

AN INSIGHT INTO THE FACTORS AFFECTING WOMEN TECHNOPRENEURS

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Abstract Purpose. Participation of women in different types of entrepreneurship is on an all-time high with females actively embarking on these fields to pursue a career. Technology-based businesses have always been the domain of men essentially because of the field's male-dominated character. Despite of this fact, many women have ventured into this industry against all odds and made inroads in this field. However, the population of women entrepreneurs in technology sector is still marginal primarily because the climate for female technopreneurship in the country is not yet positive. The purpose of this paper is to investigate and examine into the various motivating and inhibiting factors that affect existing or potential women entrepreneurs in the technology field. The study will provide deeper insights to women considering starting a technopreneurial venture and has policy implications. Methodology: For the purpose of this study, insights were derived through an extensive review of theoretical and empirical papers on women entrepreneurship and women technopreneurship.

Objectives:

- To provide an account of women technopreneurship
- To identify and explain the various motivating and inhibiting factors that affect women technopreneurs

Keywords: Women Entrepreneurship, Technopreneurship, Inhibiting Factors, Motivating Factors

INTRODUCTION

In the recent years, we have been witnessing a spur in the entrepreneurial activities within the economy. In a highly populated country such as India, where population has exceeded the 1.2 billion mark, the entrepreneurial initiatives undertaken in various sectors of the economy are crucial to embark upon the path of economic and social development and growth. There is a great significance and dire need of as many innovators and job creators as possible to deal with the problems of unemployment and increase in income generation. Entrepreneurship plays an important role in the development of the national economy and an increase in employment rates (Vita, 2014; Welsh, 2016). The state of Jammu and Kashmir has gone through major setbacks because of the decades-long political instability, making it an ailing economy and increasing unemployment to alarming levels. Nevertheless, if entrepreneurial activities are pursued with zeal and zest, it has the potential of boosting the state economy drastically. A fact that is both positive and interesting is that enormous entrepreneurial potential and talent exists to fuel entrepreneurial development

and success in the state. Interest in entrepreneurship as a socioeconomic phenomenon has generated a voluminous and interdisciplinary body of research (Ireland, 2007). Research in the field of entrepreneurship has highlighted various issues, opportunities, problems, environmental factors, success factors, competencies, and capabilities related to the entrepreneurial domain. An interesting fact that research bears testimony to is the gendered character of entrepreneurship. It has been shown that there are gender differences around entrepreneurship (Yetim, 2008; Barret & Morres, 2009; Claire, 2009; Burke, 2010). Based on the factors, competencies, and characteristics that have been historically associated to successful entrepreneurs, the field has been generally portrayed to be desirable for men. A "masculine mystique" has always been endorsed, making women perceive the field as non-viable/difficult as a career choice. Despite of the fact, the number of women pursuing entrepreneurship as a career has swelled within the state, country as well as across the globe. An estimated 120 million women have ventured into entrepreneurship at a global level and approximately 8 million women are operating or have started their own enterprises in India alone. Women

WOMEN TECHNOPRENEURSHIP: A REVIEW OF BARRIERS AND CHALLENGES.

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Abstract: Research evidence in the STEM (Science, Engineering, Technology and Mathematics) field clearly indicates that women remain vastly under-represented in the realm of technology business. The purpose of the current paper is to provide an insight into the various barriers that women face in the field of technology entrepreneurship. In order to attain this objective, an extant review of the pertinent literature has been carried out. Literary substantiation depicts that this under-representation is a result of the masculine identity that is attached to the idea of being a technopreneur. Such an identity makes it difficult for women to pursue and undertake a business in technology. In addition to this, there are diverse other factors that tend to make a technopreneurial venture unviable for women players. The researchers found that females in the technopreneurial field tend to encounter multi-layer issues and challenges emanating from varied sources in their social, economic, legal and institutional environment.

