Leadership Redefined: The Impact of Women Leaders on Business Growth in Bhiwandi

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Abstract:

The attainment of business success depends heavily on leadership but women leaders experience ongoing challenges because of workplace stereotypes together with gender bias and insufficient development opportunities.A study identifies how men and women lead differently by showing female leaders base their style on transformational methods which include team effort with understanding and flexible principles. In this paper primary and secondary data methods are used to make paper quantitative with qualitative.

The study explores how organisations led by women display better crisis management skills and higher employment engagement.The research suggests that businesses should establish mentoring sessions while implementing equal hiring criteria and flexible work schedules and supplying financial backing to women entrepreneurs as they strive to close leadership inequality gaps. When organizations focus on developing inclusive leadership their business expands through women empowerment and obtains better innovation results.

Introduction:

The business success depends heavily on leadership elements. Scientists throughout multiple years have studied how male and female leadership strategies differ from one another and affect organizational development. The main leadership differences between male and female leaders lie in male task focus and assertion combined with female emphasis on teamwork and emotional engagement and organizational change. Business operations experience significant impact through gender-specific influences which affect organizational decisions and employee communication along with team administration. Women utilize diverse viewpoints and execution approaches to enhance operational results as well as neighborhood development.(Chromosomes Media Pvt Ltd, 2023) Women hold increasing leadership positions although workplace stereotypes together with gender bias and underrepresentation persist in modern day functions. Leadership strategy development and management diversity promotion require knowledge of differences between men and women at work This research paper tracks how female managers practice leadership differently from male leaders by integrating study findings and evaluating the business achievements of a female

company owner. The research outcomes reveal the value of inclusive leadership with its associated organizational advantages stemming from various management approaches.

Literature review

("Through the Labyrinth: The Truth About How Women Become Leaders," 2009) Women have now achieved great success in leadership but their journey is still full of barriers and challenges and carli (2009) describe the struggle as "labyrinth" rather than a glass ceiling. Meaning – Women don t face just one problem in their careers; they go through many challenges at different stages.Even though things are improving, women still struggle with stereotypes that make people doubt their leadership abilities. They often get paid less, promoted slower, and have fewer mentors or strong connections to help them grow. On top of that, many women balance work with family responsibilities, making their leadership journey much tougher than mens.

(Beshay, 2024) explores the reasons why there are fewer women in top executive business positions. The report highlights that one of the biggest obstacles women face is the need to work harder than men to prove their leadership abilities. According to the findings, 58% of Americans

believe that women have to do more to prove themselves, making this a major challenge for female leaders.

Additionally the report also identified other barriers reason:

•49% of people believe family responsibilities hold women back from leadership roles.

•46% say women lack access to strong professional networks, which limits their career growth.

•45% cite gender discrimination as a major reason for fewer women in top positions.

These results show that even though things are improving, women still face many challenges in leadership that men don't have to deal with as much.

(**According to Zenger & Folkman (2020)** the research titled "Research: Women Are Better Leaders During a Crisis" examined how female leaders performed during the COVID-19 challenge. Women demonstrated better performance than men in seventeen out of nineteen leadership skills such as situation management and adjustment to change, effective communication and teamwork (Williams, 2020). Organizations headed by women showed higher employee engagement alongside superior crisis response capabilities and enhanced decision-making. Women display exceptional leadership effectiveness throughout crisis periods because they combine interpersonal understanding with collaborative leadership approaches. Women continue to face challenges when trying to secure positions at the highest levels of corporate leadership despite their documented leadership abilities.

Research Methodology

This study depends on primary and secondary data. Secondary data. Primary data which is an interview of women who run business in bhiwandi, Maharashtra. Secondary data which is collected from various journals, books and also published record use of online records and websites. Theoretical Source: Information has been sourced from books, newspapers, trade journals, e-journal and government agencies, trade associations, etc.

A case study was conducted on a female entrepreneur, Komal Pandey, who owns a shop in Bhiwandi. An interview was carried out to gain insights into her leadership style, decision-making process, challenges, and business strategies. Her experiences provide a real-world perspective on how women entrepreneurs navigate leadership roles and overcome business difficulties.

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Objectives of the Research

1. To analyze the leadership styles of women entrepreneurs and how they differ from those of men.
2. To examine the challenges faced by women in leadership roles and how they navigate them.
3. To assess the impact of leadership styles on business success, particularly in women-led enterprises.

Strategic advantage of women in leadership

It has been found out that companies that are managed by women tend to perform better than those that are managed by men or men and women. For example, UK's Fortune 500 firms in which there is a better representation of women on the board, performed 74% better in terms of return on assets and return on equity than those firms that had fewer women board directors. Furthermore, women- run businesses had an average of 84% better of stock prices as compared to businesses run by men. The research results indicate that executives envisaging their organizational structures as gender diverse are able to enhance their companies' financial performance.(Striegel, 2024b)

Relationship and teamwork oriented

Business research demonstrates that female and male leaders follow different approaches to leadership during workplace interactions. Leadership by women promotes transformational methods along with building mentor programs through communication excellence that drives enduring organizational development. Traditional leadership methods from women include creating strong relationships and promoting teamwork because they precede collaboration. The leadership approach of male leaders generally depends on transactional elements focused on defined activities with short-term results. Women leaders tend to demonstrate greater risk-caution before making decisions leading them to approach their decisions with deliberate and cautious processes. Structure-based organizational strategies benefit from gender differences that allow both male and female leaders to contribute unique capabilities to leadership roles. (Tran, 2022)

Case Study: Leadership Experience of a Woman Entrepreneur
Introduction:

The research analyzes the entrepreneurial journey of Komal Pandey as she shares insights about business choices and leadership tactics and gender barriers to startup creation. The exemplary

leadership approaches of her case show their significant role in generating remarkable business performance.

