



**Exploring The Impact Of Work Motivation On Entrepreneurial Effectiveness
And Managerial Creativity: A Comparative Analysis Of High And Low
Women Investors**

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Abstract:

In this review article, we explore the fascinating connection between women investors' job motivation, entrepreneurial performance, and management inventiveness. Understanding the elements that promote success in entrepreneurship and management jobs, particularly among women investors, is of utmost relevance in today's changing corporate scene. This comparative study examines the differences between high and low women investors by looking at how work motivation affects entrepreneurial performance and management originality. In this study, we conduct a comprehensive literature assessment to identify the critical success elements and illuminate the conditions that might enable women investors to achieve their full potential.

Keywords: *Work motivation, entrepreneurial effectiveness, managerial creativity, women investors, gender diversity, and motivation factor.*

Introduction:

Since the turn of the century, women have made significant strides in the corporate sphere, holding positions of power as investors, company owners, and executives. With more and more women breaking down boundaries, it's important to learn what makes them so effective in a variety of fields. One such essential component is work motivation, which not only drives one's own desire but also

affects the efficiency and innovation of entrepreneurs and managers. This review article provides a fresh look at women business owners and investors by probing the complex web of links between employee enthusiasm, business success, and management creativity. The purpose of this study is to contribute to a better understanding of what inspires women in the business world by examining and comparing high and low women investors

in order to throw light on the foundations of their accomplishments and obstacles.

Work Motivation and Its Dimensions:

Work motivation is a complex and ever-changing notion that is crucial to getting people to take action and reach their objectives at work. It's what drives people to succeed in their work, push through difficult times, and make significant contributions to the organizations they're a part of. Understanding motivation at work requires delving into its multifaceted nature.

Intrinsic Motivation: Most people agree that intrinsic drive is the most genuine. It's a result of the job itself satisfying the worker's deepest needs and interests. When people are genuinely driven, they take pleasure in their work. They are more invested in their job, which usually leads to increased output and innovation. An entrepreneur who is driven by intrinsic factors, as opposed to financial gain alone, may, for instance, launch a firm out of a genuine interest in the field or concept at hand.

Extrinsic Motivation: However, extrinsic motivation relies on things like prizes, praise, and peer acceptance from others. People who are primarily motivated by external factors, such as money, advancement opportunities, or social praise, are said to be extrinsically

motivated. Although extrinsic motivation may be useful in getting things started, it may not be enough to keep people going after the incentives stop coming.

Self-Determination: How much people believe they have free will and the ability to make their own choices is what is meant by the phrase "self-determination." When people have a lot of self-determination, they may choose their own objectives, methods, and strategies. A strong feeling of ownership and dedication to one's job is fostered when employees are given a high degree of autonomy and decision-making authority over their work. Self-determined workers and business owners are more inclined to take charge of their job and make decisions independently.

Achievement Motivation: Achievers are driven by the will to succeed, complete difficult tasks, and develop their skills. People that are very motivated to accomplish tend to be quite demanding of themselves and do all in their power to reach their goals. This aspect of motivation is crucial for business owners and managers who are always pushing themselves to do better and taking their companies to new heights.

Goal Orientation: An individual's degree of goal orientation is related to how intently they pursue their own personal objectives. People may either be goal-oriented, with the end goal being to

become an expert in their field, or ego-driven, with the primary motivation being to stand out from the crowd. As it determines where one puts their efforts and what they consider to be successful, goal orientation may have a significant effect on motivation and output. Based on their positions and personal preferences, business owners and managers may take on quite diverse approaches to achieving their goals.

Women investors in entrepreneurship and management, like any other group of workers, have their own unique motivations for success in the workplace, and it's important to understand these factors. Each factor has its own significant impact on an individual's motivation, goals, and career trajectory.

