Women Social Leadership To Accelerate Corporate Leadership

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Abstract- Today's women symbol of power and love, and are stronger than ever. They were always an epitome of beauty, strength and brain.Women are equal to men, they are by birth multi-tasking and determined.They are less likely associated with leadership unlike men and underestimated their performance in leadership tasks. This stereo type misjudged their inborn qualities like Matrutvai.e motherhood Netrutvai.eleadershipand Kartrutvai.e. efficient.Women social leaders also called as women activist played a vital role in changing society and fighting social evil. This paper focuses on role of women as a social leader who actively and selflesslyshoulders the responsibility of society and can be a pacesetter asa corporate leader. The three inner qualities of a women make her a social leader or activist who understands the problem from every angle and take right decision to make their life better. A social leader who is transparent, check with new ideas and always lead people in right direction can be a wonderful corporate leader.The article enlightens the qualities of a women social leader accelerating corporate world as a leader.

Keywords- Women, Matrutva, motherhood, Netrutva ,leadership, Kartrutva, women social leader, women activist and corporate leader.

I. INTRODUCTION

According to recent report of Forbes 2018, women leadership is rising and they are occupying top positions in organizations. Creating the culture of equality enhances potentiality of humans and reveals the key drivers through which everyone can develop and thrive.Broader steps are taken towards gender equality both at home and workplace. Women leadership styles are collaborative and transformational when compared to men. It is accepted internationally that women are good at multitasking.

"TO awaken the people, it is the women who must be awakened. Once she is on the move, the family moves, the village moves, the nation moves."

What is meant by awakening women? From what do they need to be awakened? Women being a major part of this world often face difficulty in receiving such recognition. Worst is that they have to fight for such recognition and respect. But on a brighter side, it is this fight that brings out the leaders in them and this is what awakening of women means. These women leaders are not just the ones who lead women in an organization but they also inspire every woman in every corner of the world. This is why they are called as both social as well as corporate leaders.

Women has been a perfect example of beauty, strength and intelligence. They as social leaders, have played a major role in fighting and changing many social evils like corruption, fight for women rights, environmentalists, human rights activists, animal welfare, and many other causes.

In a competitive business world, women are bringing gender equality by doing all that men can do and leading to equal distribution of wealth among both the genders. As they have better relationship building skills they build a stronger relation between the client and the organization and even with the shareholders too leading to a positive growth of the company. Such good relations might reduce conflicts that effect the operations of the company. This paper focuses on three characteristics of women, ie *Matrutvai.e motherhood Netrutvai.eleadership and Kartrutva i.e. efficient.*

II. LITERATURE REVIEW

Gupta, V. K., Han, S., Mortal, S. C., Silveri, S. (D.), & Turban, D. B. (2018), the study portrayed the glass cliff proposition of more scrutiny that female CEO's receive than male CEOs. Activist investors are extra administrative stakeholders when unhappy with some facet of the way the firm is being managed, seek to change the strategy or operations of the firm.

Karen Longman, Jessica Daniels, Debbie Lamm Bray and Wendy Liddell (2018), they researched 16 women working in a faith based colleges and universities in the U.S trying to understand whether aspects of organization culture influenced their employment experiences, their considerations and decisions related to leadership. it has been identified that

leadership aspirations or expectations depend on push or pull strategies.

Marcus Nol and Tyler Moran (2016), their study states that world-wide women are catching up to men's level in both education and workplace. As per the study there are two channels through which more no of female senior leaders can contribute to firm performance and they are increased skill diversity and less gender discrimination. The research emphasis the need for encouraging female development throughout the corporate structure, success of the women depends on high math scores, concentration on degree programs, liberal parental leave policies and absence of discriminatory attitudes towards female.

Aritra Gosh, Rimi Sarkar (2015), according to their research women empowerment is the outcome of several critiques and debates generated by world women movement. The article focused on the pre-and post difficulties faced by the modern women. It had been a tough time for women to overcome and develop through various circumstances. They also emphasised on today's women who occupied a respectable position in almost all the fields.