INTRODUCTION:

Growing interest and importance that is being given to the field of entrepreneurship as a phenomenon having vast socio-economic implications has generated an interdisciplinary and large, extensive research framework (Ireland et al., 2007). In the recent years, the number of female players in the entrepreneurial field has puffed up globally (Carrington, 2006). Women are progressively considering a career in the entrepreneurial field as a highly legitimate option and not merely as a choice that is made solely because of a dearth of opportunities in the market (Buttner and Moore, 1997). Furthermore, many "intentionalist female entrepreneurs" have made competitive inroads in industries that have been primarily male-dominated like construction, manufacturing and technology (Buttner and Moore, 1997; Mayer, 2008; Gatewood et al., 2004 and Foo et al., 2006). There have been few researches that have tried to uncover and study the issues, barriers and challenges that females in the field of technopreneurship encounter, however, there is a lot that yet remains to be comprehended with respect to gender dynamics in the entrepreneurship field generally and in the technopreneurship field specifically. Our objective in this paper is to provide an account and insight into the various barriers that woman in the field of technopreneurship usually face. There is a difference between the challenges/barriers/issues faced by women in the entrepreneurial as against in the corporate field (Moore and Buttner, 1997). In the subsequent sections, we provide a brief review of literature pertaining to entrepreneurship, technology and their gendered nature, methodology and findings.

Review of extant Literature:

The field of Entrepreneurship: According to Brush, 2008, an entrepreneur is an individual who "innovates new products/services, create new processes, open new markets, or organize new industries". It is understood to be a broad phenomenon that has large social and economic implications, an initiative undertaken by a firm, a small business or an enterprising, creative individual. A lot of research work has been conducted that revolves around entrepreneurial motivations, conception and creation of successful entrepreneurial ventures, recognition of entrepreneurial opportunities (DeTienne and Chandler, 2007; Morrison et al., 2003; Wilson et al., 2007; Brush, 2008; Fairlie, 2010 and Mattis, 2004). Research evidence in the field signifies that generally, entrepreneurs tend to face a varied number of threats and challenges related to the survival of their enterprises that encompass issues like finding a qualified manual labor force, steering through complex regulatory, statutory and legal environments; managing instability of demand; plan and execute strategy during unpredictability of finances and acquiring the necessary management skills required to face these challenges. Lately, with the exceptional growth and ingress of females



Bibliometric Analysis of Sustainable Practices in the Hotel Industry: Current Trends and Future Research Directions

Iqra Sajad Khan*, Ashaq Hussain Najar*, Iqra Shafit†, Ranjit Singh‡

Abstract

This research was conducted with the purpose of providing a bibliometric overview of sustainable practices in hotels. The PRISMA methodology was utilized, and the Scopus database was consulted to choose a total of 228 publications to analyze hotel sustainability trends. The results revealed that the International Journal of Hospitality Management is the prominent source of choice for the authors to publish the hotel's sustainability practice research. Additionally, the findings of prolific authors showed that Acampora A was the leading author. The thematic analysis identified three themes based on various aspects of sustainable hotel practices. The findings were analyzed, and implications and recommendations for further research were presented.

Keywords: sustainable practices, green practices, hotel, green hotels, Bibliometric

1. Introduction

Within the hospitality sector, one of the most critical topics is the effect of rising tourism on the world's precious natural resources.

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CONFLICTS AND CHALLENGES FACED IN VALUE BASED PERFORMANCE APPRAISAL- AN EMPIRICAL STUDY

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ABSTRACT:

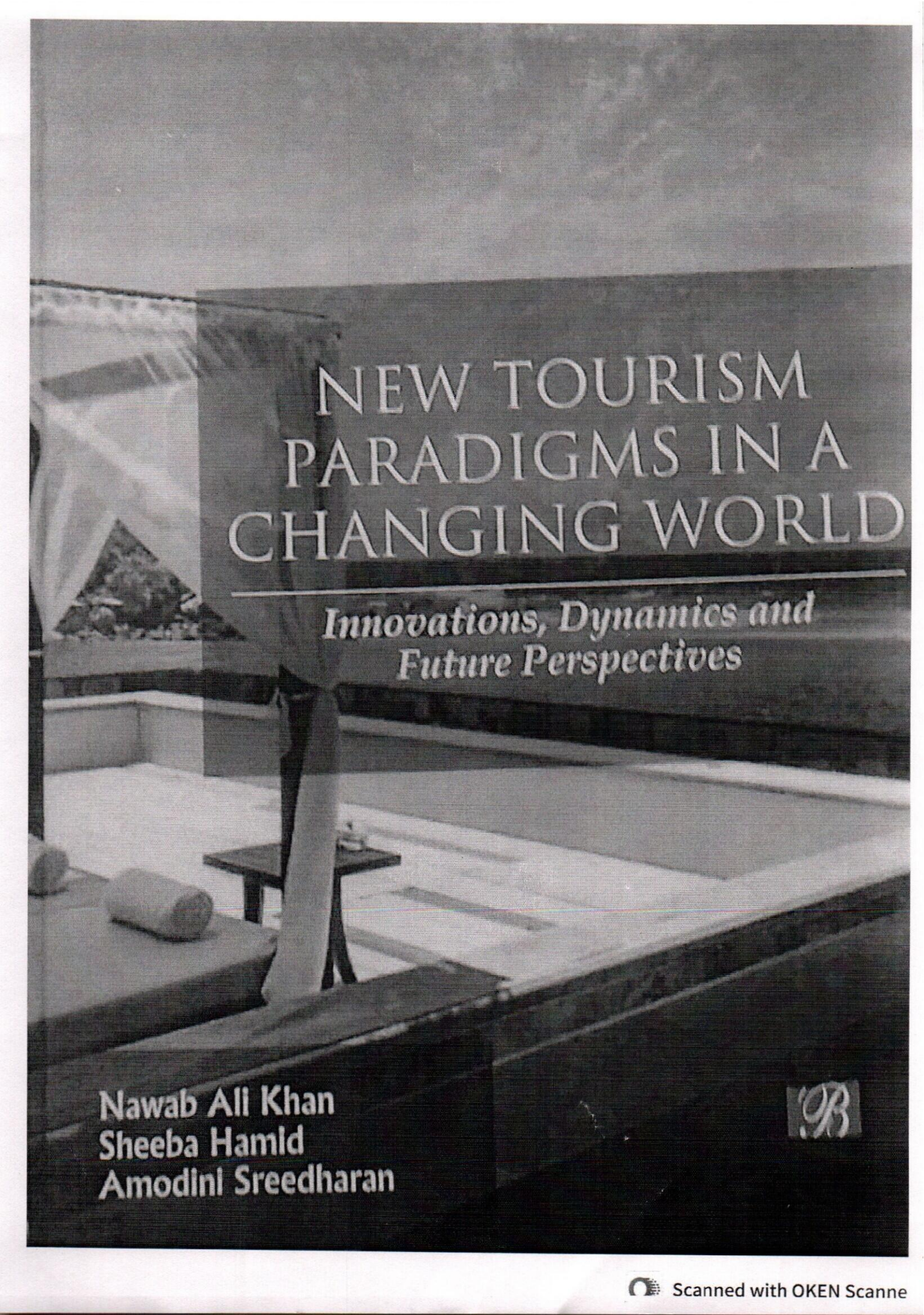
This exploration topic was considered for the research study because of its noteworthiness in discovering the perceptual level of Healthcare workers towards the presence of mistakes or errors in conduction and execution of value based Performance appraisal system (PAS) in Public Super- specialty hospitals of District Srinagar, Jammu and Kashmir. Research investigation of such edge has not been ever led. Performance evaluation isn't just used to gauge and assess the employee's performance however it helps other HR practices as well in their implementation like for developmental wages and salaries, promotion choices, employee's T&D needs, performance feedback, and discovering employee qualities and shortcomings. Assigning rating based on a single strength, single weakness, recent performance, overall high rating, and overall low rating is a matter of concern as far as fairness of the PAS conduction is concerned. In the current exploration study, we intended to determine the presence of PAS errors and its effect on employee's perception towards the procedure. Data was gathered from two significant Super-Specialty hospitals explicitly from SKIMS, SMHS Srinagar. The outcomes uncovered the presence of PA errors according to the employee's insight in conduction and usage of the procedure. In the current research article, we discussed literature on PAS and allied errors adhered to it. The higher authority should resume the complete process of it and contribute imperative changes in order to annihilate the mistakes committed in PAS conduction with the goal that workers see the entire framework as reasonable and straightforward to teach proficient PAS in Healthcare associations of India. Also, we offer certain suggestions alongside the future extent of examination in PAS of Healthcare employees.