Entrepreneurial Effectiveness:

The capacity to reach objectives, have a good influence, and succeed in a challenging business climate are all aspects of what we mean when we talk about entrepreneurial effectiveness. It's a critical part of starting a business and a common metric for evaluating startup success. Understanding the success of entrepreneurs requires delving into many different dimensions.

Innovation and Adaptability: Innovation is the lifeblood of a successful entrepreneur. Entrepreneurial success is

often associated with traits like foresight, creativity, and the ability to respond to shifting market demands with innovative solutions. They think creatively, which lets them develop new goods, services, or company structures to accommodate changing consumer preferences. The success of an entrepreneur is frequently judged on his or her ability to come up with and apply novel approaches.

Growth and Expansion: The success of an entrepreneur may largely be gauged by their ability to foster expansion. Business owners that are able to grow their operations and enter new markets are examples of those who are agile, resourceful, and perceptive. They may expand by trying new things in the market, creating innovative products, or even acquiring other businesses. An indicator of a successful entrepreneur is their ability to foster long-term development.

Profitability and Financial

Performance: Entrepreneurs need to strike a balance between creative risk-taking and long-term viability. Profitability and overall financial performance are strong indicators of an entrepreneur's success. Making a profit requires attracting customers, controlling expenses, and conserving capital. Successful business owners have a solid grasp of financial matters and know how to keep their

enterprises afloat and profitable as they push forward.

Market Presence and Competitive

Advantage: In order to succeed as an entrepreneur, you need to make a name for yourself in your industry and separate yourself from the competition. Successful business owners distinguish their offerings from the competition, cultivate a dedicated client base, and establish themselves as market leaders. Part of being a good entrepreneur is coming up with a way to set yourself apart from the competition.

Risk Management: There is no such thing as a risk-free business. Successful business owners are able to not only recognize hazards, but also to control and reduce them. They weigh the potential benefits and drawbacks of many options and aren't afraid to take calculated risks when the right ones present themselves. It is a measure to their efficacy that they can successfully traverse risks and uncertainties while maintaining the health of their operations..

Leadership and Team Management:

Entrepreneurs that are able to inspire their staff to success often possess traits like as foresight, charm, and dedication. They foster an atmosphere where workers are inspired to do their best and committed to achieving the company's objectives. Building and leading high-performing teams that promote creativity,

collaboration, and excellence is a key competency for every successful entrepreneur.

Social Impact and Sustainability: The positive effects of business on society have received more attention in recent years. Successful company owners understand the value of maintaining a commitment to ethical, moral, and environmentally friendly business practices. Beyond material wealth, they want to leave a constructive mark on the world and a legacy for future generations.

To evaluate the success of entrepreneurs and their capacity to make a real difference in the business world, it is crucial to grasp these facets of entrepreneurial effectiveness. Successful business owners not only set an example with their own work, but also boost the economy, spur innovation, and advance society.

Managerial Creativity:

In today's dynamic and competitive corporate environment, managers' ability to think creatively is essential to their success. Management that can think outside the box to provide new solutions to old challenges is what makes businesses thrive. Creative thinking on the part of managers goes beyond the sphere of the arts and into the realm of running

successful businesses. The many facets of management innovation are explored here.

Innovative Problem-Solving: The ability to approach difficult challenges in new and novel ways is a hallmark of a creative manager. The best managers are experts at seeing problems, parsing them into tractable pieces, and coming up with innovative solutions. They tend to think beyond the box, which frequently results in better solutions to problems.

Strategic Thinking: Managers who are also creative thinkers are skilled at developing novel approaches to achieving the organization's objectives. They foresee shifts in the market, seize advantageous openings, and set their companies up with winning tactics. Being creative strategically requires a willingness to test out alternative company structures, markets, and collaborations.

Adaptive Leadership: Innovative leaders recognize the value of flexibility. They welcome new ideas and foster an environment where teams are not afraid to fail in the pursuit of success. This enables them to quickly adapt to new circumstances and seize advantageous openings in the market.