Lina Girdauskienea , Fidan Eyvazzadeb (2015), The study identified six macro level factors such as time urgency and work, intergroup prejudice's, work norm and behaviour,respect and hierarchy violation, lack of common ground and implicit and explicit communication a women leader should be aware of in multi-cultural environment. And also micro factors such as idealised influence, inspirational, individual consideration and intellectual simulation which are individual factors which shape a women leader, also organizational factors such communication, team orientation, mutual trust, power and reward power help a women leader to approach herself and her subordinates.

Herminia Ibarra, Robin J. Ely, Deborah M. Kolb (2013), the article focused on gender diversity and women in leadership roles. The research raises opinions on gender bias disrupting learning cycle in organization. Constant mentoring and leadership education become necessary. According to the research people become leader by internalizing *a leadership identity* and *developing a sense of purpose.*

III. STATEMENT OF PROBLEM

There is a global transition towards women leadership. Women who was once considered only for kitchen is now recognised as a key person in corporate world. Employees tend to share their feeling with a women leader rather than a male because of inherent nature of

empathy.Women is considered as a successful activist or social worker, because of her threesome quality like motherhood, leadership and efficient.

The focus of this study is how her three inner qualities i.e. Matrutva, Netrutva and Kartutva helped her as a social leader and how it is accelerating her to be a successful corporate leader. Most of the researchers focused on Effectiveness of women leadership, gender diversity etc. hence in this research researcher focused on portraying a women social leader as a corporate leader. Research problem identified is "Effectiveness of Women Social leader in accelerating corporateleadership.

IV. NEED FOR THE STUDY

Women are no more confined to household works, they are building blocks in corporate world. By now its proved that they are good at multitasking and rational thinking. Welcoming culture due to Gender diversity can increase the productivity, innovation, better products and decision making, employee retention and satisfaction. There is a need to study how inherent qualities of women which are working well in leading as a social worker are helpful in leading a corporate world.

V. SCOPE OF THE STUDY

The study enables to portray the quality of a women social leader and how that leadership is accelerating her for corporate leadership. The study focuses on the three inherent qualities of a women making her a leader. The study examines the role of women as a social leader and what qualities she inherits being a social leader and how those characteristics help her in leading corporate world.

VI. OBJECTIVES

- To analyse the characteristics of a women as a social leader.
- To study the effectiveness of women social leader accelerating corporate leadership.

VII. RESEARCH METHODOLOGY

The present study focuses on women social leader accelerating corporate leadership. The base for research is on primary data which has been gathered through structured questionnaire revolving through the three key elements of womanhood that are Matrutva, netrutava and kartutva which are helping women in leading social as well as corporate.

Data has been gathered through two questionnaire's one gathered from employees working under Women corporate leader who is also active social leader. The other questionnaire was given to the people who were helped by the social leader who is too a corporate leader. Sample size was 30 respondents to each category.Paired two sample t-test was used to analyse the effectiveness of the women social leader accelerating corporate leader. SPSS was used to analyse the data gather by the researcher.

VIII. HYPOTHESIS OF THE STUDY

H_0: There is no significant difference between the effectiveness of women social leader and corporate social leader.

H_1: There is significant difference between the effectiveness of women social leader and corporate social leader.

IX. DATA ANALYSIS

Demographics of Employees working under corporate and social leader
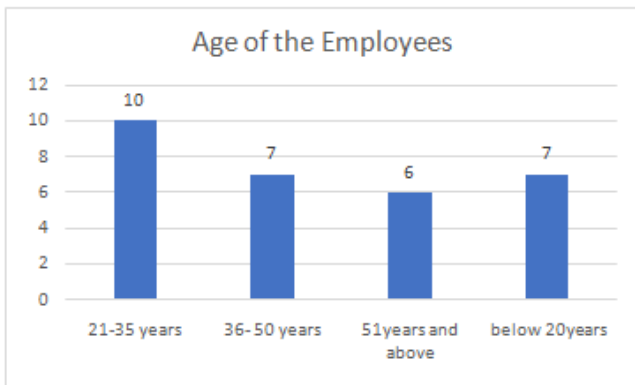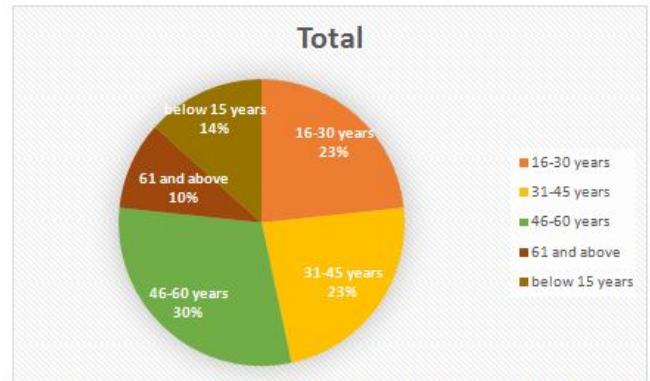

