

Women's Role in Developing Business as the Realization of Economic Behavior

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Abstract

Business development in economy requires women as its entrepreneurs. Women are able to play with their variety of skill in the work to manage the business. This should be supported by appropriate business development strategy in accordance with the business that involved in order facing the competition in the business world. Every business carried by women is supported by high motivation. Although women have a dual role as a housewife and an additional breadwinner for the family, women can still perform their role in a balanced manner.

Keywords: Women's Role, Business Development, Economic Behavior

1. Introduction

Universally, there is still a few among us who realize that women are facing specific gender issues which is already a very nature of women as the queen of the household who are controlling domestic affairs in our society. Therefore, their thoughts and wishes on the occasion of activity outside the domain of households are considered to be something fetched, it brought a paradigm that women do not need to pursue a higher education that eventually will just take care the stuffs around the mattress, wells, and kitchen (Sri Lestari, 2007). Along with the progress of globalization, women have started to show their ability, although still lower than men.

Women, nowadays, are beginning to look to have the motivation to engage in the business with a reason to reduce unemployment and create jobs. Women have many advantages in themselves such as the ability of being ductility and high work ethic, yet, they also has weaknesses that hinder participation and participation in the economy. Ekpe, et al. (2010) stated that women have an important role in the economic development of families and communities. It is also revealed by Elizabeth (2007) that women have a double role in the household, as homemakers and breadwinners either for additional income or the main source of income.

Febriani (2012) revealed the participation of women in various sectors is very high, but in accordance with the advantages possessed woman as diligent, meticulous, tenacious, patient, honest, tough, high sense of responsibility, strong-willed, high morale, discipline which brings those succeeds in finance, crafts, and manufacturing industries. Blumberg (2005) also stated that the economic empowerment of women could promote gender equality, even with the larger economy, women can take household decisions and use their own money for health and education of their children. It is expressed also by Sarfaraz, et al (2014) that gender equality and women entrepreneurship is a key factor in economic development. Economic development can not be achieved without the active participation of women in all aspects of life.

In carrying out any business activity, the motivation to encourage the achievement of the goal, then it is necessary to implement a high motivation. Jesurajan and Gnanadhas (2011) revealed that women's motivation in business is being economically independent, not satisfied with the existing work, unemployed, looking for a challenge, personal desire, pride, traditional / hereditary, employment opportunities, financial assistance, technical knowledge, family encouragement, use of funds, infrastructure facilities, entrepreneurial experience, market potential, the wishes of the family, status and family background. Siswanto (2009) also supports that the motivation of women in running the business caused by the desire to reduce the burden on families and the unemployment.

The potential of women plays an active role in the process of economic recovery is still shrouded by various problems. In such case, the theme of women and business development is relevant to be discussed, especially in developing efforts to increase the independence and capabilities of women.

2. Role of Women in Work

Women realize one of their dreams through the work which has an important role in the economy of the family. They are persistent in working independently to carry the family economy. Ndemo & Maina (2007) stated that

women entrepreneurs have an important role in economic development through exports. They are able to understand the market and know what to offer at any given time. Women entrepreneurs create jobs, wealth and innovation in their businesses. Entrepreneurship is the key in creating jobs and income, which in turn reduces the inequalities between men and women.

Siswanto (2009) revealed that the participation of women in business can be seen from the work ethic of the women is very high. It can be seen through the results of research in which women have the desire to contribute to the welfare of his family. Even, the women call for a reduction in unemployment. This suggests two things that these women have a high tenacity and effort that needs to be given direction and insight into the true and proper about managing modern business. If this is given, the women can be women entrepreneurs who are very resilient. This is in line with the wishes of the woman who wanted the development of science and knowledge in marketing products and conduct business properly. Thus, the provision of information which is continuous with the right method needs to be done in accordance with the wishes of the women.

Ekpe, et al. (2010) also revealed that the majority of women get started in business to support their family economy, but certain obstacles such as poverty, unemployment, low household income and social discrimination, especially in developing countries have hindered the effective performance of their role. Entrepreneurial women can be an effective strategy for poverty reduction in a country, but especially women entrepreneurs in developing countries, do not have easy access to the financial factors for business activity so that women have a low business performance compared with male counterparts.

