

PERFORMANCE ENHANCEMENT THROUGH SKILL DEVELOPMENT INITIATIVES AMONG WOMEN ENTREPRENEURS IN CUDDALORE DISTRICT

¹M. UMAMAHESWARI, ²Dr. VASUMATHI

ABSTRACT--Skill is the ability or the capacity acquired through constant deliberate, systematic and sustained effort to execute complex activities, job, things or lives. Skill is the summation of several types of competencies which encapsulate many abilities, commitments, knowledge and skills. Descriptive research design and structure questionnaire are adopted. Sample size of the research is 75 women entrepreneurs selected through simple random sampling technique. The analysis discovered that there is influence of factors of skill development initiatives such as management skills, leadership skills and technical skills on entrepreneurial creativity. The analysis also identified that there is influence of management skills and technical skills on performance of women entrepreneurs. It is found that there is influence of entrepreneurial creativity on performance of women entrepreneurs. Hence, it is concluded that activities like exhibition of advanced production technologies, seminars on different managerial strategies required and other kind of intervention activities are in dire need to enrich the performance of business clusters as well as to women entrepreneurs.

Keywords: skill development initiatives, management skills, leadership skills, technical skills, entrepreneurial creativity and performance of women entrepreneurs

I. INTRODUCTION

Enhancement is the constructive positive and more acceptable way of changes that are brought about over the previously acquired knowledge and the skills of an entrepreneur. Processes of improving and increasing one's capabilities of women entrepreneur towards expected performances; it can be through the further education, trainings and behavior modifications. These programs may be within the organization or at the training centers. Skill is the ability or the capacity acquired through constant deliberate, systematic and sustained effort to execute complex activities, job, things or lives. Skill is the summation of several types of competencies which encapsulate many abilities, commitments, knowledge and skills. It is a set of related abilities but with more perfection and precision. Skill is dependent on the competencies of women entrepreneurs.

¹Doctoral Research Scholar, Dept. of Business Administration, Annamalai University, Chidambaram, Tamil Nadu, India

²Assistant Professor, Dept. of Business Administration, Annamalai University, Chidambaram, Tamil Nadu, India

Abdul Halim (2010) explained entrepreneurial creativity as a personality linked to the women entrepreneurs, “who have an enormous idea and the accurate mission, who is talented of exploiting his talent; excellent profit creator, a strategist, novel and one investigate chances properly”. Entrepreneurial creativity is highlighted in the technique in which women entrepreneurs’ thoughts and reacting to their business. Basically as, how the women entrepreneurs resolve their business troubles and plan them in marketplace as spirited. Creativity is a driver for the big business and financial development, and it is measured as a key planned character to the understanding based economy. The thought of creativity offers an exceptional chance for women entrepreneurs to simply attach and collaborate with others to build new work, increase new ideas and enlarge the productivity and the competitive power.

II. REVIEW OF LITERATURE

Noorbakhsh and Paloni (2001) discovered that human capital can be a statistically very important determinant of FDI inflows. The authors recommended that the policy developers focus consideration on the significance of workplace-centered training and skills development programs like those compulsory in Asian country and Singapore, as expensive attachments to inputs in property tutoring.

Prasad Kaipa, et al. (2002) performed a research on the function of soft skills improvement within the entrepreneurial achievement. The analysis discovered that the significance of employing the accurate persons with the accurate skills-set. Once the major focus is immediately too a lot of on, solid technical skills, the dynamics within the environmental point become wearisome to handle and plenty of firms near see their original day of commemoration as a effect of they require soft skills.

Prasad kaipa, et al. (2005) expressed that “Technical skills acquire you at the entrance, however soft skills remain you at the job”. Firms sink or swim sustained soft skills despite whether or not equipment keeps them floating quickly. In step with chance most esteemed firms, leadership is one in all the solution soft skills beside creativity, learning, communication and cooperation.

Mason and Wilson (2003) identified that an advance year of aptitude mostly based learning among the force of corporations within the producing and restore industries within the UK enlarged every firm’s production. An apparent association between upper skills and enhanced productivity was recognized, significantly at the intermediary level of skills.

Okada (2002) revealed that productivity development was supreme in those industries everywhere the percentage of employees with high-level skills was uppermost in accumulation as a straight relationship between intermediary skill levels and productivity development principally. Those organizations wherever the amount of skilled employees was growing were those who had the shortest productivity development.

Ogunayo Salau, et al. (2014) discovered that there is correlation between job depth, work coaching, and core job components of the work enrichment and organizational performance. It is also identified that there is no correlation between motivators and organizational performance.

