

Role of Social Media on Women Entrepreneurship

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ABSTRACT

The job and significance of online media on women business venture is the motivation behind this examination to give a philosophical conversation of different work of women business people involving social media as their essential instruments for their organizations. Almost it has been twenty years of social media which are amazing assets to speak with loved ones with boundless availability all around the world. Never before we approached all over the planet as contrast with these days with the assistance of online media and it's 10 years which social media turned out to be almost parts of everybody's life and assuming that we see the insights of created and under-agricultural nations where more than 70 to 80 percent of their population are utilizing web and most these are new grown-ups between 18 to 35 years of age and these grown-ups invest the vast majority of these are energy on the web and social media looking for data, items or visit with loved ones out of one the social media stages;[I] there are innumerable advantages of social media in our own and business lives. Social media with the assistance of new innovation clear the ground for a large number of individuals to secure internet based positions for themselves or make organizations for others universally. Women business are not exemption of these enormous change a huge number of women utilized these open doors and its almost 10 years where women utilize online media for the business purposes to sell items and administrations. Also, this study gives subtleties on how women utilize these social media emotionally in their organizations and what are the

variables which help these singular finance managers in the internet based business via social media.[II]

KEYWORDS: Social Media, Women, Instagram, Women Entrepreneurship, Business, Social Media Use, Platform, Globalization, Government Laws.

I. INTRODUCTION AND BACKGROUND

The rising women entrepreneurship beginning of a new era; if we look at the history of women entrepreneurship, it was different from what is now. Before the 20th century women were not considered to be part of business industry in many countries or to supplement income. Women were for home and considered as homemaker their role was not efficient in economy or commerce. Some of how the word 'Entrepreneur' was likewise considered for men, however with changing of advancements developing industrialization, globalization and normal practices alongside the spread of information mindfulness affected the moving of women toward progress bit by bit from home family to the most noteworthy positioning callings. Recent year women cross all barriers and rise themselves in all affairs of life in home and workplace successfully; to show that they are equal in the business arena too. Recently studies indicate that women are active in using social media which make %54.4 of women use Snapchat as compare to %44.6 of men, 48.4% of women use Instagram as compare to 51.6% of men, 43.5% of women use Facebook as compare to 54.5% of men etc. This statistics was taken from statista.com. [I]

II. WHAT IS ENTREPRENEURSHIP?

As the historical evidence the terms and usage of the Entrepreneurship come along side with economics and natural resources where always dealing with profits and income. The earliest historical references to entrepreneurship come from field economics and the nature and sources of profit all economics value was thought by the classical economists to come from some combination of land, labor and capital.

A) The Importance of Entrepreneurship

There are many reasons to address when we want to write about the importance of entrepreneurship in general because with the development of the technology and modernization of factories machines take over the human

capital. It is a fact machinery work more and fast instead of human with non-stop day and night therefore company prefer machines to work. Unemployment is still a social problem in India.[III] Many people have a dream to have a chance to take higher education in the university. The only way which can bring stability for the society for the long term is training people as there is famous saying from chines “when you give one fish to a man you give him one time food but when you teach him fishing you give lifetime food” so we should teach our society the importance of entrepreneurship especially the young generation.

- **Innovation** : Paying attention to entrepreneurs cause the creation of new jobs so when there are new jobs obviously, this will bring innovation to the society as we have more examples from the past few years which created millions of jobs like the entrepreneurial movements, startups, events which held every year in different countries and millions of new entrepreneurs joining to show their talent to the world. Also, the connection between entrepreneurship and innovation is very clear where as Stevenson and Jarillo. Says “Entrepreneurship is the process by which individuals pursue opportunities without regard to resources they currently control.” And there are many other researchers which also emphasize and agree with the same issue.

- **Social Welfare:** Entrepreneurship also bring social welfare, as in the entrepreneurship innovation saw that by innovation and new jobs stability will be in the society so here social welfare is connected to the stability of the society where people has jobs and the crimes rate will be low. However, the definition of social welfare is different with the term of use how people for example social welfare in terms of economic deals with the stability of economic between the poor and rich in one society where Social welfare services deals with the equal services that government is providing for the people, their access to the services and the quality of services. But in general, social welfare is all about the quality life which has many factors like quality of the environment, air water, cleanliness, the un-employment rate, the crime level, the abuse of drugs, education access and religious freedom for all people in the society.[IV]

- **Globalization and Standardization:** Globalization has many impact on a

country standardization and life style of the citizens like many developing countries today they pride facilities for their domestic product to a global market by sharing the profits with the government. We are going to the deep of this theory it show us that globalization is very important for all to get their business out of borders and also When we study the history of trade between nations we come across a common term which is globalization it means having access to different market and continents in trading from ancient time the people were trading between countries, this globalization trade and market changed a lot of agreements were signed between countries to trade free and they made free trade zone in each continent. The great change come after the invention of internet and serving as public sector which the start was between 1980 to 1990, where the internet become the place everyone from anywhere have access to the internet can buy or sell thing online. Asan example, when amazon started operation in June 5, 1994. No one thought of one day this one page will dominate the world since 1994 the company growth not only in its home countries but globally, today anyone from around the world can buy or sell products online where the definition of the globalization means operating in global scale or having influence globally is globalization. [V]