Team and Culture Fostering Creativity: Good leaders understand that innovation is a group effort that flourishes in a positive environment. They provide a setting where workers feel safe to share their thoughts,

try new things, and work together on ground-breaking initiatives. New ideas may flourish in an environment that values different points of view and promotes communication across departments.

Encouraging Employee Creativity: Good leaders encourage their employees to use their imaginations. They encourage workers to share their ideas and perspectives. A motivated and engaged workforce that is always on the lookout for ways to develop and innovate is the result of a company that encourages and rewards people for their creative contributions.

Resource Optimization: Creative resource management is a hallmark of effective management. Managers that excel in their jobs know how to make the most of every asset they oversee, whether it money, time, or people. In instances when resources are few, they think outside the box to get the job done.

Risk-Taking and Experimentation: Managers that are really creative are not afraid to try new things and are comfortable with taking chances. They aren't expecting every new concept to be a smashing hit, but they're open to the prospect anyway. Instead of seeing setbacks, they see failure as a chance to grow.

Communication and Persuasion: Managers that are able to think creatively also have strong verbal and persuasive

abilities. They are effective communicators who can persuade others to accept their forward-thinking ideas and solutions and encourage their teams to do the same. To transform original ideas into practical plans, clear and precise communication is crucial.

Continuous Learning: Managerial ingenuity is typically driven by an insatiable need for knowledge. Good managers always know what's new in their field, as well as what's been shown to work. To keep the creative juices flowing, they put money into their personal growth and that of their teams.

Today's successful company leaders are those who can go outside the box to solve problems. Creative managers

are better able to spur innovation, propel corporate expansion, and address the problems of a dynamic marketplace. Creative problem solving at the executive level is becoming more important as firms place a premium on flexibility and new ideas.

Comparative Analysis: High And Low Women Investors:

This section provides a thorough comparison of high and low women investors, illuminating the differences between them in terms of motivation, entrepreneurial efficacy, and management inventiveness. Following the tables are summaries of the data with explanatory notes.

Table 1: Motivations of High and Low Women Investors

Motivational Factors	High Women Investors	Low Women Investors
Intrinsic Motivation	Strong	Variable
Extrinsic Motivation	Moderate	Prominent
Self-Determination	High	Limited
Achievement Motivation	High	Varied
Goal Orientation	Balanced	Varies

In this table, we explore the motivations that drive high and low women investors in their entrepreneurial and managerial pursuits. Understanding the motivations behind their actions is crucial to comprehend the foundation of their success or challenges.

Intrinsic Motivation: High women investors tend to exhibit a strong intrinsic motivation, with a genuine passion for their endeavors. In contrast, low women investors may display variable levels of intrinsic motivation, as their drive may be influenced by external factors.

Extrinsic Motivation: High women investors are moderately motivated by external rewards or incentives. In contrast, low women investors often demonstrate a more prominent reliance on extrinsic motivation, possibly influenced by social pressures or financial gains.

Self-Determination: High women investors possess a high degree of self-determination, allowing them to pursue their goals autonomously. Low women investors may have limited self-determination, facing challenges related to external constraints.

Achievement Motivation: High women investors typically exhibit a high level of achievement motivation, setting and surpassing ambitious goals. The levels of achievement motivation among low women investors may vary.

Goal Orientation: High women investors maintain a balanced goal orientation, focusing on both mastery and competition. Low women investors may vary in their goal orientation, with some emphasizing mastery while others prioritize competition.

Table 2: Entrepreneurial Effectiveness of High and Low Women Investors

Entrepreneurial Effectiveness Indicators	High Women Investors	Low Women Investors
Innovation and Adaptability	High	Moderate to Low
Growth and Expansion	Significant	Limited
Profitability and Financial Performance	Strong	Variable
Market Presence and Competitive Advantage	Established	Developing
Risk Management	Calculated	Cautious
Leadership and Team Management	Strong	Developing

This table provides insights into the entrepreneurial effectiveness of high and low women investors, emphasizing their achievements and areas of distinction.

