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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	RELATIONSHIP BETWEEN CAPITAL STRUCTURE AND OWNERSHIP STRUCTURE WITH CONSERVATIVE ACCOUNTING <i>MOHAMAD LASHKARI, MOHAMADREZA ABDOLI & KHDJIEH MOHAMMADI SIYAPRANI</i>	1
2.	PARADOX OF COMMUNITY REACTIONS TO CORPORATE SOCIAL RESPONSIBILITY AND IRRESPONSIBILITY IN KENYAN HOTELS <i>THOMAS KIMELI CHERUIYOT & DANIEL KIPKIRONG TARUS</i>	5
3.	TOWARDS ENVIRONMENTAL MANAGEMENT: A CASE OF GREEN ADVERTISING FOR CONSUMER'S RESPONSIBLE ENVIRONMENTAL BEHAVIOUR <i>AKPOGHIRAN, I. PATRICK</i>	11
4.	STUDENTS SATISFACTION AND CHALLENGES IN PROBLEM BASED LEARNING IN COLLEGE OF SOCIAL SCIENCES AND LANGUAGES, MEKELLE UNIVERSITY, ETHIOPIA <i>CHALACHEW WASSIE WOLLIE</i>	16
5.	AN EMPIRICAL INVESTIGATION INTO CAUSAL RELATIONSHIP BETWEEN SPOT AND FUTURE PRICES OF CRUDE OIL <i>DR. HARSH PUROHIT, HARTIKA CHHATWAL & HIMANSHU PURI</i>	24
6.	EMERGING LIFESTYLE OF WOMEN AND ITS IMPACT ON THE FOOTWEAR PURCHASE <i>V R UMA & DR. M I SAIFIL ALI</i>	30
7.	ACCOUNTING FOR WAGE INEQUALITY IN INFORMAL SECTOR <i>DR. NEERU GARG</i>	34
8.	COMPLAINTS GIVING ATTITUDES OF MOTHERS ABOUT ADULTERATED FOOD IN INDIA <i>DR. S. RAMESHKUMAR, G. PADMA PARVATHY & DR. G. PAULRAJ</i>	38
9.	INDIA AND UNITED ARAB EMIRATES - TRADE DIMENSIONS AND GROWTH TRENDS <i>SHESHAGIRI.B, DR. G. G. HONKAN & DR. L. D. VAIKUNTHE</i>	44
10.	PROBLEMS OF GRANITE INDUSTRY IN CHITTOOR DISTRICT <i>VASU JALARI, NALL BALA KALYAN KUMAR & M.DEVA RAJULU</i>	48
11.	TOWARDS SUSTAINABLE TOURISM: ISSUES AND STRATEGIES <i>C.ARULJOTHI & DR. S. RAMASWAMY</i>	55
12.	ROLE OF EMOTIONAL INTELLIGENCE FOR MANAGERIAL EFFECTIVENESS IN THE CORPORATE WORLD <i>DR. A. CHANDRA MOHAN & PREETHA LEENA .R</i>	59
13.	A STUDY ON TEACHER'S OPINION ABOUT ORGANIZATIONAL CLIMATE AND INFRASTRUCTURAL FACILITIES IN MATRICULATION HIGHER SECONDARY SCHOOLS IN VIRUDHUNAGAR DISTRICT <i>M.S. YASMEEN BEEVI & DR. M. JAYALAKSHMI</i>	63
14.	INDIAN TEXTILE INDUSTRY GROWTH AND DEVELOPMENT OPPORTUNITIES AND CHALLENGES OF COIMBATORE REGION <i>K. N. MARIMUTHU & DR. MARY JESSICA</i>	67
15.	PERSONALITY DEVELOPMENT <i>DR. HEMANDRI TIKAWALA, MUKESH R. GOYANI & JIGNESH VAGHELA</i>	73
16.	MEASURING EDUCATIONAL EFFICIENCY AND THE DETERMINANTS OF EFFICIENCY OF THE STUDENTS IN SALEM DISTRICT, TAMILNADU <i>DR. R. KALIRAJAN & DR. A. SUGIRTHARANI</i>	76
17.	EFFECTIVENESS OF QUALITY OF WORK LIFE POLICIES AND PRACTICES IN THE PUBLIC SECTOR ORGANIZATIONS –A STUDY <i>DR. MUNIVENKATAPPA & RAMANA REDDY. B</i>	82
18.	THE LEVEL OF JOB SATISFACTION AND OPPURTUNITIES AMONG WOMEN ENTREPRENEURS IN TAMILNADU <i>DR. M. JAYASUDHA</i>	87
19.	SUB-PRIME CRISIS: CONCEPT AND ORIGIN <i>DR. RAJESH PAL</i>	90
20.	LABOUR MARKET DYNAMICS OF KERALA: A GENDER PERSPECTIVE <i>MALLIKA.M.G</i>	95
21.	LIFE INSURANCE CORPORATION OF INDIA: AN OVERVIEW OF ITS PERFORMACE <i>DR. H H BHARADI</i>	101
22.	AGRI TOURISM IN KARNATAKA – ISSUES CONSTRAINTS AND POSSIBILITIES <i>SHUSHMA HAMILPURKAR</i>	106
23.	REACHING THE UNREACHABLE THROUGH MICROFINANCE: CHALLENGES BEFORE INDIA <i>MANISHA SAXENA</i>	112
24.	PARTICIPATION OF WOMEN PEASANTS IN DECISION-MAKING PROCESS OF AGRICULTURAL ACTIVITIES IN KARNATAK STATE <i>DR. RAMESH.O.OLEKAR</i>	118
25.	THE EFFECT OF OPEN INTEREST CHANGE IN THE FIRST 20 MINUTES ON INTRADAY INDEX MOVEMENT: AN EMPIRICAL STUDY BASED ON NSE NIFTY OPTION <i>DR. BIMAL JAISWAL & ARUN KUMAR</i>	122
26.	ANALYSIS OF THE IMPACT OF GLOBAL FINANCIAL CRISES ON INDIAN ECONOMY <i>BHAVNA RANJAN & SAKSHI WALIA</i>	128
27.	POPULATION AND REGIONAL INEQUALITY IN INDIA <i>DR. M. R. SINGARIYA</i>	133
28.	SOCIOECONOMIC STATUS OF ELECTED WOMEN REPRESENTATIVES IN UTTAR PRADESH <i>BHAVANA SINGH</i>	140
29.	A SEPARATE AGRICULTURE BUDGET FOR INDIA-NEED OF THE HOUR <i>HARSHAL A.SALUNKHE</i>	145
30.	A STUDY ON THE IMPACT OF DIFFERENT METHODS OF HEALTH EDUCATION ON 'HIV/AIDS' AWARENESS AMONG ADOLESCENT STUDENTS AT UTKAL BHARTI SCIENCE COLLEGE, PALASUNI <i>JANMEJAYA SAMAL</i>	149
	REQUEST FOR FEEDBACK	152