Similarly, Juliana & Miftah (2009) revealed that there is an increase in the area of the number of jobs that can be entered by women, which had been previously dominated by men. Women as human maternal figure, graceful, gentle, was destined to be a wife and mother. In this case, the woman running the dual role, the role of which is run at the same time as the role of women as a wife for her husband in a fostering home, a mother for her children in the nurture and educate, and women who work outside the home to supplement household income.

Dangi & Ratika (2014) stated that women play an important role in reducing poverty through their productive work inside and outside the home. The contribution of women in an attempt to grow in order that the development purpose, the goal to reduce poverty, improves family health and economic status of women's empowerment can be achieved. Women entrepreneurs are able to manage their families and businesses, although they face many problems and challenges to become a successful entrepreneur, but the government has taken many initiatives for the growth of women entrepreneurs.

According to Loekman (1997), women work well as housewives or as "breadwiner" beside her husband. Women in this group have the double role which had received as the nature of women, because they see the fact that without their assistant for their husband, they could not support their families. Poverty that plagued their families led to the women of this group can not submit the survival of their families to their husbands.

The term "bread winer" is exposed by Loekman is very suited to the social realities of women workers. Assumptions for the motives of women working is the largest economic terms, the husband insufficient income household needs, and therefore the woman has a duty to help the family economy automatically bread winer term should be carried. Another aspect that is socially and culturally, women can socialize with other neighbors or fellow workers. Sarfaraz et al. (2014) showed that the entrepreneurial activity of women is not significantly correlated with gender equality.

Based on the above explanation, it can be concluded that the role is an award given to the way in determining a person's attitude in certain situations based on social position held. With the increasing role of women in the family income, they also contribute to improve the social status of the family in society. This of course requires effort, attention and time simultaneously. Therefore, we need a better balance in their role as housewife and breadwinner for the family.

3. Women' Motivation in Working

At present, it is common that a woman who has a job and income to make ends meet. In this case, it takes certain motivation to run it. Alam, et al. (2012) stated that women entrepreneurs have the motivation to get higher revenues and their efforts to control their nets. Rainey & Borders (1997) revealed that insight career aspirations and career interests are useful in expanding career options available to young women. Simanjuntak (1998) mentioned the factors that influence the decision of married women to work, among others: first, hours of work, in the sense that the old man who worked in each week will affect the labor supply; this case is also supported by the opinion of Gupta (2007), the advantage is the reason for the involvement of women in

the labor market. The length of working hours of women is often said to be a household survival strategy. There is a positive relationship between the variables advantage and working hours. The higher the gain, resulting in working hours will be higher as well; second, level of education, explaining that higher education will make the time to be expensive and the desire to work will increase; Third, the level of income of the husband, meaning that when the income level of the family concerned have not been able to meet the needs of the family, the more family members will be required to enter the labor market.

Teoh & Chong (2007) stated that social psychology and organizational approaches used to explore and analyze the relationship between individual characteristics influence women, the influence of parents, management and business strategy, goals and motives, networks and entrepreneurial orientation on business performance of women. As with the Rahaju (2012) which stated that motives and goals in the work will be different between men and women. For men, work is an obligation that must be carried out because of his responsibilities as the head of the family and breadwinner. As for women, especially those who have a marital status can be defined to help the family's economy. For women who are rich, work can serve as time filler or to indicate their identity.

From some of these opinions, it means that every woman has a different motive and purpose in their work. However, the aspirations of women need to be respected, because they have been able to contribute economically.

4. Women as Business Actress

Women who decide to carry out work outside the home are those who are not only have the potential and supporting education but also an awareness of us to sustain the life of the household. One of the characteristics possessed by women entrepreneurs is education that can affect their business performance. In this regard, education and managerial experience can also contribute to business growth and have a positive impact on business performance (Gatewood, et al., 2004). According to Wit and Van (1989), individuals with higher education levels are more likely to engage in business activities. Individuals with more work experience, higher education level, more knowledge of the market and business practices, are more likely to be able to identify an opportunity to start a new business. On the other hand, people who have a low education level are more difficult to find a job and therefore, there is no other possibility but to engage in business activities.

