

Proceedings of Women in Academia, Research and Management for Work-life Initiatives for Sustainable Health & Empowering Safety (WARM-WISHES 2026)

## Women as Change-Makers: Showcasing Her Entrepreneurial Vision

**Dr. Priya Gupta**

Amity School of Fine Arts, Amity University Uttar Pradesh,  
Lucknow Campus, Lucknow, India

Received: 12 Apr 2026 | Received Revised Version: 22 Apr 2026 | Accepted: 19 May 2026 | Published: 04 June 2026

DOI: 10.37547/tajir/warm-10

### **Abstract**

*Women in academia are becoming more involved in leadership, innovation, and entrepreneurship in addition to teaching and research. It is still very difficult to strike a balance between work-life balance, administrative duties, institutional safety, and research output. Fostering inclusive and sustainable academic environments requires acknowledging women as entrepreneurial change-makers.*

*The purpose of this study is to investigate women's entrepreneurial perspectives and how their endeavours support social and economic change. It draws attention to the difficulties experienced by female entrepreneurs, the chances for their development, and the social impact of their leadership. The study aims to highlight the importance of women-led entrepreneurship in creating a progressive, inclusive, and sustainable future by presenting successful business models and cutting-edge techniques.*

**Keywords:** Women in Academia, Entrepreneurial Leadership, Work–Life Balance, Sustainable Health, Institutional Safety, Research Management, Gender Equity.

© 2026 Dr. Priya gupta, this work is licensed under a Creative Commons Attribution 4.0 International License (CC BY 4.0). The authors retain copyright and allow others to share, adapt, or redistribute the work with proper attribution.

**Cite This Article:** Gupta, D. P. (2026). Women as Change-Makers: Showcasing Her Entrepreneurial Vision. The American Journal of Interdisciplinary Innovations and Research, 59–63. <https://doi.org/10.37547/tajir/warm-10>

### **1.0 Introduction**

Women have established themselves as influential leaders in almost every facet of the economy and society. By building on their skills and being able to redefine the frontiers of traditional roles of women in society, women leaders the world over are changing the face of the economy, building social equity, and creating opportunities, all while adding value to their communities and the environment. When looking at a woman entrepreneur we see resilience, creativity, and the spirit to overcome obstacles in the areas of culture and finance in her quest for empowerment.

Women-led businesses have become a focal point because of their accessibility to education, digitization, the empowered government, and entrepreneurial funding. Participation of women in sectors like fashion, crafts, teaching, technology, healthcare, art, and social entrepreneurship is redefining leadership, breaking stereotypes, and instilling a spirit of innovation in the generations to come.

Women change-makers are not found in the economy alone. They are found in the cultural and social domains and preserve the environment by their work in community development, and social advocacy. Many

women-run businesses reinforce the economy and preserve the identity of women and communities by being creative and maintaining an ethical balance between social responsibility and profitability.

## 2.0 Literature Review

The growing participation of women in entrepreneurship has attracted considerable academic attention across disciplines such as economics, sociology, management, gender studies, and cultural studies. Researchers have emphasized that women entrepreneurs play a crucial role in economic development, employment generation, innovation, and social transformation. The literature highlights both the opportunities and challenges associated with women-led enterprises in contemporary society.

Early studies on women entrepreneurship primarily focused on gender inequality and barriers faced by women in business. Scholars observed that limited access to finance, lack of education, restricted mobility, societal expectations, and patriarchal structures often hinder women from establishing and expanding enterprises. Despite these challenges, women have consistently demonstrated resilience and adaptability in creating sustainable business models.

According to World Bank (2021), women entrepreneurs significantly contribute to employment generation and poverty reduction, especially in developing countries. The report emphasized that access to financial resources and digital technologies has increased women's participation in business and self-employment sectors. Similarly, UN Women (2022) highlighted that women entrepreneurs are increasingly using digital platforms and social media to create sustainable businesses and achieve economic independence.

Brush, de Bruin, and Welter (2009) discussed the concept of a gender-aware framework for entrepreneurship, explaining that women entrepreneurs often integrate social responsibility, family welfare, and community development within their business models. Their study suggests that women-led enterprises differ from conventional profit-centered businesses as they frequently emphasize inclusive growth and social impact.

In the Indian context, several studies reveal the increasing influence of women entrepreneurs in sectors such as handicrafts, fashion, education, food industries, and creative arts. Sharma (2020) observed that women

entrepreneurs contribute not only to economic progress but also to social transformation by generating employment opportunities for other women. The study further noted that self-help groups and government schemes like Mudra Yojana and Start-up India have encouraged women to establish independent ventures.

Vijayanthi (2000) stated that "Empowerment is a process whereby women become able to organize themselves to increase self-reliance and to assert their independent right to make choices and control resources". This definition explains empowerment as a multidimensional process that enables women to gain confidence, autonomy, and decision-making power. In the context of women entrepreneurship, empowerment encourages women to become financially independent, challenge patriarchal structures, and contribute actively toward social and economic development.