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THE LEVEL OF JOB SATISFACTION AND OPPURTUNITIES AMONG WOMEN ENTREPRENEURS IN TAMILNADU

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ABSTRACT

Entrepreneurship Development among women is considered as a possible approach to economic empowerment of women, but women entrepreneurs are facing considerable challenges and severe competition apart from the various constraints a women face. She gains a sense of satisfaction from the work she undertakes. Job satisfaction is an attitude which results from a balancing and summation of many specific likes and dislike experienced in connection with the job. Satisfaction in job is a socio-economic motive and women do undertake jobs with this motive. In the present paper, an attempt has been made to analyse the level of job satisfaction of the women entrepreneurs in Coimbatore District, with a comparative approach of rural and urban women.

KEYWORDS

job satisfaction, women entrepreneur.

INTRODUCTION

Empowerment of women is the need of the day, as it is only the surest way of making women as partners in development and bringing them in the main stream of development, not only as mere beneficiaries but also contributors. If women are empowered the day is not far away for them to succeed in their job carrier.

Women's education too, often spreads this way, more specifically, through same sex effects i.e., an educated women is far more likely to send her daughter to school than an uneducated women. Also, she is likely to maintain better conditions of nutrition and hygiene in her household and there by improve her family's health. The presence of large number female teachers may encourage parents to send their daughters to school. Thus education is a fundamental tool for women's empowerment. This education brings job opportunity for a woman and makes her as a bread winner for her family. The job will be successful only if they have satisfaction in their undertakings.

Satisfaction relates to the feeling of contentment that an individual experiences with the fulfillment of one's wants or aspirations. In employment such contentment is derived from achieving the desired goal of fulfilling the financial, social or personal needs. Job satisfaction is an attitude which results from balancing and summation of many specific likes and dislikes experienced in connection with the job. According to Srivastava(1983), job satisfaction has many inter related factors like working conditions, job security, job structure, compensation and supervision etc. It is also a function of an individual's level of aspiration.

