the population have been able to garner larger chunks of free time; this trend, coupled with increased wealth, has spurred a higher demand for certain service businesses such as travel agencies and resorts, adult education courses, guide services, golf courses, health clubs, etc.
3. Changing work force demographics—over the past few decades, increasing numbers of women have entered the work force. This has spurred greater demand for services in such realms as child care, housekeeping, drycleaning, etc.
4. Greater life expectancy—another development that has had a particular

impact on certain service sectors, particularly in the health care industries.

5. Increased complexity of products/technological advancement—High-tech products have created a corresponding increase in demand for specialists who can fix and maintain those products (computers, cars, electronic equipment, etc.).
6. Increased complexity of life—many service sectors have enjoyed tremendous growth because of their orientation toward helping individuals and businesses stay on top of the many facets of today's fast-paced society. Tax preparers, psychiatrists and counselors, and legal advisors are good examples.
7. Increased environmental awareness—General trends toward increased ecological sensitivity and enlightened natural resource management practices have spurred growth in environmental service sectors (waste management, recycling, environmental advocacy).
8. Increased number of available products—Technological advances has spurred development of service industries in such areas as programming.

Women Entrepreneurs in service sector

The service sector is a source of employment for many women in developing countries, but its relative importance and women's representation within services vary among the regions in all countries. Health and education

sectors rely heavily on females. In developing countries, changes in employment opportunities for women in the service sector are linked to globalization. New employment created in the service sector spreads across both low and high skilled work. This has effect on women's employment opportunities.

Historically women may have taken up work for various reasons, but once they become entrepreneurs or employees, they have a specific role to play in the organization. Their understanding of this role would guide their reactions and their attempts to solve some of the problems which generally faces. It can be observed that women come to organizations with certain preconceived notions, which would prove counterproductive. For instance, men had always been the bread winners; hence women would not take this as their primary responsibility and adapt a more casual approach. For women in India, such emphasis has significance. Traditionally Indian ethos has been propagating 'role taking' approach with respect to one's life roles.

It is important to identify the reasons why women are not the force they ought to be. Some of the reasons are:

1. Woman's work is often unrecognized. If it is recognized, it is not paid. If it is paid, it is underpaid.
2. Recognition of woman as a worker will result not only in fair wages and control over these wages, but will also result in her recognizing and using her right to access resources- credit, production assets, immovable productivity and utility assets. It again becomes a matter of transfer

of power and loss for those who have this access today.

3. A reasonable wage, control over that wage, access to resources will increase a woman's mobility which will lead to opportunity for further knowledge, less fear, more self-reliant and more self-confidence [5].

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