Impact of E-Commerce on Women Entrepreneurship:
A Study in Indian Context with Reference to Jammu.

Mrs. Sugandha Soni
Ph.D Scholar
Faculty of Commerce & Management
Rama University, Mandhana, U.P, Kanpur.

Introduction-

Evolution of E-Commerce-

Indeed, E-Commerce has evolved from online billboards to a fully functional, personalized shopping experience over the past decade. While there were admittedly a few bumps along the road, the path from 1994 through the 2004 holiday shopping season is full of crucial milestones of Internet pioneers and technology innovators.

A stroll down memory lane reminds us of terms like "stickiness," "eyeballs" and "personalization" that once captured the essence of articles about what it takes to be successful on the Web. However, even as we look back at 10 years of growth, many analysts have one eye on the future and they are saying, "we've got a long way to go."

Glimpse of Success for Women Entrepreneurs-

- In 2009, Anisha Singh founded Mydala.com
- Radhika Ghai Aggarwal, Co-Founder & CMO of Shopclues.com, India’s first and largest fully managed market place with more than 7 million visitors every month.
- Sabina Chopra, founder of Yatra.com, has honoured during the second annual women leaders in Indian Awards 2010 and was declared the winner in the “Travel & Tourism group”.

- Vandana Luthra, founder of VLCC, got Padma Shri in 2013 & 2015. She was listed as the 33rd most powerful woman in business in India by Fortune India.
- In 2014, Malala Yousoufzai became the youngest Nobel Peace Prize winner.

**Digital Women Award**

- Digital Women Awards “E-Commerce” presented by SheThePeople.TV put the spotlight on women who leverage the online world to create business with impact.

**Upcoming Awards**

Women leadership excellence awards in IT Sector, women entrepreneurship awards, women leadership award for excellence in advertising & marketing, women leadership in broadcast media, women super achievers for excellence in E-Commerce sector, outstanding women leadership award.

**E-Commerce: Women Entrepreneurship**

The educated women would never like to confine themselves within the boundaries of their house. They want equal rights, respect, and value from their male counterparts. Indian women, however, still have a long way to go in order to achieve better position and equal rights because Indian society have deep-rooted traditions with male dominated sociological set up. Since, women are thought to be weaker sex, therefore, they are made to rely on men either inside of a family or outside, during their whole life.

In Indian culture, men treat them as subordinates and they are only supposed to execute their decisions, in a typical family structure. Although, women represent half of the brainpower available on earth, even then, they remain the most underutilized and suppressed resource of the world.

Despite all such social problems, India is having a plethora of women’s success stories. A change in Indian society’s social fabric has increased women’s aspirations for better lifestyle and educational status. They have managed to succeed in such tough and competitive patriarchal society with their perseverance, hard work and diligence.
Women’s persuasiveness, ability of learning quickly, open and free style of problem solving, ability to encourage people, ability to take chances, know the ways of winning and losing gracefully are the real strengths of women entrepreneurs in India. There are nearly a thousand definitions in literature describing entrepreneurship and business processes.

The very earliest definitions of entrepreneurship that can be dated back to the eighteenth century deem it to be an economic term depicting it to be a process of taking the risk of purchasing goods at certain prices whereas selling them at uncertain prices.

In due course of time, the term broadened and included the theory of bringing the factors of production together. Such a definition led many people to question whether there lay any exclusive entrepreneurial function or it was simply a management form.

Most recently, innovation concept was added to entrepreneurship definition which again blossomed into numerous categories like process innovation, factor innovation, organizational innovation and market innovation. Then again, the latest definition views it as creation of enterprises and the founder is termed as an entrepreneur. Considerable efforts have been made in trying to comprehend the sociological and psychological underpinnings of entrepreneurship.

According to some studies, majority of entrepreneurs have some common characteristics that include need for achievement, risk taking propensity, ostensible locus of control and orientation towards intuitive reasoning. Additionally, many have also commented upon minority group membership, adolescent economic experiences and childhood deprivation.

So we now have the definitions of entrepreneurship which seems to be easily understandable. However, it’s the detailed study of literature as well the actual examples which tend to make the concept of entrepreneurship more difficult. Considering the risk bearing factor which is supposed to be an essential element of entrepreneurial personas, a majority of them have surpassed by avoiding risks. Neither is creativity a prerequisite for successful entrepreneurship. Most of them have efficaciously copied the idea of others and have somehow improved on the idea to make it an innovation that was essential for that product’s success.
Indian women can describe in two areas-

1. A fast moving economy, where women have a successful career.

2. Conservative nature of society, where women take care of home and other responsibilities.

But now a days, they are building successful business while caring their role at home. They just want their own existence in the society. This trend is further propelled by the E-Commerce business which is giving women the freedom of working from the comfort of their homes. Millions of women entrepreneurs are fulfilling their dreams with the help of E-Commerce.

Most of the women entrepreneurs are selling their products through online and e-commerce is playing a major role in India’s online E-Commerce revolution.

- The head of Marketing, eBay India, Shivani Suri said- “because of E-Commerce, thousands of women are getting independent by selling products online. Over 5000 women sellers are retailing products to global base of buyers and women sellers will continue to contribute in India’s online e-commerce revolution”, in the coming times.

- According to the 2015 Global Entrepreneurialism Report- International Bank BNP Paribas has ranked India on top for the highest percentage of women entrepreneurs. Conducted among 2,500 entrepreneurs in 17 markets spanning the US, Europe, Middle East and Asia, the survey found that 49% of the entrepreneurs in India were women. India performed better than Hong Kong and France, which were next on the list.