

The Business Management Successfulness of Women Entrepreneurs

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ABSTRACT

The objective of this research is to study the Business Management Successfulness of Women Entrepreneurs found that to become an entrepreneur, The main goal of an entrepreneur's business is the success of the business, both in the form of profitability that plays an important role in business growth and return on assets. And the personal characteristics of women entrepreneurs include: The need for success, Risk perception and self-confidence, are key factors influencing the success of women entrepreneurs. Management skills are also another factor influencing the success of women entrepreneurs. Financial support remains an important factor in the business operations of women entrepreneurs as every business is driven by financial adequacy, business environment, It is another factor that has been found to influence the success of entrepreneurs in business administration. The Business Management Successfulness of Women Entrepreneurs is 1) pre-production planning 2) Brand development and consumer awareness 3) Use of marketing strategies in marketing 4) Skill development of members within women's groups 5) There are links to nearby networks to help each other. 6) Efficient transportation management 7) Integrate online media technology into brand development, and 8) Women leaders have problem-solving and leadership skills.

Keywords: Successfulness / Business Administration / Women Entrepreneurs

INTRODUCTION

The economic growth of each country, measured by Gross Domestic Product (GDP), this refers to the market value of the final goods and services produced in a country over a period of time and regardless of who produces it. However, GDP is only a measure of growth in economic activity but cannot measure quality of life. Quality of living and income distribution. Each country therefore places importance on driving the economy, Focus on GDP growth generated by the industrial and service sectors to create GDP of the country. Encouraging and encouraging new entrepreneurs to enter the industrial and service sectors. The emergence of new businesses, reducing unemployment, increase the employment rate, reduce poverty, income inequality, help build the economy, Create new jobs for communities and countries. This leads to the overall economic growth of the country (Khosla, 2017).

The businesses that drive more than 90 percent of developing countries' economies are small and medium-sized enterprises that play an important role in poverty reduction, Creating jobs and creating a higher standard of living (Ebiringa, 2011). In line with developing countries in Asia as well as ASEAN countries. It was found that small and medium-sized enterprises make up about 80-90% of all entrepreneurs. Create employment opportunities up to 50-80 percent of the total employment in the industrial sector, It creates more than 50% added value and accounts for 30% of each country's exports (Narain, 2003). In addition, it was found that a portion of businesses is run by women entrepreneurs, with

women entrepreneurs able to continually open new businesses at twice the rate of male entrepreneurs. Employment growth rates and business income can outpace economic growth compared to male entrepreneurs (Heilman & Chen, 2003). It demonstrates the potential of women entrepreneurs to play a role in driving the economy, directly benefiting each country's economic sector. Especially in developed countries (Singh & Belwal, 2008).

Thailand shifts from intensive agriculture, Enter a country that focuses more on industrial development. Considering Thailand's gross domestic product comes from agriculture at only 8 percent of GDP, in contrast to the manufacturing sector generating 32 percent of GDP, services accounting for 59 percent of the manufacturing sector (Win Udomrattavanit, 2020). Most of Thailand's business operations are small and medium-sized enterprises that play an important role in driving the country's economy. In 2021, Thailand had a total of 3,176,055 enterprises, the large number of micro enterprises accounting for 85.47%, followed by small enterprises accounting for 13.18% and medium enterprises accounting for 1.35 % (Office of Small and Medium Enterprise Promotion, 2022). Productivity of small and medium-sized enterprises accounts for 42.1% of the country's GDP. In terms of employment, Small and medium-sized enterprises generated 10.7 million jobs. It accounts for up to 80 percent of general employment. Business operations of Thailand's small and medium-sized enterprises, women entrepreneurs are increasingly playing a role. Encouraging women entrepreneurs to succeed in business for a long time is vital in driving the Thai economy (Rungnapa Sarapin, 2018).

The researchers are interested in studying The Business Management Successfulness of Women Entrepreneurs. The findings will reflect the success of business administration of women entrepreneurs, as well as the findings will be empirical data that both public and private executives can use in policy making, Clear strategies and guidelines to promote, support and assist women entrepreneurs in successful business management.

Research Objectives

To study the business management achievements of women entrepreneurs.

Research Methodology

Research on the Business Management Successfulness of Women Entrepreneurs. The researchers used a qualitative research method by collecting data from documents (Documentary Research) by reviewing concepts and theories from relevant documents and researches.

Data Analysis

The researcher analyzed data from documents and analyzed content (Content Analysis) by studying various documents and research related to the study to be analyzed and compared in order to obtain accurate and reliable information and perform data validation and reliability with triangular data validation, i.e. Consider the consistency and differentiation of data from time sources, Sources of places and sources of people.

Findings

The Business Management Successfulness of Women Entrepreneurs study found that the majority of respondents agreed that women's entry into entrepreneurship had many limitations. Although driving the economy of each country, This is partly due to women entrepreneurs, and most women entrepreneurs have low education levels. And there are informal jobs that need to be driven by women, such as taking care of families. As well as different cultures and religions, women entrepreneurs have limited ability to run their businesses. Women's entry into entrepreneurship has many unresolved limitations, such as beliefs, social acceptance, Insufficient

financial support, Poor education based on the economic status of the family, or family values that require women to take care of the family, etc. As a result, some women lack motivation to become entrepreneurs or run their own businesses. Women in many emerging economies do not receive business support due to the complex interaction of socio-cultural factors, Religious and family structures. This is especially true in some countries where roles between men and women face gender discrimination and inequality due to gender power relations. Becoming an entrepreneur, an important goal of entrepreneurial business It is the success of the business both in the form of profitability that plays an important role in business growth and return on assets and the personal characteristics of women entrepreneurs include: The need for success Risk perception and self-confidence, are key factors influencing the success of women entrepreneurs. Management skills are also another factor influencing the success of women entrepreneurs. Financial support remains an important factor in the business operations of women entrepreneurs as every business is driven by financial adequacy, the business environment is another factor that has been studied to influence the success of entrepreneurs in business administration. The success of women entrepreneurs in business management is 1) pre-production planning 2) Brand development and consumer awareness 3) Use of marketing strategies in marketing 4) Skill development of members within women's groups 5) There are links to nearby networks to help each other. 6) Efficient transportation management 7) Integrate online media technology into brand development, and 8) Women leaders have problem-solving and leadership skills.

Conclusion and Recommendations

From this research, it can be concluded that The Business Management Successfulness of Women Entrepreneurs. The research results are information that public and private sector executives involved in finance can use to support decisions in formulating appropriate monetary policies to enable entrepreneurs to run successful businesses. It supports public and private sector executives in formulating policies to drive business management of women entrepreneurs to success in the future.

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