

ROLE OF WOMEN IN CORPORATE SECTOR**Dr. SEEMA SHARMA****Assistant Professor****A.S College, Khanna 141401, Punjab (INDIA)**

Abstract

The role of women in business is vital and they contribute a huge amount to the local economy. For many the choice of a successful career and having children is no longer an issue. Thanks to flexible working, latest technology and the improved attitude to women in the workplace. Women have enough potential to change their own economic status as well as their nation's economic status. In the current situations women are more educated than the previous time.

Present women are considered equal to men. There are still number of barriers blocking women's career path to leadership positions. Some barriers are related to the women themselves, some of them related to their workplace. But most are due to interaction between individual and organisation. The present study emphasis the role of women in corporate sector and conclude with some suggestions to improve the place of women in the field of management and leadership careers.

Keywords: *economic status, societies, corporate, leadership, dominating etc.*

Introduction

Women certainly have proved themselves in all the conceivable realms in recent years. It is true that women are moving away from the traditional female functions and moving into information technology, finance and male roles in manufacturing and production. In politics, sports, public life, social services, education, research, civil services, family businesses and even in the corporate life; they have made huge strides.

In the present technological era, business world is most competitive. It is full of fierce, educated, and motivated people. For some people it is quite tough to rise to the top and for some people it is very easy. It's not always about hard work. Individuals in leadership positions face inordinate challenges to remain to their positions. Generally that ones who make it to the top are predominately men, even it is even more of a challenge if there is a women.

Since the men fought wars and ran the businesses of industrial production, they arrogated to themselves at superior opposition and gave women a subordinate role in the social and economic activities of the communities. In the societies dominated by muscle power and money power, men determine the conditions governing the terms of relationship between man and woman. In the present scenario women are increasingly gaining financial power as well as status through business success, and quality education. The social position of women is determined by their economic position. The relationships between males and females roles are in transition around the globe. If we talk about India, a developing country Women became a driving force of the socio-economic development of the nation after the independence. Big networks of women groups such as NGOs, associations and co-operatives have played an important role in providing empowerment initiatives which resulted in socio-economic development and income generating activities. But in developing countries, working women still facing several challenges.

Role of women in corporate sector

Women play a vital role in the corporate sector in the present technological era. They are often most sensitive to changes in the environment because they are in closest contact with the home and the land.

Increasing demands for getting some income for the family, the women have to work all the more harder. They have to take up a full day job plus handle all the household chores that they handled as a homemaker. They are the first line of defence. Women represent a huge consumer market. The women have better control over consumer spending. Leadership is a word that is widely used. The word leader is not only used in the business world, but also in education, volunteer work, government, and even in your own home.

The corporate world spread worldwide. However, in today's corporate sector and within the organizational point of view leadership concerns with the focus upon the ability of those in higher status positions to influence their subordinates.

Competition at global level forcing companies to realize that their success is widely depending on talented people of any nationality, age, race and gender.

There is many more evidence which denied the gender discrimination at the work place that shows the women are equal to men at every step. Some of these are categorises as E components: Education, Employment, Empowerment, Earning and Entitlement to property. Moreover, Women have shouldered equal responsibilities with men.

Problems faced by women at work

First and foremost are women had to play dual role as at workplace and at home. She is always considered as the subordinate to the man. Women are not very much aware for the facilities provided by the Governments as compare to men. The biggest challenge starts from home. Even if the woman is holding a full time job, the whole responsibility of running the household still lies with her. This makes it more difficult to accept the additional stress of the office also. It keeps a lot of employees from moving out of their comfort zone even if they are qualified or talented.

Moreover due to male dominating society women have less ability to bear the risk in the business discrimination on the basis of gender is the main problem faced by the women at the work place. Men generally given unfair advantage as compare to working women at workplace. Generally men are considered more intelligent, hardworking and energetic than a women employee. This discrimination results in increased stress level and job dissatisfaction.

