

## THE ROLE OF WOMEN AND THEIR IMPACT ON OVERALL LEADERSHIP AND MANAGEMENT

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### ABSTRACT

Women in world face the problem of inequality in every field. On this note “ The most important issue is faced by them upon leadership”. Men think that women are suitable for only household works . Even nowadays in the 21<sup>st</sup> century this is the thought of the most number of men but women are trying hard to get rid of this thought and started working for their self respect in our society. Nowadays women are working and they are even leading a big role in every sectors of the society. The workforce of women is increasing drastically due to the increase in women education and various other factors. Due to the increase in education women are far more better workers than men but their opportunities and capabilities are less and restricted due to gender discrimination. In addition to going to work, women do look after their family and children. In this paper we will see about the leadership qualities, characteristics, importance and some of the real time example of women leadership.

**Keywords:** Women Leadership, In-equality, Workforce, Gender discrimination, Leadership qualities.

### I. INTRODUCTON

Nowadays women are resolved to break the traditional superstitions that neglected them from entering leadership position even if they have the required skills.



**Hillary Rodham Clinton**



**Theresa May**



**Indra Nooy**

Their leadership presences are felt in various fields like entrepreneurship, administration, education, health etc., in all level. World has witnessed the advent of women leaders such as “Hillary Rodham Clinton, Theresa May, Indra Nooy” are a few among them all around the world.

## II. LEADERSHIP

Every organisation such as country, society, military even home also needs a leader.

“Without leadership it will be irregular, violent and dangerous place to live in”. A leader is a person who influences and encourages a group of people to work towards the goal. A main work of the leader is to be as an example and role model for others to complete the assigned task.

ACCORDING TO CHESTER BARNARD “Leadership is the ability of a superior to influence the behaviour of a subordinate and persuades them to follow a particular course of action. ”



### *Leadership is not – Gender Specific:*

Generally men / women who reaches high position tend to cultivate and curb some sort of leadership qualities in them of their own. Leadership qualities are shown in different ways by men and women. There may be some different in the basic traits and qualities they possess. It doesn't matter leaders can either be men or women.



### III. WOMEN LEADERSHIP

- Transformational Leadership Style
- Task focused
- Women In Leadership – Importance
- Real Time Example.

#### 1. Transformational Leadership Style:

For a women leader leadership is not meant only for accomplishing organisational goals but for transforming their subordinates into better people.

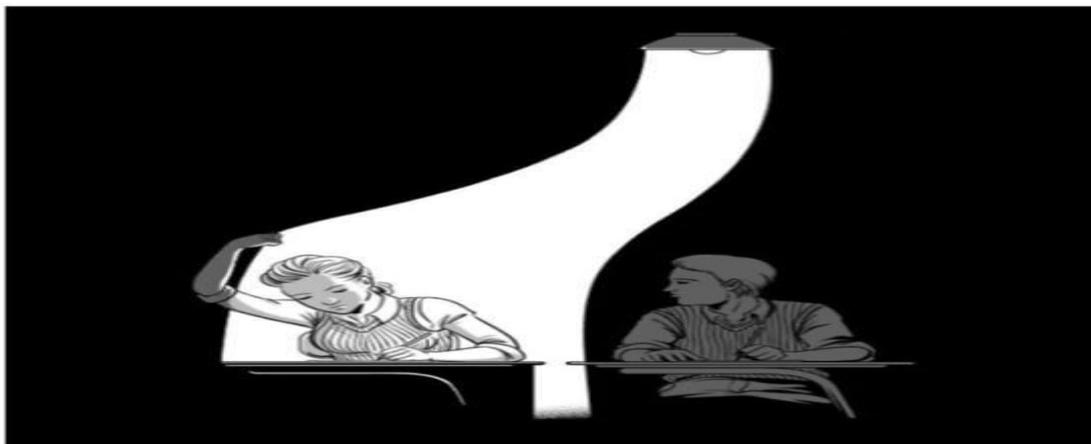
#### 2. Task focussed:

Basically women are dedicated and focussed on completion of task within the deadline. They tend to complete their assigned job with perfection.

