

SKILLS REQUIRED TO BE A SUCCESSFUL WOMEN ADMINISTRATORS- A STUDY OF SELECTED PRIVATE AND PUBLIC UNDERTAKINGS IN GUJARAT

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ABSTRACT: Women have increased their participation rates in managerial and professional jobs but they are paid less even working on the same position compared to men in the levels of management. This is often called gender segregation. Women leaders are assertive, persuasive and willing to take risks. They managed to survive and succeed in this cut throat competition with their hard work, diligence and perseverance. Ability to learn quickly from her abilities, her persuasiveness, open style of problem solving, willingness to take risks and chances, ability to motivate people, knowing how to win and lose gracefully are the strengths of the working women to participate in administration. This paper specially focuses on skills, attributes and abilities possessing to be a successful administrator in the corporate world.

Keywords: Women Participation, career advancement, Gender Discrimination, working women, social perception

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1. INTRODUCTION

Women are the new paradigms of today's culture beginning from home to working sector. Women are taking active participation in management, local governance and political fields. Women trend in working sector has changed with globalization. Women have shifted traditional assumptions about their roles and capabilities. Women have basic rights about decision making. In this era women have made comprehensive steps in educational attainment and workforce participation. Women participation in work is one of the proxy indicators of women in overall status in society and gender empowerment. Women are managing complex interfaces between domestic and work culture. They stand tall from the rest of the crowd and are applauded for their achievements in their respective field. The transformation of social fabric of the Indian society, in terms of increased educational status of women and varied aspirations for better living, necessitated a change in the life style of Indian women. She has competed with man and successfully stood up with him in every walk of life and business is no exception for this.

Women have increased their participation rates in managerial and professional jobs but they are paid less even working on the same position compared to men in the levels of management. This is often called gender segregation. Women leaders are assertive, persuasive and willing to take risks. They managed to survive and succeed in this cut throat competition with their hard work, diligence and perseverance. Ability to learn quickly from her abilities, her persuasiveness, open style of problem solving, willingness to take risks and chances, ability to motivate people, knowing how to win and lose gracefully are the strengths of the working women to participate in administration.

2. PROBLEMS OF WORKING WOMEN AT HOME

1. Working women and children
2. Conflict between the two roles
3. Participation in decision-making process in the family
4. Socio-economic life and habit of husbands
5. Dual responsibility
6. Control of income
7. Impact on marital relations

3. PROBLEMS OF WORKING WOMEN AT WORKPLACE

1. Poor health
 - a. Emotional problems
 - b. Physical health
2. Lack of social security
3. Absence of child care facilities
4. Home-based work
5. Gender discrimination
6. Problem of transport
7. Occupational hazards and accident

4. RATIONALE OF THE STUDY

The rationale behind the study is to examine how working women at senior positions participate in administration process in Gujarat. Which role of female head is accepted at large, which are the strong points of female heads that they should continue for success and which are the weak points of female heads that should be improved to participate in administration etc. The research paper will serve as a guide, platform and source of information to other scholars researching on a related topic.

5. OBJECTIVES OF THE STUDY

The research endeavor carried out by the researcher was planned with the following objectives:

1. To assess and examine the attributes of working women about their job.
2. To assess and examine the attributes responsible as hindrance or success of working women in their career advancement.
3. To recommend the related to remedial measures in helping and accelerating working women to participate suggestions more effectively in administration.

6. SCOPE OF THE STUDY

The present study undertaken by the researcher focuses on working women's participation in administration. The geographical scope of the study covers five zones/districts of Gujarat State viz., Ahmedabad, Anand, Jamnagar, Surat and Vadodara. The functional scope is confined to the women's participation in administration in different selected private and public undertaking of five different zones.

7. SOURCES OF DATA COLLECTION

Primary Data: Data were collected using personal contact approach. Questionnaire were distributed to women executives located in five different zones of Gujarat State working in public as well as private undertakings were surveyed. In the questionnaire five point scales was employed to determine scores, where respondents were asked to rate each attribute on 5-point scale ranging from strongly agree to strongly disagree. The statements/items for the questionnaire were formed after consulting relevant literature and some relevant research conducted in the area.