Khyzer Bin Dost and Haris Jabbar Khan (2012) study found that job enrichment and employee commitment completely interrelated. The functions of the employees' measure developed; the greater would be their level of promise towards the business organization.

Halim and Mat (2010) illustrated entrepreneurial creativity as a worth interrelated to the mission, vision and approaches of entrepreneurs. Additional, the researchers grouped entrepreneurial creativity into four groups such as business creativity, personal creativity, product differentiation and product development. The authors concluded that entrepreneurial creativity had a positive significant influence with competitive advantage.

Marcus (2005) talked about the significance of personal creativity of entrepreneurs. The researcher expressed that the entrepreneurs require being creative in approaches implementation, problem solving, identifying the opportunities and building network for business. These types of creative method engagement expand the entrepreneurial skills and entrepreneurial business too.

Lefton, (1994) explained that the word creativity refers to something new, original ideas, solution to the toughest problems and novelty. This type of creativity in the product expansion absolutely creates the entrepreneurs to reach competitive advantage in the marketplace. Additional, the researcher explained entrepreneurs require being identifying and creative in the chances.

III. RESEARCH METHODOLOGY

Research Design

Descriptive research design has been employed this study. The descriptive research design is efforts to clarify the activities of the women entrepreneurs in relation to a challenging practice or background of meaning. Based on compensate of descriptive research design, the researcher has used the descriptive research to found the performance enhancement through skill development initiatives among women entrepreneurs in Cuddalore district.

IV. FRAMEWORK OF THE RESEARCH

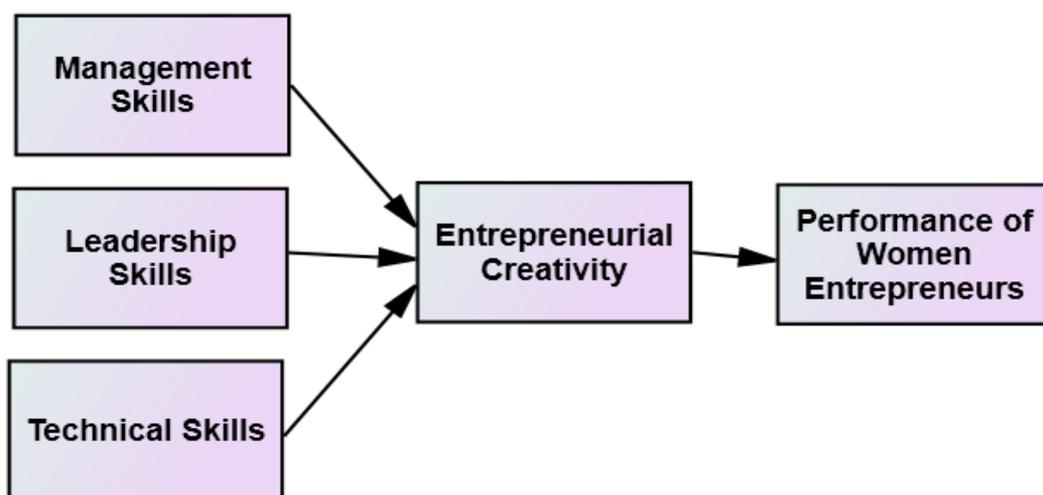


Figure 1: Framework of the Research

The framework of the research is used to identify the performance enhancement through skill development initiatives among women entrepreneurs in Cuddalore district. Skill development initiatives are classified into three categories such as management skills, leadership skills and technical skills about business. Entrepreneurial creativity is considered as dependent variable. Finally, performance of women entrepreneurs is considered as outcome variable.

Objectives of the Study

- To study the influence of factors of skill development initiatives such as management skills, leadership skills and technical skills on entrepreneurial creativity.
- To know the influence of entrepreneurial creativity on performance of women entrepreneurs.

Hypotheses of the Study

- There is no influence of factors of skill development initiatives such as management skills, leadership skills and technical skills on entrepreneurial creativity.
- There is no influence of entrepreneurial creativity on performance of women entrepreneurs.

Questionnaire Construction

Table 1: Reliability of the Research

S.No.	Variable	Reliability	Author
1	Skill Development Initiatives	0.82	Self Design
2	Entrepreneurial Creativity	0.86	
3	Performance Of Women Entrepreneurs	0.90	

Data collection tools such as skill development initiatives, entrepreneurial creativity and performance of women entrepreneurs developed by researcher. For all the questions of the questionnaire structure the alpha was ranged from 0.82 to 90. This reliability validity values shows that high reliability and validity of the statements of the annexure.

Area of sample and justification

Cuddalore district have been selected for this research as area of sampling. Hence, there is a required to defend and expand the women entrepreneurs as a whole. By understanding this, influence of skill development initiatives on entrepreneurial creativity and performance of women entrepreneurs are judged for the research.

