



**WOMEN STUDY - ADVERSE IMPACT OVER BUSINESSES – IN DEARTH OF  
WOMEN DURING INCUBATION / INNOVATION**

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**Abstract**

*The position of woman in the global has been the concern to many great changes over the past few millennia. In the process of finding social and cultural erection of gender structure of privilege and domination; and the association between supremacy and gender as they traverse with other identities such as race, socio-economic status, sexual behavior and ailment. This paper studies focusing on the areas and dimensions of alienation of women's presence at the time of technological incubations and new business proposals. It further points on the gaps and incompatibility of emerging technologies which are in blooming stage. Later deeply studies on various innovations taken place in the recent times - how gender gap has been forefront without involvement of women. Why it's been said that women are not expected to achieve parity in patenting until 2092? And if so, what would be the consequences? Finally proving that for any innovation or business proposals needs to be sustainable in terms of Return on Investments (ROI) and that's possible by diminishing the gender gap.*

**Keywords:** Innovation, Incubation, technology, Return on Investment, gender gap

**Introduction:**

Time in memorial, our societies have been always dominated by male supremacy. Without any exception the social structure has always been patriarchal in nature. Patriarchal relations in cultural institutions always gifted women with sexuality, violence and designating all the jobs that were not in the interest of men. Despite several advancements in research and technology, Aristotle is still seen as father of several sciences who out raged the modesty of women by calling them as defective part of humanity. His ideology towards women was too low that he called that women are by product of mistake of low temperature during conception. Between 16<sup>th</sup> and 19<sup>th</sup> centuries capitalist economic practices in England, borrowed the ideology of Aristotle in two variants. Firstly; man is intellectually supercilious to woman. The other strong believe is that woman has caused the first sin in the 'Garden of Eden' because of her libido not that of man.

With this background women were alienated of their legal rights on their own property that was previously held by them before the emergence of industrialization. As in Europe capitalism was male centric during industrialization and this was the rise of woman's economic oppression, limiting her within the frontiers of being weak, delicate and object of sex. As one of the vital hindrances for women entrepreneurs that they could not legally execute a business agreement on their own with their own money. Since right to inheriting



property, manage / control the wealth and engaging and executing business was still with patriarchal society in the Weston world. Only after uniform acquisition of the Married Women's Property Act in the 19th century was approved by both in The USA and The UK, that women could own, control and inherit property, manage income and participate in business.

The entrance of female in economic development came into focus with the initiation of Ester Boserup, Economist from Denmark who carried out one of the first evidence-based studies to observe the economic impact of development projects on women from Third World countries, uncovering that women were mostly expelled from the benefits of these technologically advanced programmes. Eventually, several studies have mined historical data to observe the entrepreneurial and economic activities of women in earlier times across various economies.

### **Barriers:**

Historically, major obstacles to female entrepreneurs were the truth that they did not lawfully own the rights to their property and earnings, and were unable to enter into business dealings or involve in trade without the consent from their fathers/ husbands.

Dearth of access to education and training, as well as cultural restrictions to become a part in the commercial sector To surpass the inner voice that “We can’t do it.” Balancing business and family life. The major stumbling block to initiate a new business and succeeding in it for anyone is only capital. For female the challenge is seen multiplied.

Lack of business awareness about budding sources. Little access to new markets and deficit market knowledge. Limited access to support networks and mentorship. Lack of technical knowledge and communication technologies, such as the Internet and social media. The principal challenge women face while initiating and developing their businesses is access to assets, mainly equity financing. “There are abundance of reasons why female are left out in the frigid, extending from the lack of access to investors to not being taken earnestly. Yes, even in these times, “access to capital is one of the most significant hurdles for women starting and growing their businesses.” Says Carla Harris, Chairperson of the National Women’s Business Council (NWBC). Study reveals – On paper things never looked favorable for female entrepreneurs. Though 11 million U.S firms are presently owned by women and providing 9 million people jobs, but these numbers do not reveal complete story. Women owned firms still are in minority and these female entrepreneurs face more hurdles than their opposite sex.

### **Why women to be a part of Innovation and Incubation?**

103 uber drivers accused of sexual assault or abuse . Uber and OLA no longer safe for women. Uber’s shutting down self driving operation in Arizona and other cities after fatal crash. “From passenger safety to workplace discrimination, Uber has a long history of complaints from women who felt mistreated by its practices.” Stated in Start Up Special, Time Line. This wouldn’t be the scenario if women also would have been a part of its incubation. A masculine mind placing it self in the feminine shoes is not at all a cake walk. Disasters happen.



Chatbot as woman, Ask Alexa.” “Amy, always at your service.” “Cortana can do much more.” This is what we come across to hear from virtual assistant bots everyday. A chatbot which is always at our command, submissive, dutiful and always ready to accept the commands. Can it be a coincidence that nearly all of the assistance bots are named after women? Microsoft's Cortana and Apple's Siri, Amazon's Alexa, HDFC's Eva, SBINSE 's SIA, Micorsoft's desi chatbot Ruhh, all have feminine names. Why the woman's name and her voice is always considered for an assistant? These chatbots are used in homes as well as through out the world. Our children learn that if they need any help its always a female name and voice to assist. Initially the chatbots have to spend a lot of time by responding to the personal questions, flirtatious comments and sexual harassment too. To avoid Rewriting, Recoding, Analytics and huge expenditure incurred in it.