Figure 1- Source: Compiled by the author

The above picture depicts the age of the employees working under the corporate leader who is also a social leader. The majority of the respondents were belonging to the age group 21-35 years accounting to 33.3% of the respondents, around 23.3% of the respondents belong to the age groups 36-50 years and below 20 years of age. The next 20% of the respondents belonged to the age group of 51 years and above.

Demographics of the people those were helped by social as well as corporate leader

Source: Compiled by the author; Figure 2- Age of the respondents who took from social leader.

From the above pie chart, it is observed that there were 30% of the respondents who were belonging to the age group of 46-60 years, 23% of the respondents belonged to 31-45 years and 16-30 years of age, 14% belonged to below 15 years of age and 10% were of 61 years and above.

H_0: There is no significant difference between the effectiveness of women social leader and corporate social leader with regard to her nature as influencer.

t-Test: Paired Two Sample for Means for characteristics of women as influencer

	Social Leader	Corporate leader
Mean	4.733333333	4.8
Variance	0.271264368	0.165517241
Observations	30	30
Pearson Correlation	0.227830594	
Hypothesized Mean Difference	0	
Df	29	
t Stat	-0.626012693	
P(T<=t) one-tail	0.268101548	
t Critical one-tail	1.699127027	
P(T<=t) two-tail	0.536203095	
t Critical two-tail	2.045229642	

Table 1- Source: Compiled by author

The above table explains about the efficiency of women as an influencer who is a social leader as well as corporate leader. The number of observations that were considered were 30, p two tail value is 0.53 which is greater than the alpha value i.e. 0.05. Hence the null hypothesis is accepted. There it can be concluded that there is a significant influence of a women social leader as motivator or influencer in corporate world.

H_0: There is no significant difference between the effectiveness of women social leader and corporate social leader with regard to her nature asempathy.

t-Test: Paired Two Sample for Means with regard to empathic nature of women

	Social Leader	Corporate leader
Mean	4.4	4.8
Variance	0.455172414	0.165517241
Observations	30	30
Pearson Correlation	0.050251891	
Hypothesized Mean Difference	0	
Df	29	
t Stat	-2.844823941	
P(T<=t) one-tail	0.004033833	
t Critical one-tail	1.699127027	
P(T<=t) two-tail	0.008	
t Critical two-tail	2.045229642	

Table 2- Source: Compiled by author

In the above table no 2, p value is 0.008 which is less than the alpha value, hence the null hypothesis is rejected and alternate hypothesis is accepted. Although null hypothesis is rejected the research study proves that the women who are leaders for both social and corporate organizations are efficient as they are empathetic towards their associates. The evidence for this is mean value for corporate leader is even more than a social leader. This shows that women who is a social leader is capable of accelerating corporates.

H0: There is no significant difference between the effectiveness of women social leader and corporate social leader with regard to her nature as an excellent delegator of work.

t-Test: Paired Two Sample for Means for Delegation of work

	Social Leader	Corporate leader
Mean	4.566666667	4.6
Variance	0.254022989	0.248275862
Observations	30	30
Pearson Correlation	0.109847007	
Hypothesized Mean Difference	0	
Df	29	
t Stat	-0.273038694	
P(T<=t) one-tail	0.393379243	
t Critical one-tail	1.699127027	
P(T<=t) two-tail	0.79	
t Critical two-tail	2.045229642	

Table 3: Source: Compiled by Author

From the above table-3, the no of observations is 30, and p value is 0.79 which is greater than alpha value hence the null hypothesis is accepted. Hence it is proved that women social leader is efficient to accelerate corporate world as a leader.