Sampling design

The sample comprises the women entrepreneurs in Cuddaloredistrict of Tamilnadu.

Determination of sample size

This study is performed to identify the influence of skill development initiatives on entrepreneurial creativity and performance of women entrepreneurs. Pilot study sample size of the research is 75 women entrepreneurs in Cuddalore district of Tamilnadu.

Sampling technique

Sampling technique presents a range of techniques that allow decreasing the amount of data wanted to collect by believing only data from a subgroup pretty than all probable cases or rudiments. Simple random sampling technique of probability sampling method was followed to collect the primary data for the research.

Toll for data analysis

Path analysis was used for data analysis. It is used to identify the performance enhancement through skill development initiatives among women entrepreneurs in Cuddalore district. Skill development initiatives are classified into three categories such as management skills, leadership skills and technical skills about business. Entrepreneurial creativity is considered as dependent variable. Finally, performance of women entrepreneurs is considered as outcome variable.

Analysis and Interpretation

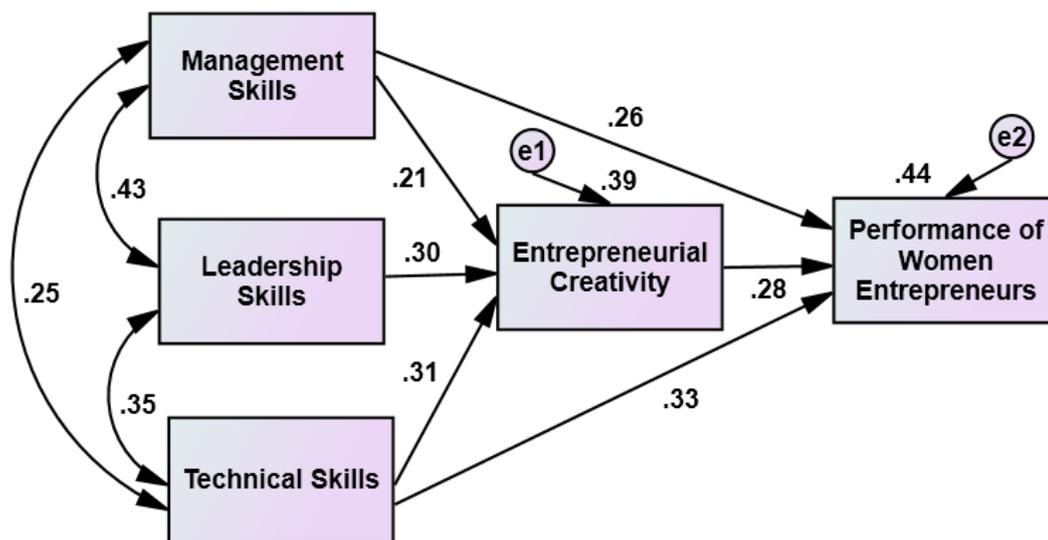


Figure 2: Path analysis of Performance Enhancement through Skill Development Initiatives among Women Entrepreneurs

The above model fit table, it is discovered that the chi-square value is 3.794. The p value is larger than 5% level. The AGFI and GFI values were larger than 0.90 and also suggested by Saminathan, et al. (2019). The computed NFI and CFI scores were larger than 0.90 and also suggested by Velaudham and Baskar (2015) and Kantiah Alias Deepak and Velaudham (2019). It was established that RMSEA and RMS scores were less than 0.08. The above indicators indicate that it was absolutely fit Velaudham and Baskar (2016).

Table 1: shows Model Fit Indication

Indicators	Observed Values	Recommended Values (Premapriya, et al. 2016)
Chi-Square	3.794	---
p	0.052	Greater than 0.050
GFI	0.996	Greater than 0.90
AGFI	0.938	Greater than 0.90
CFI	0.994	Greater than 0.90
NFI	0.993	Greater than 0.90
RMS	0.010	Less than 0.080
RMSEA	0.042	Less than 0.080

Source: Primary data

Table 2: Regression Weights

DV		IV	Estimate	S.E.	C.R.	Beta	p
Entrepreneurial Creativity	<---	Management Skills	0.494	0.096	5.143	0.210	0.001
Entrepreneurial Creativity	<---	Leadership Skills	0.579	0.081	7.112	0.300	0.001
Entrepreneurial Creativity	<---	Technical Skills	0.647	0.081	7.985	0.314	0.001
Performance Of Women Entrepreneurs	<---	Entrepreneurial Creativity	0.154	0.024	6.553	0.277	0.001
Performance Of Women Entrepreneurs	<---	Management Skills	0.340	0.050	6.752	0.260	0.001
Performance Of Women Entrepreneurs	<---	Technical Skills	0.374	0.046	8.221	0.326	0.001

Source: Primary data

H₀: There is no influence of management skills on entrepreneurial creativity.

