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A STUDY ON WOMENS LEADERSHIP IN SMALL SCALE BUISNESS

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Abstract:

Women contribute a variety of viewpoints, creative problem-solving techniques, and an all-encompassing leadership style. Their involvement in leadership positions results in more inclusive decision-making, improved customer market representation, and a wider variety of solutions to challenging issues. A woman or a group of women who start, organize, and manage a business enterprise are considered women entrepreneurs.

Keywords: *Women's leadership, Small Scale Business, Entrepreneurs, Approach, Laissez-Faire*

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Introduction:

Women's leadership in small businesses, which is frequently defined by transformative, collaborative, and emotionally intelligent leadership styles that encourage innovation, is essential for economic growth and empowerment. By utilizing strong interpersonal skills, resilience, and strategic, nurturing management approaches, women entrepreneurs successfully drive organizational

performance despite challenges like limited access to finance, marketing, and cultural constraints. Women entrepreneurs are those who conceive of a business venture, start it, organize and combine production factors, run it, take on risks, and deal with the financial uncertainty that comes with doing so. Authentic and captivating, entrepreneurial leaders set goals and create a vision for their business endeavours. Researchers disagree about



whether leadership is a natural talent or a learned skill. Entrepreneurial leaders are driven, charismatic, and team-oriented, dedicated to the principles that uphold the company culture, and possess cognitive skills that enable them to assess opportunities, find and launch new businesses, and expand their companies.

Leadership of Women's in SSI:

Women contribute a variety of viewpoints, creative problem-solving techniques, and an all-encompassing leadership style. Their involvement in leadership positions results in more inclusive decision-making, improved customer market representation, and a wider variety of solutions to challenging issues.

A leader's behavioural approach to motivating, influencing, and guiding their followers is referred to as their leadership style. A leader's style dictates how they carry out plans and strategies to achieve specific goals while taking stakeholder expectations and the health and well-being of their team into consideration. A woman or a group of women who start, organize, and manage a business enterprise are considered women entrepreneurs. Women entrepreneurs are those who conceive of a business venture, start it, organize and combine production factors, run it, take on risks, and deal with the financial uncertainty that comes with doing so. The act of leading others toward a shared objective by providing clear guidance and consistent action is known as leadership. Job titles and ranks are not the only examples. By accepting responsibility and helping others, anyone can demonstrate leadership.

Women's Leadership Skills:

Every challenge in the workplace requires a different approach. Because of this, effective leaders require a variety of practical skills to manage

pressure, people, and tasks. Communication, decision-making, problem-solving, emotional intelligence, adaptability, accountability, conflict resolution, time management, team building, motivation, etc. are among the abilities of women in leadership.

Types of Leaderships:

Democratic Leadership: When a leader adopts this style, they base their decisions on the opinions of their team members. Every team member has the chance to influence the course of on-going projects under this cooperative and consultative leadership style.

Autocratic Leadership: The complete opposite of democratic leadership is autocratic leadership. In this situation, the team's leader makes all decisions on their behalf without soliciting their opinions or suggestions. All power and accountability rest with the leader.

Laissez-Faire Leadership: Employees who possess creativity, skill, and self-motivation are empowered by this style of leadership. The team's degree of autonomy and trust can be encouraging, productive, and contribute to job satisfaction

Transformational leadership: A transformational leader is one who motivates people and circumstances to change for the better. By supporting them, they hope to inspire and encourage their staff.

Transactional leadership: is a quid pro quo (Latin for "something for something") style of leadership wherein rewards or penalties are traded for achieving or falling short of a specific objective. For workers to complete their tasks, transactional leadership emphasizes structure and oversight.

Charismatic Leadership: These leaders are driven and want their team members to feel the same way. Since persuasiveness and a strong communication system are hallmarks of charismatic leadership, the leader's charisma is frequently the driving force.



Servant leadership: is an unconventional leadership approach that emphasizes personal development. Listening, empathy, healing, awareness, persuasion, conceptualization, foresight, stewardship, dedication to human development, and community building are all ways that servant leaders accomplish this. By assisting and serving employees, servant leadership aims to increase authority and influence.

Objectives of Study:

- 1) To understand the Women’s Leadership.
- 2) To identify the Women’s Leadership in Small Scale Business.

Research Methodology:

For this paper the researcher has used secondary data. To identifying the A study on Women’s Leadership in Small Scale Business, secondary sources, such as business magazines, newspapers, the internet, and journals, were used to gather the secondary data.

Conclusions:

Despite the structural and social obstacles faced by women in small businesses, their leadership style provides a distinct competitive advantage. The potential of women-owned businesses can be maximized, supporting social and economic development, by expanding access to resources and encouraging mentorship. Women are naturally gifted with entrepreneurial traits. By accepting responsibility and helping others, anyone can demonstrate leadership. Women contribute a variety of viewpoints, creative problem-solving techniques, and an all-encompassing leadership style.

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