Secondary Data: The secondary data related to theoretical background of working women and their participation in administration, was collected from the published reports of Books, Ph.D. Thesis, Dissertation, newspapers, journals, websites, etc.

8. SAMPLE DESIGN

Population: The population of the research study was the women working at senior positions participating in administration of five different zones viz., Ahmedabad, Anand, Jamnagar, Surat and Vadodara of 10 private undertakings and 10 public undertakings of Gujarat State.

Sample Size: Out of the total 20 undertakings, 15 women employees from each undertaking were selected as respondents. The respondents were selected among the working women at different levels like managers, branch managers, deputy managers, and senior executives. The questionnaire was administered to total number of 300 respondents randomly working in both the public and private undertakings throughout the five zones of Gujarat State.

9. HYPOTHESES OF THE STUDY

In order to plan the nature and scope of the investigations set of hypotheses were evolved. The major hypotheses relating to each aspect of the study are undertaken to test the following hypotheses:

1. There is no significant relationship among the working women with respect to their career development participating in administration.
2. There is no significant relationship among the working women with respect to their strengths leads to success that affect to participate in administration.

TOOLS AND TECHNIQUES OF THE STUDY

The primary data collected were analyzed by using both quantitative and qualitative data analysis tools. The collected quantitative statistical information has been processed through different software like SPSS and Microsoft Excel for analyzing and presenting the data in the form of tables and graphs to illustrate the major findings of the study.

10. FINDINGS

1. FINDINGS BASED ON THE RESPONDENTS' OPINION TOWARDS CAREER DEVELOPMENT

- ❖ **Gender discrimination to a great extent is a constraint to career advancement:** Out of total 300 respondents, maximum number of respondents 209 (69.67%) agreed, out of which 103 (34.33%) were from government undertakings and 106 (35.33%) were from private organization. According to zone-wise it is observed that maximum number of respondents 50 (16.67%) from Anand agreed.
- ❖ **Top management's perception affects career progression to a great extent:** From total 300 respondents, maximum number of respondents 215 (71.67%) agreed, out of which 105 (35.00%) were from government undertakings and 110 (36.67%) were from private organization. From zone-wise it is concluded that maximum number of respondents 47 (15.67%) from Ahmedabad agreed.

2. FINDINGS BASED ON THE RESPONDENTS' OPINION WHETHER THEY POSSESS SKILLS AND ABILITIES TO PARTICIPATE IN ADMINISTRATION WHERE THEY WORK

- ❖ **Problem solving and conflict resolution:** From total 300 respondents, maximum number of respondents 277 (92.33%) strongly agreed, out of which 136 (45.33%) were from government undertakings and 141 (47.00%) were from private organization. It is observed zone-wise that maximum number of respondents 58 (19.33%) from Ahmedabad and Surat strongly agreed.
- ❖ **Stress Management:** Observing total 300 respondents, maximum number of respondents 268 (89.33%) strongly agreed, out of which 129 (43.00%) were from government undertakings and 139 (46.33%) were from private organization. Looking zone-wise it is examined that maximum number of respondents 56 (18.67%) from Surat strongly agreed.

3. FINDINGS BASED ON THE RESPONDENTS' OPINION THAT POSSESSING DIFFERENT ABILITIES IS IMPORTANT TO PARTICIPATE IN ADMINISTRATION

- ❖ **Self-development:** Considering total 300 respondents, maximum number of respondents 270 (90.00%) strongly agreed, out of which 132 (44.00%) were from government undertakings and 138 (46.00%) were from private organization. Further it is observed zone-wise that maximum number of respondents 59 (19.67%) from Anand strongly agreed.
- ❖ **Intellectual development:** Among total 300 respondents, maximum number of respondents 272 (90.67%) strongly agreed, out of which 130 (43.33%) were from government undertakings and 142 (47.33%) were from private organization. Looking zone-wise it is observed that maximum number of respondents 58 (19.33%) from Ahmedabad strongly agreed.