Influence of management skills on entrepreneurial creativity calculated value of CR is 5.143. The Beta value was 0.210. The beta value indicates that 21 percent of influence is through management skills towards entrepreneurial creativity. The p value was 0.001. The p value was less than 5% and the hypothesis was rejected. Hence, it can be concluded that the management skills influences entrepreneurial creativity among women entrepreneurs in Cuddalore district.

H₀: There is no influence of leadership skills on entrepreneurial creativity.

Influence of leadership skills on entrepreneurial creativity calculated value of CR is 7.112. The Beta value was 0.300. The beta value indicates that 30 percent of influence is through leadership skills towards entrepreneurial creativity. The p value was 0.001. The p value was less than 5% and the hypothesis was rejected. Hence, it can be concluded that the leadership skills influences entrepreneurial creativity among women entrepreneurs in Cuddalore district.

H₀: There is no influence of technical skills on entrepreneurial creativity.

Influence of technical skills on entrepreneurial creativity calculated value of CR is 7.985. The Beta value was 0.314. The beta value indicates that 31.4 percent of influence is through technical skills towards entrepreneurial creativity. The p value was 0.001. The p value was less than 5% and the hypothesis was rejected. Hence, it can be concluded that the technical skills influences entrepreneurial creativity among women entrepreneurs in Cuddalore district.

H₀: There is no influence of management skills on performance of women entrepreneurs.

Influence of management skills on performance of women entrepreneurs calculated value of CR is 6.752. The Beta value was 0.260. The beta value indicates that 26 percent of influence is through management skills towards performance of women entrepreneurs. The p value was 0.001. The p value was less than 5% and the hypothesis was rejected. Hence, it can be concluded that the management skills influences performance of women entrepreneurs among women entrepreneurs in Cuddalore district.

H₀: There is no influence of technical skills on performance of women entrepreneurs.

Influence of technical skills on performance of women entrepreneurs calculated value of CR is 8.221. The Beta value was 0.326. The beta value indicates that 32.6 percent of influence is through technical skills towards performance of women entrepreneurs. The p value was 0.001. The p value was less than 5% and the hypothesis was rejected. Hence, it can be concluded that the technical skills influences performance of women entrepreneurs among women entrepreneurs in Cuddalore district.

H₀: There is no influence of entrepreneurial creativity on performance of women entrepreneurs. Influence of entrepreneurial creativity on performance of women entrepreneurs calculated value of CR is 6.553. The Beta value was 0.227. The beta value indicates that 22.7 percent of influence is through entrepreneurial creativity towards performance of women entrepreneurs. The p value was 0.001. The p value was less than 5% and the hypothesis was rejected. Hence, it can be concluded that the entrepreneurial creativity influences performance of women entrepreneurs among women entrepreneurs in Cuddalore district.

Findings

- The analysis discovered that there is influence of factors of skill development initiatives such as management skills, leadership skills and technical skills on entrepreneurial creativity.
- The analysis also identified that there is influence of management skills and technical skills on performance of women entrepreneurs.
- It is found that there is influence of entrepreneurial creativity on performance of women entrepreneurs.

Recommendations

- It is recommended that women entrepreneurs participates skill development training programs, configuration of healthy workforce for the business is still a desire. This would permit them to expand their skills and ability and space should be offered for the entrepreneurs to complete their duty on their own. This is fundamental to expand entrepreneurs' business performance.
- Activities like exhibition of advanced production technologies, seminars on different managerial strategies required and other kind of intervention activities are in dire need to enrich the performance of business clusters as well as to women entrepreneurs.

V. CONCLUSION

Skill is the ability or the capacity acquired through constant deliberate, systematic and sustained effort to execute complex activities, job, things or lives. Skill is the summation of several types of competencies which encapsulate many abilities, commitments, knowledge and skills. Descriptive research design and structure questionnaire are adopted. Sample size of the research is 75 women entrepreneurs selected through simple random sampling technique. The analysis discovered that there is influence of factors of skill development initiatives such as management skills, leadership skills and technical skills on entrepreneurial creativity. The analysis also identified that there is influence of management skills and technical skills on performance of women entrepreneurs. It is found that there is influence of entrepreneurial creativity on performance of women entrepreneurs. Hence, it is concluded that activities like exhibition of advanced production technologies, seminars on different managerial strategies required and other kind of intervention activities are in dire need to enrich the performance of business clusters as well as to women entrepreneurs.

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