#### 3. Women in Leadership – Importance:

In today’s world, organisations that are led by inclusive leadership teams make effective decisions that deliver better results. In the Twenty-first century, the essential qualities required to lead include the ability to collaborate , connect, empathize and communicate. All these qualities are feminine in nature and can help build a more sustainable future.

Many statistics shows that companies led by women have better financial results. Leadership by women is vital to increase the pace of societal transformation at home and in the workplace. Women leaders are likely to provide an integrated view of work and family resulting in an engaged and promising personal as well as professional future.



#### IV. ILLUSTRATION OF REAL INSTANCE PATTERN

##### A. Aarthi Subramanian:

Ms. Aarthi Subramanian is the Group Chief Digital Officer at Tata Sons Limited reporting to the Group Executive Chairman. She has 28 years of experience in the global technology sector, thereby gaining rich experience in consulting engagements and large-scale technology management.



##### B. Riju Vashisht

Riju Vashisht is the leader of the Global Transformation Services business at Genpact. She is the Chief Transformation Officer responsible for driving strategic development and delivery of Integrated transformation, digital and analytics solutions for clients in all industries.

We believe women make phenomenal leaders because they are experts at making the impossible seem possible. And sometimes on a good day, they even make it look effortless, women are pragmatic, resilient and usually able to manoeuvre tricky situations with grace. Their perspectives are borne out of a mix of a trial by fire and sheer fortitude. They look at the world with bravery and are able to piece together the world around them like a complex puzzle”- Jody Clower, Founder and CEO, Nestiny.



### *C. Malavika Hedge:*

Malavika Hedge is an Indian Businesswomen. She is the wife of Late VG Siddhartha, who committed suicide on 29 July 2019. She is the daughter of the former Chief Minister of Karnataka Somanahalli Mallaiah Krishna. Her husband lost grip on his business empire and soon it nosedived into debts. As per the data released on 31 March 2019, Café Coffee Day has accumulated a debt of RS 7200 crore... Siddhartha took his own life by jumping into the Netravati River. Soon, Malavika took over as the CEO of the Café Coffee Day Enterprises Ltd (CDEL). From that day on she worked tirelessly for the growth of the company that her late husband had built. She has been successfully running the outlets even during the COVID-19 by strictly following the pandemic protocols. Today, Malavika Hedge has become a Super Woman who holds the iconic brand of Café Coffee Day together.



"My association with Siddhartha is 32 years. Institution is his world. Employees are family members. I took on the responsibility of running the empire he built."

**MALAVIKA HEGDE**  
CEO, Café Coffee Day



### *Highlights*

- Malavika daughter of former Karnataka Chief Minister SM Krishna was born in 1969 in Bengaluru where she completed her schooling and completed her Engineering from Bengaluru University.
- After Siddhartha's death by suicide, Malavika Hedge managed to reduce his debt even during the COVID lockdown.
- Since COVID-19 hit the world many businesses have been shut. But Café Coffee Day managed to grow even during the pandemic.

## V.CONCLUSION

The outcome of the analysis and investigation aid the direct negative relationship between work , family barriers , organization, culture barriers and underinvestment in social capital with women manager's progression. It is interesting to note that carrier salience was found to be more expressively related to women managers 'profession advancement. The direct negative relationship between work family barriers and women manager's progression put forward that women lose out on their carriers because of the choices they make to accommodate their family responsibilities . Advocating further, barriers women managers face can be tiled that the inhospitable organization, culture and underinvestment in social capital makes women distract from leadership position. This all could result in gender biased talent management activities in the organization .Men are selected over women for specific position, given more challenging assignments that enable them to show their ability and give them high visibility answer given high value training and development opportunities that enable the men to obtain skills and competencies which make them eligible for top management/ leadership positions.

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