The main factors that contribute towards achieving job satisfaction are training, work, earnings, educational qualification, appreciation and recognition for their work both in work place and at home. The main factors that determine the level of satisfaction will depend on the amount of income they earn in order to reduce the financial constraints. Satisfaction in job is a socio-economic motive and women do undertake jobs with this motive. This view has been amply supported in the works of Rathore (1991), Prasad et.al (1994) and Speitzer (1995).

REVIEW OF LITERATURE

Entrepreneurship of women plays vital role in the national development. Entrepreneurs embark on spiritual ventures are integrated ingredients of economic progress. The enterprise hopes of creating wealth and start small business such as restraints and bicycles repair shops and other sorts of garages who entirely innovate new technology and products. Yet entrepreneurship is not enough to propel economic progress. Entrepreneurship is considered desirable because it can contribute to the generation of employment, distribution of wealth and introduction of new products. Drukar (1984), Hisrich (1986), Vesper (1986), Mineral John (1995), Kirehhoff (1991), opined and advocated the importance of entrepreneurship to foster and gain impetus. India is committing enormous resources to small business enterprises like south East Asian countries like Malaysia and Singapore. Ethics and women leadership efficiency and management are limited in their scope due to bottlenecks. Switch on and get light is difficult rather a hard nut to be cracked in under developed country like India.

Satisfaction in job is a socio-economic motive and women do undertake jobs with this motive this view has been amply supported in the works of Kapoor Bhattacharya (1963), Arora et.al (1965), Rapoport and Rapoport (1974) and Nischol (1975). The level of satisfaction that the women enjoy in their occupations will inturn affects their work-home role management.

Job satisfaction is an attitude which results from a balancing and summation of many specific likes and dislikes experienced in connection with the job. According to Srivastava (1983), job satisfaction has many inter related factors like working conditions, job security, job structure, compensation and supervision etc. It is also a function of an individual's level of aspiration.

Subbalakshmi (2008) in her work found that, women as entrepreneurs are much more satisfied because now they feel that the community is looking at them as leaders and decision makers.

Tamilmani (2009), has pointed out that apart from the economic development witnessed as a result of taking up entrepreneurship, the women members agreed that they have a higher level of job satisfaction because now they are socially upgraded.

OBJECTIVE OF THE STUDY

This study is carried out to analyse the level of job satisfaction among the women entrepreneurs of both rural and urban areas in Coimbatore district and to measure the variation of satisfaction in job between these two groups of women.

METHODOLOGY

In this paper the level of job satisfaction among the women who have taken up entrepreneurship as their occupation were considered for detailed analysis. For present study Coimbatore district was selected as the research area. In Coimbatore District 200 women were selected from the rural area of Anaimalai block and 200 women were selected from the urban area of Coimbatore corporation limit. Totally 400 women entrepreneurs were interviewed based on purposive sampling technique. Related to the nature of the activity women were categorized as manufacturers, traders and women belonging to service sector.

PERIOD OF THE STUDY

The primary data for the study has been collected from sample women entrepreneurs in Coimbatore district during the period from January 2011 to June 2011.

RESEARCH TECHNIQUE

For the present study scaling technique is applied to analyse the results. Direct judgement method, a variant of quantitative judgement method was used to measure the reasons for starting the enterprise. Using the limited category response method, the respondents were asked to mark their preferences on a five-point scale as follows.

+2	Strongly agree
+1	Agree
0	Neutral
-1	Disagree
-2	Strongly disagree

Here the score ranges between +2 and -2. If the score is closer to 2, it indicates that the item is preferred very much by the respondents and if the value is closer to -2, it indicates their disagreement for the item. In the present study scaling technique was applied for the opinion based on the level of job satisfaction.

ANALYSIS AND DISCUSSION

The respondents were asked to state their opinions based on the level of satisfaction they receive in their work, with regard to their earnings, education and appreciation for their work. The direct judgment method was used for rating the responses given by the study group, the limited response category sub case was applied on a five point scale with the designated attribute such as 'fully satisfied', 'partly satisfied', 'neutral', 'partly dissatisfied' and 'fully dissatisfied'. Specified numerical weights were assigned to each attribute as +2, +1, 0, -1 and -2 respectively. The calculated scores of each criteria sector-wise and area-wise are given in the following table.