### **Observation:**

The studies reveal that there are very few female who study (STEM) subjects i.e., Science, Technology, Engineering and Mathematics and thus there are issues in their hiring and retaining too. Brain drain issue of women is also persistent. In accordance to the report of Center for Talent Innovation that the number of women in Tech field are decreasing slowly because of hostile workplace life, long hours, isolation, travel, secretive career advancements etc.,

A latest report on 108 tech companies based on a Common Gender Diversity Investment, It was found that, highly gender diverse tech companies ROI is on an average of 5.4% more on an annual basis in comparison to the average yearly returns of their contemporaries with less gender diversity.

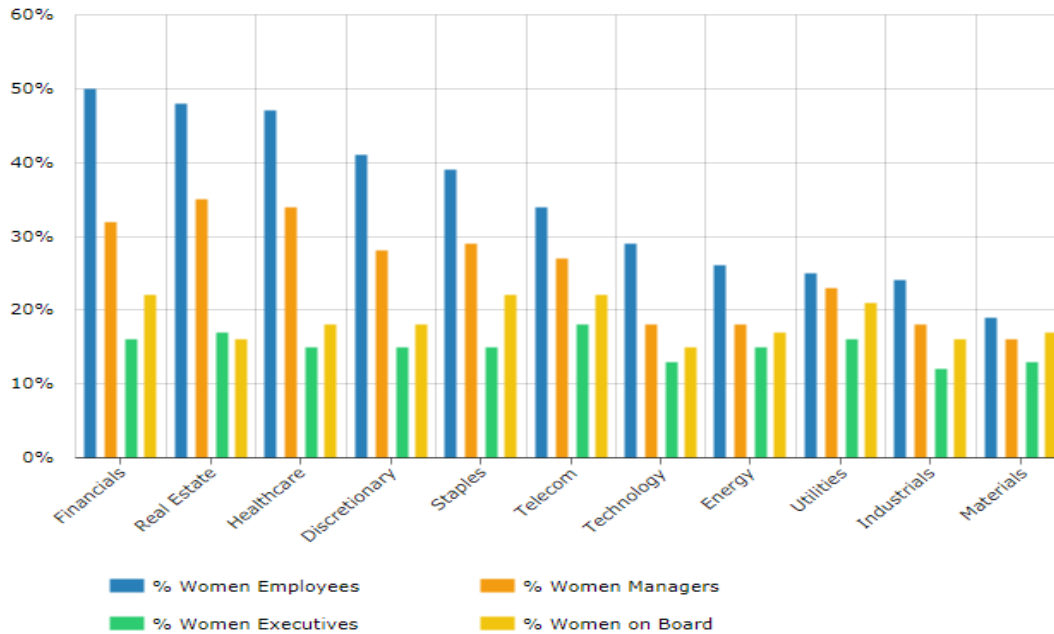
‘The better a tech company's gender diversity, the greater its returns, on average, according to new research’ by Morgan Stanley's Sustainability and Global Quantitative Research team. In an interview "I think a big reason why we're seeing our digital assistants taking on female personas is because women aren't in the room where the big ideas and designs are happening. Because of the huge gender gap in tech, and by default, artificial intelligence, we're missing out on women's ideas and women's innovations. And all we're getting are the biases of the people who are in the room." Said Reshma Saujani, American Lawyer and the Founder of

Girls

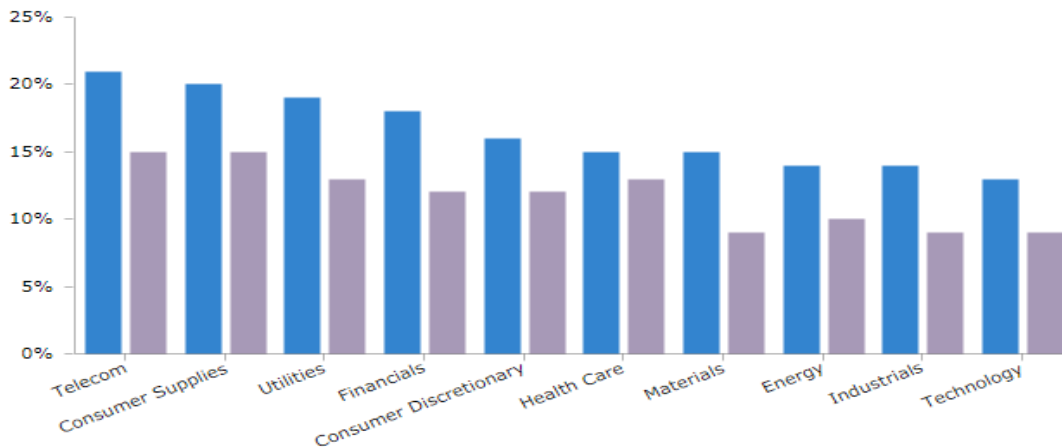
Who

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**Average % of Women at Various Job Levels By Sector**



**Average % Women on Board by Sector, MSCI World, as of Mar 22, 2016**



**Conclusion:**

Gender gap besides being a social inequality that needs correction, the lower involvement of women in incubation and entrepreneurship has maximum socio economic implications. Some estimations show that women spend nearly 90% of every additional penny of income on ‘human resources’ for their families which comprises of health, nutrition and education and when this is evaluated with men it is only 30-40 %. Increasing the count of women participants in innovations and as entrepreneurs will have a positive impact. Therefore, lessening the gender gap and promoting female entrepreneurship are increasingly seen as essential for the development in terms of economy and poverty cutback. Through the activities as an entrepreneur, women are not only creating jobs for themselves but also generating employment for others, thus will produce income to improvise the livelihoods of



their families and thus cutbacks the poverty, serve markets with valued products and services, reducing the level of social omission contributing to economic growth and more over will create a safe and secure environment.

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