Innovation and Adaptability: High women investors excel in innovation and adaptability, actively identifying opportunities and taking unconventional approaches. Low women investors may

exhibit moderate to low levels of innovation and adaptability.

Growth and Expansion: High women investors experience significant growth and expansion, driven by their proactive strategies. Low women investors may face limitations in terms of growth, often due to resource constraints.

Profitability and Financial Performance: High women investors demonstrate strong financial performance,

effectively balancing innovation with profitability. Low women investors exhibit variable financial performance, sometimes struggling to maintain consistent profitability.

Market Presence and Competitive Advantage: High women investors have an established market presence and a competitive edge. Low women investors are in the process of developing their presence and gaining a competitive advantage.

Risk Management: High women investors take calculated risks, effectively managing and mitigating potential setbacks. Low women investors tend to be more cautious and risk-averse.

Leadership and Team Management: High women investors possess strong leadership skills, fostering a culture of innovation and collaboration within their teams. Low women investors are in the developing stage of their leadership abilities.

Table 3: Managerial Creativity of High and Low Women Investors

Managerial Creativity Aspects	High Women Investors	Low Women Investors
Innovative Problem-Solving	Proactive	Conventional
Strategic Thinking	Forward-looking	Traditional
Adaptive Leadership	Embraced	Resistant
Encouraging Employee Creativity	Fostering	Limited
Resource Optimization	Efficient	Constrained
Risk-Taking and Experimentation	Willing	Cautious
Communication and Persuasion	Effective	Variable
Continuous Learning	Committed	Limited

This table outlines the dimensions of managerial creativity that distinguish high and low women investors in their managerial roles.

Innovative Problem-Solving: High women investors demonstrate proactive and innovative problem-solving abilities. Low women investors often employ conventional problem-solving approaches.

Strategic Thinking: High women investors are forward-looking and strategic

in their thinking. Low women investors tend to adopt more traditional and conservative approaches to strategy.

Adaptive Leadership: High women investors embrace adaptive leadership and change. Low women investors may be more resistant to change and innovation.

Encouraging Employee Creativity: High women investors actively foster employee creativity within their organizations. Low women investors may offer limited support

and encouragement for employee innovation.

Resource Optimization: High women investors are efficient in resource allocation and optimization. Low women investors may face constraints in resource management.

Risk-Taking and Experimentation: High women investors are willing to take calculated risks and experiment with new approaches. Low women investors tend to be more cautious and risk-averse.

Communication and Persuasion: High women investors are effective communicators and persuasive leaders. Low women investors may demonstrate variable communication and persuasion skills.

Continuous Learning: High women investors are committed to continuous learning, staying updated on industry trends and best practices. Low women investors may have more limited opportunities for ongoing learning and development.

This comparative analysis highlights the distinctions between high and low women investors in terms of their motivations, entrepreneurial effectiveness, and managerial creativity, offering valuable insights into how to support and empower women investors across the spectrum of entrepreneurship and management.

CONCLUSION:

In conclusion, this study of successful and unsuccessful women investors sheds light on the complex relationship between work drive, entrepreneurial prowess, and managerial innovation in the context of gender equality in business. As an example of the beneficial influence of motivation on achievement, highly motivated women investors show greater entrepreneurial effectiveness and more noticeable management originality. In contrast, poor women investors often have difficulties in their entrepreneurial and management responsibilities because to limitations connected to extrinsic motivation and restricted self-determination. The findings of this study highlight the need of empowering and bridging the gap between high and poor women investors via the implementation of comprehensive support systems, inclusive legislation, and educational activities. By eliminating these inequalities and creating a culture that encourages initiative and innovation, we can do more than just achieve gender equality; we can also unleash the unrealized potential of women in corporate leadership roles.

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