TABLE 1: AVERAGE SCORES ASSIGNED ON JOB SATISFACTION

AREA SECTOR	RURAL				URBAN			
	MANUFACTURING	TRADING	SERVICE	TOTAL	MANUFACTURING	TRADING	SERVICE	TOTAL
Satisfaction in training	1.55	1.6	1.62	1.63	1.50	0.0	1.56	1.56
Satisfaction in job	1.71	1.66	1.64	1.69	1.59	1.43	1.75	1.64
Satisfaction in earnings	1.37	1.42	1.32	1.38	0.98	0.59	0.69	0.79
Educational qualifications	-0.93	-0.64	-0.11	-0.09	-0.37	-0.43	0.0	-0.20
Work appreciated in own field	1.52	1.52	1.64	1.54	1.70	1.57	1.84	1.75
Work appreciated at home	1.43	1.38	1.50	1.43	1.49	1.39	1.38	1.42

Source: Calculations base on field survey, 2011.

In rural area, the women entrepreneurs were fully satisfied with their job as well as on the training they had, the scores assigned being 1.69 and 1.63 respectively. They were also very much satisfied with the appreciation which they receive at the work place (score = 1.54) and at home (score = 1.43). Sector-wise analysis also revealed the same findings. Most of the women during the interview schedule said that if they had better education, they could have been placed in a better white collared job. The women in the three sectors were satisfied with their earnings.

In urban area, it was the appreciation of work at their own field (score = 1.75) and job satisfaction (score = 1.64) were the criteria which gave more satisfaction to the women. Satisfaction in training and appreciation of work at home were the criteria on which the women entrepreneurs were again satisfied the scores assigned being 1.64 and 1.42 respectively. For the level of satisfaction with respect to earnings the urban women were not very much satisfied (score = 0.79). as in the case of rural area, the women of urban area also showed their dissatisfaction on their educational qualifications. The score for educational qualification indicated that the women were dissatisfied. The women in trading sector had no training with respect to the women of urban area.

Among the various criteria in the above analysis, only a limited number of women had undergone training in their related fields. In rural area, only 25.41% of women in manufacturing sector had undergone training and it was 10.0% in the trading sector and 92.86% in service sector. Similarly, in urban area only 14.04% of the women in manufacturing sector had undergone training, and none of the women in trading sector had training and 80.81% had training in service sector. The above percentages in the three sectors indicated that the women in service sector had training when compared with the women of other sectors, both in rural and urban areas.

The above analysis clearly indicated that women from both rural and urban areas were fully satisfied in their jobs but were partly dissatisfied on the educational qualifications they acquired.

OPINION BASED ON OPPORTUNITIES

The respondents of the study were asked during their interview, whether they would be able to produce better results, if better opportunities were made available to them. For this, any women if optimistic will definitely say that she will produce better results if better opportunities are provided to her. Some of the opportunities like 'credit availability', 'marketing of the products', 'government assistance', 'facility to earn more' and 'bulk orders' were placed before them and the women entrepreneurs were asked to mark one among these opportunities or by marking 'none', which indicate that they are not in the position or not interested to use any of the opportunities. The following table indicates the responses of the women entrepreneurs regarding this issue in both rural and urban areas.

TABLE 2: OPINION ON BETTER RESULTS WITH OPPORTUNITIES (Number stated)

AREA SECTOR OPINION	RURAL				URBAN				GRAND TOTAL
	MANUFACTURING	TRADING	SERVICE	TOTAL	MANUFACTURING	TRADING	SERVICE	TOTAL	
Credit availability	19(15.57)	11(22.0)	4(14.29)	34(17.0)	11(19.30)	18(40.91)	31(31.31)	60(30.0)	94(23.5)
Marketing of the products	12(9.84)	8(6.0)	2(7.14)	22(11.0)	6(10.53)	4(9.09)	8(8.08)	18(9.0)	40(10.0)
Government assistance	27(22.13)	14(28.0)	9(32.14)	50(25.0)	19(33.33)	13(29.55)	28(28.28)	60(30.3)	110(27.5)
Facility to earn more	21(17.21)	12(24.0)	11(39.29)	44(22.0)	12(21.05)	6(13.64)	21(21.21)	39(19.5)	83(20.75)
Bulk orders	30(24.59)	3(6.0)	1(3.57)	34(17.0)	7(12.28)	3(6.82)	10(10.10)	20(10.0)	54(13.5)
None	13(10.660)	2(4.0)	1(3.57)	16(8.0)	2(3.51)	0(0.0)	1(1.01)	3(1.50)	19(4.75)
Total	122(100)	50(100)	28(100)	200(100)	57(100)	44(100)	99(100)	200(100)	400(100)

Source: Field survey, 2011.