H0: There is no significant difference between the effectiveness of women social leader and corporate social leader with regard to her nature as a Strategic Visionary.

t-Test: Paired Two Sample for Means for Women as a *Strategic Visionary.*

	Social Leader	Corporate leader
Mean	4.53	4.667
Variance	0.40	0.230
Observations	30	30
Pearson Correlation	-0.30	
Hypothesized Mean Difference	0.00	
Df	29.00	
t Stat	-0.81	
P(T<=t) one-tail	0.21	
t Critical one-tail	1.70	
P(T<=t) two-tail	0.42	
t Critical two-tail	2.05	

Table 4-Source: Compiled by Author

From the above table 4, p value is 0.42 which is greater than significance leveli.e. 0.05 hence the null hypothesis is accepted. Hence it is evident that women social leader is efficient to accelerate corporate world as she is a strong willed strategic visionary.

H0: There is no significant difference between the effectiveness of women social leader and corporate social leader with regard to her nature as creative and innovator.

t-Test: Paired Two Sample for Means for women as a creative and innovator

	Social Leader	Corporate leader
Mean	4.5	4.5
Variance	0.465517241	0.327586207
Observations	30	30
Pearson Correlation	0.044151079	
Hypothesized Mean Difference	0	
Df	29	
t Stat	0	
P(T<=t) one-tail	0.5	
t Critical one-tail	1.699127027	
P(T<=t) two-tail	1	
t Critical two-tail	2.045229642	

Table 5- Source: Compiled by the researcher

The above table discloses about the no of observations which are 30, and p value of two tailed t-test is 1 which is greater than the significance level. Hence the null hypothesis is accepted and alternate hypothesis is rejected. Therefore, it is evident that a woman who is a social leader leading the needy is creative and innovative and this is helping her in corporate world to accelerate her leadership.

H1: There is significant difference between the effectiveness of women social leader and corporate social leader with regard to her emotional intelligence.

t-Test: Paired Two Sample for Means with respect to women emotional intelligence

	Social Leader	Corporate leader
Mean	4.633	4.767
Variance	0.309	0.185
Observations	30	30
Pearson Correlation	-0.370	
Hypothesized Mean Difference	0	
Df	29.000	
t Stat	-0.891	
P(T<=t) one-tail	0.190	
t Critical one-tail	1.699	
P(T<=t) two-tail	0.380	
t Critical two-tail	2.045	

Table 6-source : Compiled by author

The above table reveals about the no of observations 30, and p value of two tailed t-test is 0.38 which is greater than the significance level at 0.05. Hence the alternate hypothesis is rejected. Therefore, it is clear that a woman social leader is accelerating corporate world.

H_0: *There isno significant difference between the effectiveness of women social leader and corporate social leader with regard to her knowledge.*

t-Test: Paired Two Sample for Means of knowledge contribution

	Social Leader	Corporate leader
Mean	4.466666667	4.666666667
Variance	0.464367816	0.229885057
Observations	30	30
Pearson Correlation	0.281439018	
Hypothesized Mean Difference	0	
Df	29	
t Stat	-1.533411671	
P(T<=t) one-tail	0.068006387	
t Critical one-tail	1.699127027	
P(T<=t) two-tail	0.136012774	
t Critical two-tail	2.045229642	

Table 7- Source: Compiled by author

It is observed from the above table, that the p value of two tailed t-test is 0.13 which is greater than the significance level at 0.05. Hence the null hypothesis is accepted.

H_0: *There isno significant difference between the effectiveness of women social leader and corporate social leader with regard to her organizing skill set.*

t-Test: Paired Two Sample for Means for Organizing skills of women

	Social Leader	Corporate leader
Mean	4.566666667	4.866666667
Variance	0.46091954	0.11954023
Observations	30	30
Pearson Correlation	0.03917429	
Hypothesized Mean Difference	0	
Df	29	
t Stat	-2.191730134	
P(T<=t) one-tail	0.018288979	
t Critical one-tail	1.699127027	
P(T<=t) two-tail	0.037	
t Critical two-tail	2.045229642	

Table 8-- Source: Compiled by author

The above table depicts that the p value of two tailed t-test is 0.037 which is less than the significance level, hence the null hypothesis is reject.