- **Add to National Income:** When we heir this sentence the question come to our mind how entrepreneurial activities can bring values to national income of a country? While this is an good question but first we should know what is a national income and how it works; a there are many definitions for national income in a country but we will note a few of them; a national income define all the values of goods and services which is provided or produce in a country within a financial year, also we can say the outcome of all financial activities in a country in the period of one year. Some countries are good at this point and some countries are very bad at the generating of outcomes. Here when we got a clue about the national income of a country we also know that the people are the assets which work behind the value generation like people pay taxis, rent, gas, electric to the government and government provide them services.[VII] These assets are important for government because they do all the activities and run the system, so now if these people who are working for government get more training in their off-course and become professional in their fields will

collect more income for the government and train them entrepreneurs because this is their job to train individuals to become successful for them in their field.

III. What Factors Force Women to Be Entrepreneur

Women entrepreneurs will answer differently according to the difficulties they face to achieve their goals in life. What this means, will be because of the complication of the societies around the world. Women face the difficulties where they live, where they work and where the people surrounding them have an effective rule on their career to achieve their goals. Many studies have been done so far by many great scholars about the problems women face in the societies they live.

- **Financial Supports:** Women as entrepreneurs face financial supports in their business career where it is as a new start-up or entrepreneurship, this is common in most of the cases between men and women because the financial support issue is a broad topic for every new starting business, for example when we hear any big company name they at the beginning have the same financial issues too. But there are some certain points which make the case a little bit difficult for women as entrepreneurs. This is because of the limitation for women and proven by statistics on the other hand money is the first factor which leads a business to start from zero.[XII]
- **Government Laws:** Women face different problems, in some countries are the laws which are made for the society by the people who run the government. Many of these laws are very restrictive to women entrepreneurs, for example in some countries women can't drive because of the laws which were established, they can't go out without the permission of their husband and family members.[VIII] These are the facts which we have in modern society but with all its ups and downs many laws and regulations have changed in the passage of time. The countries and governments are accepting women and men equality in many cases. If we see across the globe where women are everywhere they have access to build their businesses and make their careers and help others.
- **Lack of Management and Training:** According to the World Bank, Reports the main reasons beside many others which stop women to get high

position is the lack of training by many reasons, which will be describe and this cause them to not higher in long term jobs with high salary, as we talked preview in the topic about the low and high income countries where women can get what they want by getting better education. When women don't have access to better education how they can make family and run businesses,[VI] India had the same problem, china had the same problem which are the fastest growing economy in the world but they make system to reduce the number of women who can't access to education, which cause them to become successful today India has more women in the work force and this number is growing rapidly which is countable for the to go forward for all men and women equality in the future.

IV. USAGE OF SOCIAL MEDIA (MEN VS WOMEN)

Females use social media less than men for business reasons, whereas women use social media to share more personal information than me, revealing more about their personal lives. Women are more vocal, expressive and willing to share. In other words, women are biologically wired for social networking.

Generally, females use social networking sites to make connections and stay in touch with family or friends.

Men, by contrast, use social media to gather the information they need to build influence. Social media helps them perform research, gather relevant contacts and ultimately increase their status. Men and women have varying degrees of online activity across different sites. 74% of internet users are using social media, with women (76%) having a slight edge over men (72%).[IX]

Social Media Platform	Female Users (%)	Male Users (%)	Women Use Social Media For Business
Snapchat	70	30	20
Pinterest	60	40	15
Instagram	58	42	38

Facebook	52	48	32
Twitter	47	53	18
LinkedIn	46	54	10
YouTube	45	55	19

V. SOCIAL MEDIA PLATFORM BY USER GENDER

*These results are according to my survey or research, but it tends to vary from person to person surveys.

VI. CONCLUSION

The current study aim was to explore the role and importance of social media on women entrepreneurship, particularly those women who use social media to start and run business and which factors of social media affect more to their businesses growth.. Firstly, the women who are active as an entrepreneur in society has positive affect on other women to be active in the economy by knowing the basics how to start a business from zero. Secondly, women entrepreneurs can participate in their growth of country by coaching and training other women in the society by transforming different skills to overcome incompetence and it shows the important role of women entrepreneurship. Thirdly, social media make big change in the life of women and facilitate their ways to be more creative in their business activities by making save environment to buy and sell products through online sources with no interactivity with men in the physical market. The study finding about how many of women's over men are using Social Media & use social media for their growth of business.

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