KEYWORDS: Value Based Performance appraisal system, PA errors, halo, horn, recency, spillover, stereotype, projection, ratings, fairness, healthcare.

INTRODUCTION:

Performance appraisal system (PAS) is one of the most critical procedures in hierarchical setting to audit their employee's performance regardless of the sectorial domain i.e. public or private. Even so, PAS is relevant to diverse regulatory and evolutionary judgments, such as reward, improvement, preparation and, moreover, accreditations for legal reasons, under the technical and vocational System (Dubinsky, Skinner, and Whittler, 1989; Thomas and Bretz, 1994; Taylor, Tracy, Renard, Harrison, and Carroll, 1995). The PAS is then acknowledged and is a fundamental aspect of the HRM mechanism (Dulebohn and Ferris, 1999).

Few decades back, the procedure of performance appraisal framework was one of the well thought-out procedure in which the line managers had a typical and usual schedule of assessing their subordinates performance once in a year. Yet, since then the specific acknowledgment of HR as an imperative resource of an association and due to the different improvements which were consolidated in the working society made this procedure as a necessary and unavoidable component in the authoritative



NEW TOURISM PARADIGMS IN A CHANGING WORLD

*Innovations, Dynamics and
Future Perspectives*

**Nawab Ali Khan
Sheeba Hamid
Amodini Sreedharan**



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The Jammu & Kashmir Tourism Development Corporation (JKTDC)-A Case Study

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ABSTRACT

The Jammu & Kashmir Tourism Development Corporation has been incorporated in the year 1970 with the mission to promote and operate schemes targeted at development of tourist traffic in the Jammu & Kashmir state. JKTDC provides boarding and lodging and other tourist related facilities in order to boost tourist traffic to the state. It is the commercial organisation that manages the business of tourism in the state. It explores all the possibilities of procuring funds from the Central Department of Tourism, Government of India to manage the scarcity of financial resources. The present case study analyses JKTDC in all its paradigms including services and schemes it caters to serve its target, encouraging tourism in the state. Recommendations have also been made so that organizational and non organizational bottlenecks can be sorted out for the effective development of JKTDC. The case study originally focuses on the present status of JKTDC making recommendations for the future marketing strategies.

Key Words: Convention Tourism, Political Instability, Customer Perception, Pilgrimage Tourism, Community Interventions

INTRODUCTION

Jammu & Kashmir Tourism Development Corporation Ltd. was incorporated in the year 1970. At the close of 19th century, an office namely "Mutmid Darbar" was established for the development of tourism, which was renamed as Visitors Bureau and ensured tourist comfort believing that tourism creates a multiplier effect. Since there was an increase in tourist traffic to Jammu & Kashmir, the Visitors Bureau was reconstituted as the Department of Tourism. Since then the department has been expanded time and again and re oriented functionally to cope up with the increasing tourist traffic. This department has been organized on promotional basis rather than any other basis. Despite of the government expenditure on improving the tourist facilities, the returns were not beyond ordinary rent, lodging and boarding charges as compared to the private sectors. It was later realized that this industry should be put on commercial lines in the public sector. Hence

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