Use of Social Media for Women Entrepreneurship (With Special Reference to Bhopal)

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ABSTRACT
This article describes the role of social media in the empowerment of women entrepreneurs. Through survey analysis, the researcher will explore the role social media plays for women in business in India. This research has studied the utility of social media for women entrepreneurs. This is done by using a grounded theory approach to data analysis. The findings show that social media has had an overall positive impact on the lives of women entrepreneurs.

KEYWORDS
Empowerment, Social Media, Technology, Women Entrepreneur

INTRODUCTION
According to a new Cornell study, self-employed women working in digital creative industries, such as blogging or marketing, feel compelled to conduct business online in a traditionally feminine way. There is no longer a question regarding the role of women play in contributing development. Women occupy nearly 45% of the Indian population. Entrepreneurship is reflected as one of the most essential aspects for contributing to the nation development. Social media online communications are a collective place for community-based input, distribution of content and dedicated channels for collaboration. Now, social media has become the need of every age. Women who establishes and operates a business of her own is called a women’s entrepreneur. Women who started a new industry with a new idea to make themselves self-reliant without a government job, are called women’s entrepreneur. According to the government of India’s sixth economic census, there were over 8 million women entrepreneurs in India with 14% of business in India now female-run.

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STATUS OF WOMEN ENTREPRENEURS IN INDIA

The women entrepreneur in India has various qualities. A woman or a group manage the whole business of enterprise. One the one hand Women entrepreneurs faces many problems in their effort to develop their enterprise. Marketing Problem is also one of the major problem of women entrepreneurs. A lot of money is needed for advertisement in these days of stiff competition. They continuously face problems in marketing their products. To popularize the product, social media works as a tool for promotion of product and increase their sell. The paper is organised as follows. First, we discuss the growth in the field of women entrepreneurship in India. Then, we discuss the research paper to support this research. Next, we analyse the responses recorded through questionnaire. Finally, with the result we conclude the paper. The study analyse the role of social media for establishment of women entrepreneurs. The objective of the research will give direction and helps the researcher to find appropriate result. Very few studies address the role of social media in women entrepreneurship.

OBJECTIVES

To know the use of social media for women Entrepreneurs.
To identify the role of social media as tool for Business among Women.
To know the challenges faced by women entrepreneur on social media.

REVIEW OF LITERATURE

Review of Literature reveals most of the papers on women entrepreneurship fall under positive research paradigm. The Literature on mainstream entrepreneurship primarily focusing on the male entrepreneurs emerged in the 1930s. The late 1970s witnessed the emergence of an explicit sub-domain of women entrepreneurship. Entrepreneurship has been a male dominating from very early age, but time has changes the situation and thought and brought the increasing presence of women in business filed as entrepreneurs has changed the demographic characteristics of business and economic growth in country. This paper discusses the problems, issues, challenges faced by women entrepreneurs and identify the ways to overcome those challenges. It also analyse the policies of Indian government. The research suggests to design programmes that will address to attitudinal change, training and support service.

Danielle Okoth, N. Determinants of Effective Women Entrepreneurship in Kenya: A Survey of Tranz-Nozia Country. The purpose of the researcher in this study was to assess the determination of effective women of Trans Nosia country. It was induced by the specific purpose of the study that the effect of the surrounding environment affects the female entrepreneurship. The questionnaire was used under descriptive survey to complete this study. For this survey, sample of 700 women entrepreneurs was taken from Trans Nosia Country.
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