4. FINDINGS BASED ON THE RESPONDENTS' OPINION THAT POSSESSING DIFFERENT ABILITIES IS IMPORTANT TO PARTICIPATE IN ADMINISTRATION

- ❖ **Leader:** Taking together 300 respondents, maximum number of respondents 259 (86.33%) strongly agreed, out of which 128 (42.67%) were from government undertakings and 131 (43.67%) were from private organization. From zone-wise it is interpreted that maximum number of respondents 57 (19.00%) from Ahmedabad strongly agreed.
- ❖ **Innovator:** When total 300 respondents taken together, maximum number of respondents 262 (87.33%) strongly agreed, out of which 130 (43.33%) were from government undertakings and 132 (44.00%) were from private organization. Observing zone-wise it is reported that maximum number of respondents 55 (18.33%) from Ahmedabad and Surat strongly agreed.

5. FINDINGS BASED ON THE RESPONDENTS' OPINION ON THEIR STRENGTHS LEADS TOWARDS SUCCESS TO PARTICIPATE IN ADMINISTRATION

- ❖ **Self-esteem and ambition for career growth:** Observing total 300 respondents, maximum number of respondents 261 (87.00%) strongly agreed, out of which 128 (42.67%) were from government undertakings and 133 (44.33%) were from private organization. Also it is interpreted that maximum number of respondents 55 (18.33%) from Ahmedabad strongly agreed.
- ❖ **Firm attitude towards work:** Among total 300 respondents, maximum number of respondents 263 (87.67%) strongly agreed, out of which 125 (41.67%) were from government undertakings and 138 (46.00%) were from private organization. Considering zone-wise it is evaluated that maximum number of respondents 57 (19.00%) from Ahmedabad strongly agreed.

6. FINDINGS BASED ON THE RESPONDENTS' OPINION WHETHER THEIR WEAKNESSES CREATE OBSTACLES IN SUCCESS TO PARTICIPATE IN ADMINISTRATION

- ❖ **Lack of taking family care and family backing:** Observing total 300 respondents, maximum number of respondents 139 (46.33%) disagreed, out of which 64 (21.33%) were from government undertakings and 75 (25.00%) were from private organization. Looking zone-wise it is reported that maximum number of respondents 33 (11.00%) from Vadodara disagreed.
- ❖ **Physical strain necessitating longer hours to stay in the office:** Among total 300 respondents, maximum number of respondents 171 (57.00%) disagreed, out of which 87 (29.00%) were from government undertakings and 84 (28.00%) were from private organization. The study zone-wise showed that maximum number of respondents 41 (13.67%) from Jamnagar disagreed.

11. RECOMMENDATION

The following measures are suggested to empower and to help for facing challenges by the working women participating in administration:

1. Even today, men are seen as the bread winner and women as the house-keepers and child bearers. This typecast role model continues to put obstacles before the working women to efficiently participate in administration. So fundamental change is required in the attitudes of the employers, policy makers, family members and other relatives and the public at large.
2. Top management support is essential to promote women in performing different roles to participate in administration.
3. The government as well as private organizations should be more sensitive to women situations and need as women generally have to look after family and work.
4. The organizations should provide good support system like work in flexi-timings, work from home and transport facilities at family and workplace which that would enable women to fulfill both without being pressurized to prioritize one above the other.
5. Working women should try to upgrade themselves in the changing times by adapting the latest technology benefits. This can facilitate women to excel in decision-making process.

12. LIMITATIONS OF THE STUDY

All research inquiries are subjected to few limitations, although these may differ with respect to the magnitude of limitations. The present study is subject to the following limitations:

1. The study area was confined to the beneficiaries of only five zones of Gujarat, viz., Ahmedabad, Anand, Jamnagar, Surat and Vadodara.
2. Because of limitation of time and budget constraints involved in research, the study was restricted to a limited number of samples.
3. The basic limitation of possibility of difference between what is recorded and what is truth, no matter how carefully the interview has been conducted. The present study may also suffer from this limitation.

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