As with the Misango & Ongiti (2013) stated that female entrepreneurs involved in economic activities allow them to make a positive contribution to poverty reduction and women also plays a major role in poverty reduction. Indicators of poverty reduction such as the ability to meet basic needs, the ability to educate children, improve living standards and get medical facility.

According to Febriani (2012), the success of women is supported from the advantages of the woman who is the dominant factor for success as entrepreneurs as painstaking, honest and more reliable, resilient, patient, meticulous, careful, serious, diligent, willing to take risks, tough, do not give up easily, has the soul of a business or self-employment, willpower, passion, dedication and high loyalty, open, work with sincerity, maintaining good profile, not selfish, discipline in the administration and financial management, which these advantages should be maintained and developed. Mahajar (2012) revealed that boost the interest of life, skills possessed and environmental influences have a significant positive correlation with the involvement of women in business.

Mat, et al. (2011) also found that individual characteristics such as education, experience and attitude in risk-taking are essential for entrepreneurial activity of women entrepreneurs, as well as the business environment factors. This is because an entrepreneur may have the characteristics necessary to exploit the entrepreneurial opportunities but environmental constraints which can be a major obstacle.

Similarly, Alam, et al. (2012) stated that women entrepreneurs are intrinsically and extrinsically motivated in wanting a higher income and be involved in their business operations, the main challenges faced by women entrepreneurs is the inability to obtain loan finance, business location, spend time with family, and the stress of heavy work, while Winn (2005) revealed that two of the biggest hurdles that women face in starting and running a business is funding and support for the family. Gundry, et al (2002) found that lack of access to capital has been a major obstacle for women entrepreneurs, in raising funds committed through family loans, personal savings, credit cards, and home equity loans.

Women have weaknesses that can be the cause of the failure as a business such as: (1) take advantage of opportunities for personal interest, not risk takers, lack of confidence, or too confident, too ambitious to handle the business beyond their capability; (2) their horizon is narrow causes them to have less information, can not divide the time on their dual role, busy with family affairs so that the flow of time to their business activities is minimal, less patient or high emotion; (3) issue of making a decision in haste, still dependent or dominated by

their husbands, consumptive, do not open, low willed, all of this weaknesses should be minimized (Febriani, 2012).

It is also stated by Rosa et al. (1996) that women entrepreneurs are less able to have some business, less eager to plan expansion, and where expansion is planned, their strategies for growth are often significantly different from their male counterparts. Gorji & Rahimian (2011) revealed that there are significant differences between individual and environmental barriers in men and women and there is a significant difference between entrepreneurial barriers in men and women. In comparing the sequence of obstacles for independent entrepreneurship in men and women, found that financial constraints are a major barrier to entrepreneurship. Finally, organizational barriers, environmental barriers and individuals, have an impact on female entrepreneurship. Furthermore, Swanson and Woitke (1997) showed the gap between the ability of women to their achievements, as well as barriers to women's career. Barrier has a significant factor in the process of career development, and the emergence of such barriers often begin when women are in childhood. Obstacles can be overcome, depending on the type of barrier that is specific and individual personality.

From the above explanation, it is known that women as entrepreneurs, has advantages as well as challenges that must be faced in any business carried on. Therefore, women continue to work in the face of all matters relating to the business that is either constructive or hamper for the business.

5. Economic behavior

Each country is basically always has three main problems in the field of economics, which is associated with the question "*What* that is related to goods and services of what is to be produced or manufactured," *How* that is concerned with how to make and "*For Whom* that is associated with to whom the goods and services it produced in another sense who will enjoy" (Supriyanto, 2009). In economics the economy is a matter of choice allocation of scarce resources, necessitating human effort in meeting needs that are not limited by the limited means of satisfying needs.

Based on the opinion of Misango & Ongiti (2013), economic activities conducted by women entrepreneurs in the field of production is the ability to turn raw materials into ready goods for sale as the use of beads to make a necklace using the skills of local production, job creation and a few women entrepreneurs to participate in export trade, either directly or indirectly, although very minimal due to the inability to access foreign markets with limited finances and lack of knowledge on export trade.

