

# The Role of Women in Business from the Perspective of Behaviorism

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## Abstract

In many parts of the developing country, women have far more financial chance overall today than they did a generation ago. Women's health, education, and labor force contribution levels have grown significantly, rising living standards and strengthening humanities worldwide. Nowadays, despite women's tendency toward participation in economic, social, and cultural affairs, females' entrepreneurship became so limited and there seems to be no optimal use of their abilities in business. However, a prominent indication of developed countries is female entrepreneurship. A method for increasing women's participation in economic affairs and business is conducted by appropriate plans and policies by government officials. Current research is done by using library and survey. Studies in the research show that knowing different aspects of business and the method in which each person enters the area, can save the country from economic crisis according to behaviorist psychologists.

**Key Words:** Women, Business, School, Behaviorism

## Introduction

Women play a serious role in business-and through this role, they have a straight influence on the type and quality of financial growth that a nation experiences. Women contribute to improvement in many other ways as well, of course, some of them summarized in millennium development goal .The reason for sustainability and survival of societies in recent period is the use of available facilities and capabilities. The route to the mentioned goal is to provide the basis for the appearance and outbreak of initiatives, creative and entrepreneurial activities. In order to exploit the capacities of women, it is important to recognize their abilities and to lead their creative talents. (Navabakhsh & Zare, 2009). During recent years, women's role in private business is growing just like public business. Considering women's talent and role can help to

develop the country. There has been lots of countries who solve the economic crisis by women's work force (Zarrinjouy & Abbaspour, 2012). Economic competition in global level, makes women capable. Females have the ability to improve their country by making economic, social and cultural interests. Considering women's potential talents according to behaviorists are being analyzed.

### **Statement of Problem**

There has been a prominent consideration of female entrepreneurship in research and in practice during last two decades. According to a survey of female leaders conducted by Bass, There is still a belief in society that says "Being Male" is the core feature for effective management (Bass, 1990). Although women constitute half of world's population, they are treated as minorities in some countries.

In fact women do not possess economic and political power and they are attacked by stereotype believes. Women have similar unfavorable characteristics. However, such kinds of judgments show visible discrimination in all stages of their life. According to Steinberg and Shapiro: Women increase the population but they are rarely seen to manage them. (Steinberg & Shapiro, 1982).

Even nowadays some people among both genders believe men are better leaders (Sanders & Schmidt, 1980). These features are rooted from stereotype believe about males and females. First, according to these believes males are more decisive, self-confident, and dominant. However, females are thought to be inactive, submissive with unstable emotions.

Second, some people believe that men's favorable and successful function come from their inner features (their abilities and attempts), but they relate that of women to outer features (such as simplicity of job) (Stevens & Denisis, 1989). The result of these types of thought is that when women and men are in the same level of job, the gender who deserves praise, promotion and reward will be the men. Third, women have less job expectations in comparison to men. There are generic differences, specially body structure, inheritance and environment among men and women. Sociologists believe that environment and psychologist think that both environment and inheritance are the core reason for the mentioned differences. In fact they are different from the moment of conception. The present research is conducted by the help of websites, books and magazines on the issues of Organizational behavior and business. Thus, the overall goal of the research the role of women in business from the perspective of behaviorism. Studies were done as a survey and it could analyze the plans and policies in future. In the research you can also see the literature concise in which the perception is reached easily.

### **Literature & Research Background**

Women's entrepreneurship is pale due to different personal and organizational obstacles. However, recent studies show that male and female managers do not have remarkable differences in personal features (such as decisiveness, awareness, self-confidence, and practicality). Females are even more perfect in self-confidence and committees (Steinberg & Shapiro, 1982). Male and female managers do not have any major difference in job

performance. For instance, in a general survey on 2000 managers, there was no prominent differences between males and females according to management, Skills to deal with employees, Management style and Motivating Employees (Donnel & Hall, 1980).

Some parts of sexuality of a person is shaped by his or her identity. Apart from natural differences in physical and mental aspects between two genders, society inspire the differences. Gender inequality is created by the reason that natural differences among two genders are the basis for valuation, overall rating, sexuality labels which refers to inequality among males and females with respect to family instructions, education system, stereotype believes and expectations which shifts to relations about job. In this way their identity as a woman is made according to their perception and analyzing of themselves. Most of capabilities and abilities which are pre requisite for change and innovation, power and leadership, Risk tolerance, The desire to progress which are reinforced by gender inequality (Norouzi,2001).In fact increasing economic obstacles among women are a cultural and social phenomenon in underneath layers of a country (Rafipour, 1997). A research on "features of educated female entrepreneurs and their problems in setting up business" was conducted by Arasi& Akbari (2008) the result are as: The business on 66.7 percent of educated women are conducted in services area, however a high percentage of business in women is done in industrial and services area which shows the success of educated and experienced women. The goal of these women is employment and providing better qualities.