Research conducted by Singh and Verma (2021) on digital empowerment found that social media platforms and e-commerce have enabled women entrepreneurs, especially from semi-urban and rural areas, to market handmade products, traditional crafts, and local businesses more effectively. The study emphasized that technology has reduced market barriers and expanded opportunities for women-led enterprises.

Several real-life entrepreneurial examples also support these findings. Kiran Mazumdar-Shaw, founder of Biocon, transformed India's biotechnology sector through innovation and leadership, becoming a symbol of women's success in science-based entrepreneurship. Similarly, Falguni Nayar, founder of Nykaa, demonstrated how digital entrepreneurship and strategic vision can empower women economically while reshaping the beauty and retail industry in India.

Studies related to social entrepreneurship further indicate that women entrepreneurs often work toward cultural preservation and sustainable development. Many women-led enterprises promote indigenous crafts, eco-friendly products, and traditional art forms, thereby preserving cultural heritage while creating economic opportunities for local communities.

The reviewed literature collectively establishes that women entrepreneurs are not merely participants in economic activities but influential agents of social and cultural transformation. However, there remains a need for further research focusing on entrepreneurial vision, creative industries, and the integration of innovation with

social responsibility. This study attempts to address these aspects by examining women as change-makers and highlighting the impact of their entrepreneurial initiatives on society.

### 3.0 Objectives of the Study

- To examine the role of women as change-makers in entrepreneurship and social transformation.
- To explore the entrepreneurial vision, leadership, and innovative practices of women entrepreneurs.
- To identify the challenges and opportunities faced by women in establishing and managing enterprises.
- To analyze the contribution of women-led businesses toward economic growth and community development.

### 4.0 Methodology

A descriptive and qualitative method was chosen for this research to examine how women are driving change in entrepreneurship. The study was based in Lucknow and looked at women entrepreneurs in urban and semi-urban areas across various industries (handicrafts, fashion, food services, education, digital businesses and creative industries).

Sampling of participants for this study were purposively selected with a final sample of 50 women entrepreneurs aged between 25 to 50 years old from varied education, employment and socioeconomic backgrounds. Participating women entrepreneurs were also networked with agencies such as Astitva Foundation, Kangan Foundation and Vat Vraksh Foundation as part of the focus group discussions. Further data was collected through interviews with successful entrepreneurs and business recruitment experts. Several demographic variables were evaluated including: age, marital status, education, vocational, type of business, income and area of residence.

The primary data for this study was collected through structured interviews, questionnaires and observations to determine business opportunities, barriers, potential/actual support received for entrepreneurial ventures(s) and the impact women-owned businesses have on society. Instruments for collecting primary data included: questionnaire containing both open ended and closed ended questions to assess degree of

entrepreneurial drive, access to financing, use of digital technology, ability/inability to grow their business, work/life balance, etc.

Sources used in the collection of secondary data for this project included: printed books, research studies, journal articles, conference proceedings, agency reports, non-government organization (NGO) information, and other previously completed research on woman-led entrepreneurship and empowerment as well as socioeconomic development. Reports published by organizations such as the UN.

### 5.0 Result Analysis and Data Interpretation

The study highlighted women entrepreneurs from small to medium-sized businesses in urban and semi-urban settings in Lucknow, specifically from the creative sectors, crafts, fashion, education, and other home-based businesses. The study examined demographic variables of women such as age, education, employment, marital status, income level, and type of business.

The primary data was collected through interviews and observations of women entrepreneurs belonging to the age group of 25–50 years.

The data revealed that women aged 30-40 showed the most entrepreneurial drive and self-desire due to the sense of financial obligation and the strive to meet and achieve self-set career goals. In majority of cases, participants had either undergraduate or graduate degrees, which correlated positively towards their confidence to engage in entrepreneurship and self-employment as well as their business management skills.

The results also showed that in terms of numbers, married women entrepreneurs exceeded unmarried women entrepreneurs as the former initiated and operated small businesses or home-based businesses to augment the home/family income while fulfilling their home-based responsibilities. The women involved in the businesses of fashion and design, crafts, food entrepreneurship and educational services, emailed, and explained the digital and social media marketing they employed to reach and serve their customers.

Analysis by income level revealed that women entrepreneurs in the middle-income category were impelled towards entrepreneurship by the desire to financially utilize their potential and secure the family income. Among the respondents, women from semi-urban areas had to a larger degree than women in urban

areas, greater hurdles pertaining to financing as well as market gaps and opportunities. More supportive data from journals, governmental documents, and studies of the World Bank and UN Women were used in the study to supplement findings from the data.