Another most noticeable challenge that women of today face at work place is the work life imbalance. Differentiating personal life and professional career is little bit hard for women in general. They tend to mix up work commitments with personal priorities and this is the place from where all the issue starts. Family feels neglected, friends feel lost and unfortunately she has to face the wrath of her entire support system just because she has forgotten to draw the line between work and life. This challenge is mostly self-imposed and to get out of this mess, the woman has to help herself. She needs to set her priorities right and plan her day well ahead. If she has to attend a family event and she is asked to attend a corporate dinner which is unplanned according to her, she needs to gather courage and politely refuse the latter as she has committed to her family. All she needs to manage is time and effort then everything falls in place.

Recommendations & Suggestions

The skills and expertise of women are essential to economic recovery and growth. Optimising women's productivity, creativity and energy is a win-win game for enterprises, workers, governments and societies. Women should focus on their strengths and work on their weaknesses. They should build the right amount of confidence and use it wisely.

Entrepreneurial education and training should be provided at the early stage. Female literacy rate is improved from 8.9 % in 1951 to 65.5% in 2011 according to the census 2011 but it is still low as the world average that is 79.7%. The Govt. should take some advance steps to empowering the women. Winning business concepts are just as likely to be conceived at the kitchen table as in the garage or at business school, but research shows women doubt their capabilities and fear failure more than men. Training can equip women with the confidence to see bold ideas through. besides being in a stronger position to lead the team, change and shape the economic, social and political landscape they are still less likely than men to be associated with leadership positions in spheres such as politics and business.

Recruitment process should be transparent one. Companies should remove the names from the resume while screening process and select candidates for interviews on the basis of education, experience and other required educational norms.

Companies should encourage women to make the lead. There are many women miss out great opportunities because they mistakenly believe that they are under qualified. In the mean time, men frequently go after promotions and projects they are not qualified for. Actively encourage women to take more chances and go for opportunities they desire. External support is great for confidence-building. Apart from these some recommendations are listed as below.

- There should be some Education advocate for women employees about their rights.
- Training for managers and others in workplaces including acceptable and professional workplace behaviour, and diversity training.
- There should be complaints committee, which will keep the privacy of the employee complaining and investigate the complaint independently?
- Creating appropriate work conditions to ensure that there is no combative environment.
- Ensuring for secure situations if the women have to work for late hours.
- Participation of women should be at all level of management.
- Employers should Provide safe pickup and drop facility in odd hours.
- Providing adequate maternity & paternity leaves
- Providing day care facilities for working mothers.
- Retention of performance ratings - this means that organizations secure the performance ratings of women during maternity leave.

Conclusion

During the past decade, the environment for corporate has been quite volatile, with many challenges for the companies operating in this field. However, throughout this period there have emerged a number of executive leaders who have been recognized for their contributions to organizational excellence and leadership despite the environmental fluctuations. But invariably even few years back women power was not so welcome to hold & glorify the top positions of different corporate houses. Several myths were there & so women employees used to face barriers while climbing up the corporate ladder. But time and again women power have proved them, succeeded over those imposed barriers & made major contribution towards organizational excellence.

Several working women felt that despite being part of various professions, the role of women was still limited. Our society is still male-dominated, while there has been a slight shift in attitudes, women are largely still the victims. While several laws have been introduced to protect women, including the Protection against Sexual Harassment at Workplace, there was a lack of effective mechanism to ensure their implementation. Unless institutions monitoring the implementation of laws are strengthened, these laws still remain more or less useless.

In the concluding part I would like to mention that the role of women in economic development of any nation is inevitable. Now a day's women are not entered in the selected professions but also in the others

like trade, engineering and many others. Their role in corporate sector is recognised and many steps are needed to be taken to promote women entrepreneurship. Presently the world needs women entrepreneurs, and women entrepreneurs need the co-operation from all of us. It is time to provide the support and tools to ensure that, in women-led businesses flourish.

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