However more than 80 percent of these women follow the strategy of growth inhibition and keep their business little. The most important problems of female entrepreneurs are Vague and variable rules and regulations, administrative bureaucracy, different licenses, manpower supply and costs control. Women in current research have less problems in their business (due to 82% of Bachelor's Degree or higher and management experiences (at least 5 years)).They could also be successful in time-management and multiple responsibility. So Conflict of roles is a serious problem in their business.

What are the obstacles?

This study recognized major obstacle that females face in business and growing their investments. These factors included business knowledge; social networks and finance associates, and women's motives and commitment.

Business knowledge

Researcher believe that if businessman have ambitions for quick growth for their business, they are likely to need economic knowledge to fund the development. To be effective in fund raising, they will have to exhibit to potential finance sources that they have good economic abilities and sound economic approaches (Gatewood, et al, 2003).

Even though there are enormous number of women with the suitable economic skills, women businesspersons might face higher obstacle in definite funders that they have the necessary plans and knowledge because of stereotypes regarding women's business. According to Marlow and Patton (2005) "women have a hard time escaping negative stereotypes that portray the feminine as inferior to the masculine". In this study they revealed that women have a harder

time mount up financial capital, social, cultural, human, personal savings, and involve the attention of business capitalists. Women who want to position their ventures for rising capital and growing necessity to develop economic knowledge and skills (Van Auken, 2001). Carter, Brush, Greene, Gatewood, & Hart( 2003)indicated that women businesspersons who control industry costs, minimalize cash needs, and meet cash necessity creatively are more likely to take investment capital financing than women who use other approaches .

#### Social networks and Finance Associates

According to Smart, Payne, &Yuzaki (2000) the business and investment is very geographically focused and informally networked. They believe that often difficult for businesspersons to identify sources of finance and discovery access to the network. Business venture infrequently invest in contracts that are not taken to them by contacts in their network

In Addition, Brush, Carter, Gatewood, Greene, & Hart( 2004 ) indicated that there is an enormously small proportion of women in the project capital industry. Among 1995 and 2000, less than 10% of all the persons in the business were female, only a small percentage of which were highest level decision-makers. Fewer than 25% of firms had women in decision-making roles. Network second units for substituting data and resources, as well as inroads into the project capital community. Women businesspersons need to influence out and develop associations in economic networks. Networking must be strategic with lawyers, technical advisors, and others associated to the investment community. They also benefit from having a sponsor or counsellor who has effectively raised up money and grownup their business.

#### Women's Motives, and Commitment

Women's business motivation is one of the important factors for beginning a business. Women like men, start businesses for a numerous of reasons: personal reward, achievement, wealth creation, and power. Furthermore, women might have high-growth goals for their business or select to keep their venture small and simply controlled. But if they select high growth, they essential to be awake that there is often a perception that women can't or don't want to grow large venture. Several times, this is a result of societal opportunities. In every people, it is expected that women will assume primary duty for child care, even though in Europe and the US more than 40% of women work (Ducheneaut, 1997). This derives from inconsistent regarding family roles, whereby women of childbearing age who seek venture capital may be perceived as a flight risk, in that it is expected they will leave of absence the business to increase a family.

According to Tannen(1991) indicated that women often communicate problem than their male by using language .Consequently, they communicate as less self-confident and less striving (Tannen, 1991). Women need to be assured their aspirations and motivations align with the requirements of the business. If women want to remain to regulator their businesses and grow slowly, business resources funding is not appropriate. They essential to be awake that this will need important commitment. Further, mindfulness of the influence of language usage and reliability in management of the business facts is important.

## **Discussion and Conclusion**

The source of marketing system is the needs and demands of human being. Human being need food, air, clothing and housing to live. They also have a tendency toward comfort, education, and services (Rousta et al, 2008). According to Philip Kotler: "Marketing is a human activity to fulfill needs and demands with the help of business process". Marketing and entrepreneurship shows social, cultural, economic, and political activities in current period. Knowing the different aspects of business and the method in which each person enters the area with respect to organists features help the society with economic crisis. Since past women had a prominent role in their countries' fate and civilization. The optimal use of females' abilities contributes to an increase in the process of production, efficiency, and the technical and industrial synergies in business. It's difficult for every businessperson to presentation, manage, and grow an investment. The obstacles that women necessity clear are just as real for men; but, the obstacles are frequently higher for women because of attitudes and potentials about business achievement and operational hurdles. As mention above, women looking for growing and the equity funding to accomplish it can overcome the higher barriers by being attending to hard working to dismiss these, learning the language and plans of financing, and contravention into the right networks.

## **Research Suggestions**

- Elimination of administrative bureaucracy, clarification of business rules and regulations, simplification of getting license
- Conducting seminars and conferences on the issues of entrepreneurship
- Providing financial support for female entrepreneurs such as Low-interest and long-term loans
- Improving family knowledge to support female entrepreneurs
- Providing updated information for female entrepreneurs to solve their problems on business
- Planning training courses on entrepreneurship for teachers and students in high schools
- Helping with the problem of conflict of roles in changing training the members of families to change their expectations

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