Information gathered from journals, government publications, and reports from the World Bank and UN Women reinforces the idea that education, digital skills, government programs, and support networks have a beneficial impact on women's involvement in entrepreneurship. Past studies have shown that women entrepreneurs frequently play a role in creating jobs, preserving culture, and promoting community development through ethical business practices.

A rigorous analysis of both primary and secondary data reveals that factors such as education, age, income, and location play a significant role in influencing women's engagement and success in entrepreneurship. The results affirm that women's entrepreneurial activities are crucial for empowerment, economic advancement, and societal change in today's world.

#### 6.0 Limitations and Recommendations

Current studies focus on certain female entrepreneurs; thus, findings cannot reliably represent the struggles of women across most regions and sectors. Time constraints and limited primary data restricted the fieldwork for the study and resulted in some degree of incompleteness. Given that the study uses mainly the qualitative and descriptive methods, some interpretations remain arbitrary. Furthermore, rapid changes to the structure of technology, evolving market demands, and changes to government regulations will most likely result in the diminishing relevance of this study's findings.

Encouraging women's entrepreneurship requires greater funding and improved access to financial support and loans, as well as public policies that support women entrepreneurs. In order to build and sustain women's confidence, skills and entrepreneurship must be strengthened. Digital training and workshops should be complemented by networking and mentoring opportunities. These would also benefit from the collaboration between government, business, and other institutions. Challenging the existing cultural and social attitudes that constrain women's participation in entrepreneurship is of critical importance. Research that addresses women's participation in creative entrepreneurship and sustainable models, as well as

women's entrepreneurship in rural areas, is needed to understand and recognize women's contribution to social and economic development.

#### 7.0 Conclusion

From the research, it is evident that women business owners are now emerging as key agents of change making vital contributions to economic growth, social transformation, and development. Using their innovative ideas, leadership qualities, and entrepreneurial prowess, women are breaking barriers in order to empower themselves and gain independence. Apart from generating employment opportunities and ensuring economic stability, these businesses embrace morals, sustainability, culture, and social responsibility.

According to the research, women have benefited from education, information technology innovations, government support, and training programs that help increase their participation in entrepreneurship. Even amid the challenges such as lack of resources, societal beliefs, and network, women continue showing great resilience and innovation in pursuit of success.

In conclusion, it is evident that women businesses have become a major force behind all-round development and growth in contemporary societies. Encouraging the role played by women entrepreneurs will help promote economic development, equality between sexes, and innovative social practices.

#### Declaration:

The authors hereby declare that the manuscript submitted for consideration is an original work and has not been published or submitted elsewhere for publication. The authors take full responsibility for the integrity, accuracy, and ethical compliance of the work presented in the manuscript, including all revisions made in response to reviewer comments.

AI Usage Statement: Authors declare that AI tools, if used, were solely employed to improve the clarity, grammar, and language of the manuscript (as indicated in the reviewer's comments). No data, results, or scientific content were generated or altered using AI. Conflict of Interest and Ethical Compliance: All authors confirm that:

- I. Any potential conflicts of interest, whether financial or non-financial, have been fully disclosed.  
– Not Applicable

**II.** All sources of funding and financial support received for the conduct of the study have been appropriately acknowledged, including any updates made during revision. –Not Applicable

**III.** Necessary ethical approvals have been obtained from the relevant institutional or regulatory bodies for studies involving human participants, animals, or sensitive data, wherever applicable, and are clearly stated in the manuscript. – Not Applicable

## 8.0 References

1. Government of India Government of India. (2023). *Women entrepreneurship platform and startup initiatives in India*. Ministry of Women and Child Development.
2. Gupta, P. & Sharma, M. (2020) Role of media in motivating career-oriented females in challenging the norms of patriarchy. *International Journal of Gender Studies in Developing Societies*, 3(3), 243-255 <https://doi.org/10.1504/IJGSDS.2020.104605>
3. Gupta, P., & Singh, A. (2024). Women entrepreneurship and cultural sustainability in contemporary India. *Journal of Social and Cultural Studies*, 8(2), 45–52.
4. Sharma, R. (2020). Role of women entrepreneurs in economic development. *International Journal of Research and Analytical Reviews*, 7(3), 210–215.
5. Singh, N., & Verma, S. (2021). Digital empowerment and women-led enterprises in India. *Journal of Entrepreneurship and Innovation*, 5(1), 33–40.
6. The Second Sex Beauvoir, S. de. (2011). *The second sex*. Vintage Books. (Original work published 1949)
7. UN Women UN Women. (2022). *Progress of the world's women: Gender equality in the digital age*. United Nations.
8. Women and Entrepreneurship Brush, C. G., de Bruin, A., & Welter, F. (2009). A gender-aware framework for women's entrepreneurship. *International Journal of Gender and Entrepreneurship*, 1(1), 8–24.
9. World Bank World Bank. (2021). *Women, business and the law 2021*. World Bank Publications.