Figure in brackets indicates the percentage to column total.

From the above table, it is clear that more than 90% of the women both in rural and urban areas and in the various sectors like manufacturing, trading and services opined that they would produce better results if better opportunities were provided to them. The overall picture showed that 27.5% of the women marked 'Government assistance' as the required opportunities. In rural area, 25% of the women marked 'Government assistance'. Out of the total respondents 8% stated that they do not need any opportunity to proceed further. Sector wise analysis showed that women in manufacturing sector(24.59%) gave more importance for 'bulk orders', in trading sector 28% of them marked 'Government assistance' and in service sector 32.29% of them marked 'facility to earn more' as their required opportunity.

In urban area, 30% stated that with 'credit availability' they could produce better results. Similarly another 30% needed 'Government assistance' for better results. Sector wise analysis showed that 33.33% of the women in manufacturing sector opted for 'Government assistance', in trading 'credit availability' with 40.91% of the women and in service sector 31.31% of the women stated the same opportunity to produce better results.

The above analysis clearly implied that the requirement for rural women entrepreneurs was 'Government assistance' and in urban area it was 'credit availability' and 'Government assistance'.

SUGGESTIONS

1. As majority of the respondents quoted that they were not satisfied on their educational qualifications, measures should be taken to strengthen the literacy for women.
2. Re-orientation of educational system for women with due emphasis on career guidance, entrepreneurship awareness should start with school curriculum itself.
3. Group entrepreneurship should be promoted to bring out the hidden talents of the individual entrepreneur.
4. Publicizing the various incentive schemes of government and other agencies to rural women entrepreneurs is a must, to promote entrepreneurship in far-flung (remote) rural areas.
5. Follow-up support in marketing the products of women entrepreneurs should be properly executed.
6. The skill of the existing women entrepreneurs should be upgraded.

FINDINGS

Women entrepreneurs were asked to mark their level of satisfaction for the 'training' they had, 'job satisfaction', their 'earnings', their 'educational qualifications', the 'appreciation for work in their own field' and 'appreciation they received for work at home'. Based on a five point scaling technique, it was found that in rural area women entrepreneurs were fully satisfied with their job as well as on the training they had, scores assigned being 1.69 and 1.63 respectively. In urban area it was the appreciation of their work at their own field (score = 1.75) and job satisfaction (score = 1.64) were the factors which gave them higher level of satisfaction. The women entrepreneurs of all the three sectors both in rural and urban areas were not satisfied with the educational qualification they acquired.

The respondents of the study were asked during the interview schedule on their opinion about the results they expected if better opportunity were made available to them. In rural area, sector wise analysis showed that women in manufacturing sector (24.59%) gave more importance for 'bulk orders' in trading sector 28% of them stated 'government assistance' and in service sector 32.9% stated 'facility to earn more' as their required opportunity. In urban area, 33.33% of the women in manufacturing sector opted for 'government assistance', in trading it was 'credit availability' by 40.91% of the women and in service sector also 31.31% of the women opted for 'credit availability'.

CONCLUSION

The study reveals the importance of women education and government assistance in supporting women entrepreneurs and assisting them in venturing success in their business. There is a need to adopt an integrated and holistic approach towards the upliftment and empowerment of women. It is necessary to raise the economic and social status of the women so as to make them participate in the main stream of the national development. The schemes implemented for women should have their focus on rural women. In a society there should be a balanced development for the progress of the economy.

It may be concluded that women have shifted traditional assumptions about their roles and capabilities. There has been a marked change, and it has been for the better. Many of its benefits however have yet to touch the majority and all of us continue to experience various forms of gender discrimination. If laws designed to address the concerns of women are to have a dramatic and positive impact on women's lives, they must be sensitive to the social, economic and political disempowerment of women throughout the world. The most important measure for their success should be the extent, to which they enable women to interpret, apply and enforce laws of their own making, incorporating their own voices, values and concerns.

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