H_0: *There isno significant difference between the effectiveness of women social leader and corporate social leader with regard to her Confidence levels.*

t-Test: Paired Two Sample for Means of confidence

	Social Leader	Corporate leader
Mean	4.633333333	4.566666667
Variance	0.309195402	0.254022989
Observations	30	30
Pearson Correlation	0.028709509	
Hypothesized Mean Difference	0	
Df	29	
t Stat	0.493657248	
P(T<=t) one-tail	0.312633217	
t Critical one-tail	1.699127027	
P(T<=t) two-tail	0.63	
t Critical two-tail	2.045229642	

Table 9-Source: Compiled by author

The above table depicts that the p value of two tailed t-test is 0.63 which is greater than the significance level, hence the null hypothesis is accepted.

H_0: *There isno significant difference between the effectiveness of women social leader and corporate social leader with regard to her Ethical perspective.*

t-Test: Paired Two Sample for Means of ethical perspective

	Social Leader	Corporate leader
Mean	4.4	4.466666667
Variance	0.455172414	0.395402299
Observations	30	30
Pearson Correlation	-0.211333229	
Hypothesized Mean Difference	0	
Df	29	
t Stat	-0.359811459	
P(T<=t) one-tail	0.360797634	
t Critical one-tail	1.699127027	
P(T<=t) two-tail	0.72	
t Critical two-tail	2.045229642	

Table 10-Source: Compiled by author

The above table depicts that the p value of two tailed t-test is 0.72 which is greater than the significance level, hence the null hypothesis is accepted. This proves that women social leader is efficient as a corporate leader.

H_0: *There isno significant difference between the effectiveness of women social leader and corporate social leader with regard to her Commitment.*

t-Test: Paired Two Sample for Means of Commitment

	Social Leader	Corporate leader
Mean	4.55	4.466666667
Variance	0.455172414	0.395402299
Observations	30	30
Pearson Correlation	-0.211333229	
Hypothesized Mean Difference	0	
Df	29	
t Stat	-0.359811459	
P(T<=t) one-tail	0.360797634	
t Critical one-tail	1.699127027	
P(T<=t) two-tail	0.82	
t Critical two-tail	1.045229642	

Table 11-Source: Compiled by author

The above table depicts that the p value of two tailed t-test is 0.82 which is greater than the significance level, hence the null hypothesis is accepted. This proves that women social leader is efficient as a corporate leader.

H_0: *There isno significant difference between the effectiveness of women social leader and corporate social leader with regard to her Communication skills.*

t-Test: Paired Two Sample for Meanscommunication skills of women

	Social Leader	Corporate leader
Mean	4.667	4.683
Variance	0.230	0.240
Observations	30	30
Pearson Correlation	0.195646395	
Hypothesized Mean Difference	0	
Df	29	
t Stat	0.297	
P(T<=t) one-tail	0.384	
t Critical one-tail	1.699	
P(T<=t) two-tail	0.769	
t Critical two-tail	2.0452	

Table 12-Source: Compiled by author

From the above table it is interpreted that, out of 30 observations the mean values for the two groups were 4.66 and 4.68 respectively. P value is 0.769 which is greater than the alpha or significance level. Hence, it is interpreted that null hypothesis is accepted.

X. FINDINGS AND CONCLUSION

The study focused on analysing attributes of women social leader who is also a corporate leader and assessing her efficiency in accelerating corporate as a leader with the help of attributes which helped her in being an efficient social leader. The study utilised twelve characteristics of women which were categorized under three major attributesi.e.matrutva-motherhood, netrutva- leadership, kartutva- efficient. The findings of the study were, women who is doing a duel role as social and corporate leader is more efficient in accelerating the corporate leadership. It is concluded that women is a great influencer, she is empathic towards her co-workers, she has a strategic vision with capable emotional intelligence. She is knowledgeable and excellent delegator of work. Her dedication and ethical values towards work make her efficient in all the fields she is into and indeed she is efficient social leader who is accelerating corporate leadership.

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