Leadership Style and Approach

Komal Pandey uses an approach in leadership that involves working together with her team and putting customer needs first. She constructs enduring connections by treating employees and customers to team-based work solutions while prioritizing adaptability above strict authority practices.

The analysis of data elements merges with her natural intuition for making choices which leads to her decisions.

She stated:

Believing in people and situations enables businesses to make the best decisions.

Connecting Insights to Research:

The research shows women leaders prefer transformational leadership methods that combine mentoring and communication efforts and focus on enduring growth ("Through the Labyrinth: The Truth About How Women Become Leaders," 2009) Komal Pandey applies this leadership approach through her relationship-centered approach instead of using strict organization structures.

The interviewees expressed their concerns about gender discrimination along with economic challenges faced by women who wish to pursue business careers (World Economic Forum, 2023). She stated that sustainability through business challenges requires both adaptability with persistence as major success factors.

Conclusion of the Case Study:

This case confirms academic research showing that women leaders typically bring out effective results by using their empathy skills along with collaborative approaches and flexible leadership abilities. Women in leadership roles face obstacles yet these situations highlight the necessity to develop better support systems and earning equal opportunities to advance their careers.

Leadership Styles of Women vs. Men:

According to ("Through the Labyrinth: The Truth About How Women Become Leaders," 2009) women leaders tend to choose transformational style leadership through mentorship and communication and pursuing long-term growth. My case study shows that my mother leads through relationships because she does not prefer strict organizational structures. The development of a supportive workplace environment alongside strong customer

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relationships stands according to her as crucial elements for business achievement.

Challenges Faced by Women Leaders:

Women maintain distinctive obstacles when taking leadership positions. According to a Beshay, 2024 study, American citizens indicated that 58% of them feel women need to demonstrate greater effort than men to establish their leadership positions. My mother pointed out that business women face two significant obstacles that affect their profession worldwide (World Economic Forum, 2023). In the long run adaptability stands as the essential element for success according to her.

Business Success and Decision-Making:

Research reveals that firms which place women at leadership positions demonstrate enhanced crisis management outcomes (Zenger & Folkman, 2020). The reason behind this performance benefits stems from women's traits of empathy combined with teamwork abilities and their talent for adaptable decision processes. Business success requires understanding both strict rules and people plus situations because these factors are essential for achievement according to my case study which features my mother as the main source.

Findings:

The research findings together with the case study demonstrate how leadership methods of women produce excellent results yet are devalued by their environment. Women leaders show exceptional talent in mentorship alongside teamwork and adaptability although they encounter difficulties from gender-based discrimination and limited professional options and challenges balancing their personal and professional lives. To succeed women need better support networks and leadership mentorship programs that align with equal chances for advancement.

Recommendations:

Various actions need to be implemented to both strengthen female leadership options along with tackling their encountered difficulties. The establishment of mentoring programs along with networking opportunities represents the initial recommendation for organizations. Through effective mentoring programs which link experienced female leaders with new professionals the organization can improve confidence levels and deliver valuable guidance as well as construct effective career paths. Extending professional network access helps women access leadership positions which traditional biases typically block

through their paths. By developing recruitment systems without bias and running trainings about unconscious bias organizations can develop more inclusive workplaces. Organizations need to create leadership development programs which cater exclusively to women by teaching important skills including decision-making methods, negotiation abilities, and strategic executive competencies. External support programs will give women leaders the capability to pursue executive positions with stronger self-assurance. Organizations must create flexible work arrangements with extended parental leave benefits together with support structures which help female leaders maintain an effective professional-personal balance at work. The spread of fair family responsibility throughout households helps decrease women's workload and generates additional time for their career progression.The necessary support for women entrepreneurs includes both monetary backing and legislative backing. Government bodies together with financial institutions should implement financing programs to give loans, grants and investment resources that help develop women-owned businesses. The creation of initiatives both for female business establishment and for workplace discrimination protection will produce a fairer business ecosystem.

Government schemes;

1. Mudra yojana for women (Women Entrepreneurship Platform (WEP), n.d.)
2. bhartiya mahila Bank business loan
3. stand up india scheme (2016)
4. mahila udyam nidhi scheme by (SIDBI)

Through these schemes governments assist women entrepreneurs through funding assistance together with mentoring services and specialized skill-building initiatives.(Women Entrepreneurship, n.d.)

Conclusion:

Women leaders display transformational leadership principles which focus on developing professionals through mentoring while improving communications and adjusting to changing situations in the workplace. The leadership approach at komal pandey business relies on maintaining healthy relationships and teamwork instead of enforce strict authority according to the case study. Feminine leaders face additional challenges to demonstrate their worth to society but their characteristic approach leads to superior group collaboration and increased team involvement alongside exceptional response to crises according to Harvard Business Review (2020) and (Beshay,

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2024b) Women have progressed substantially in leadership roles yet they need to break through remaining gender barriers to achieve complete equality. Business organizations along with society must erase barriers to make room for equal opportunities in women's leadership roles across the business world.

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