Supriyanto (2009) also revealed that economic actors composed of producers or entrepreneurs, whose activities is dealing with order to meet the needs of consumers and the main interest for profit; Consumers, whose activities are related to consumption, to meet the needs taking into account the affordability of purchasing power; Banking and Financial Institutions to facilitate the transaction process and provide a source of expenditure; Public bodies and the Government, in this case serves to safeguard the interests of society in general, be a referee in the system of the market economy and provide public services that are not handled by the private sector. Women can create jobs for the community through various business activities. Women entrepreneurs played a major role in obtaining foreign exchange through direct sales to tourists in the market and export their products abroad through intermediaries (Ndemo and Maina, 2007).

From such exposure, economic behavior is an act of economic actors in the production planning, production process and market products that are made with the aim to develop a business that has been planned.

6. Business Development

Business development is a way of expanding a business that has been carried on by the product quantity and quality of production resulting in economic activities to achieve the objectives that have been planned. Jasra, et al. (2011) gave the opinion that the factors contributing to the success of a business are financial resources, marketing strategy, technology resources, government support and entrepreneurial skills. Financial resources is the most important factor affecting the success of the business, technology plays a role in the company's productivity because the production sector efficiency can be improved by using the new technology also saves costs so that business success is directly dependent on technological factors. In leadership skills, decision making skills, management skills and professional affiliations with the business is also important in achieving business success. If an entrepreneur expert is in the function, she will be able to take advantage of business opportunities in a better way. The government also plays a role in creating policies that lead to business success is the ease to obtain a business license as well as funding from the government. The government should begin a training

program free of charge, especially for small businesses. It is necessary to increase the skills of small entrepreneurs.

Mat, et al. (2011) revealed that environmental factors impact more on women entrepreneurial activity. Factors of business environment pose many challenges for businesses because it is outside the control of the business owners. Environmental constraints that are sometimes not as stable as economics, finance, legal, political and social culture plays a major role in business activities. Although the necessary personal characteristics such as education, the attitude in facing the risk, motivation, energy and work experience, but environmental factors can hinder women entrepreneurs in exploiting business opportunities (Kuzilwa, 2005; Shastri & Sinha, 2010; Vob & Muller, 2009).

In developing the business, it takes a necessary effort also for training to improve the knowledge and skills possessed by the entrepreneur in business. It is also in accordance with the results of research done by Osinde, et al. (2013) which stipulates that the majority of employers who do not attend regular training show results of the satisfaction of training services in relation to the achievement of basic business management skills, risk management skills of business and investment skills. The result is only slightly satisfied in all areas of training, 55.6% of respondents are not satisfied with the training they received in basic business management skills, while 45% reported to be satisfied in the investment skills. Furthermore, the results showed that people who attend the training has increased business in terms of sales and profit growth. 83.3% of respondents who are always present in the training have good growth in terms of business profits compared with 41.2% of those who have never attended the training.

Tambunan (2008) revealed that the obstacles in business is somehow the same between countries, which lack technical and managerial skills, access to larger the markets, access to finance, skilled workers, and the lack of access to information that is very important for business. Similarly, Abor (2010) mentioned the obstacles in developing businesses such as, lack of access to appropriate technologies, limited access to international markets, regulations and laws that inhibit weak institutional capacity and lack of skills and training management.

From the above explanation, it is known that in the development of the business required the ability of business to develop products that are produced so as to remain competitive in the market. Therefore, the need for training is really needed to improve their knowledge and skills in a business development.

7. Conclusion

From the above explanation, it can be concluded that the role of women as entrepreneurs is appropriate because women have a high motivation to work that makes them having dominant factors to support businesses' success. Motivation for women as entrepreneurs is economically independent as well as the desire to reduce the burden on the family, so that women played an important role in the economic development of the family. Potential women play an active role in the process of economic development of families still have many problems, even though such strategies are carried out in any development effort needs to be improved.

In this case, the study on women theme and business development is relevant to be conducted, especially in developing efforts to increase self-reliance. Studies on the women's role in business as a form of economic behavior will be continued by the researcher in her dissertation, especially with regard to women's role in business development.

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