
EFFECT OF GENDER ON NEW BUSINESS OPPORTUNITIES – A STUDY OF KALISINDH THERMAL POWER PROJECT

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Abstract

In modern era male and female both have equal rights to avail new business opportunities developed in environment and reap the benefits. Male and female may have different abilities to plan and execute the same work in a different manner. They provide different types of services based on their ideas. Kalisindh Thermal Power Project is constructed near village Undal in State Rajasthan. Due to construction of this project new business opportunities developed for petty contractors / traders / service providers. People may have different ideas to cash the new opportunities developed in environment. This paper presents the findings emerged from analysis of effect of gender on new business opportunities developed. A survey of petty contractors serving for this power plant as well as petty traders and petty service providers to the people living in township of this power plant has been carried out. During survey a structured questionnaire was filled for gathering required information. Convenience sampling method is used for selection of sample. Frequency, percentage, simple arithmetic mean and ANOVA are the statistical tools used for the analysis.

Keywords: ANOVA, Convenience Sampling, Business opportunities, Petty contractors.

1. Introduction

Construction of any project opens a door of new business opportunities for everyone. It doesn't matter that person is male or female. He or she should have ideas to cash the new business opportunity developed in the environment. In modern era male or female both have equivalent rights to run the business. It depends on their capabilities, how they utilise these opportunities.

Kalisindh Thermal Power Project is constructed near village Undal in Rajasthan. Direct and Indirect economic opportunities developed due to construction of this power plant. New business opportunities developed for people living in vicinity as well as for people living at far from this power project.

Busenitz et.al (2003) stated that opportunities are one of the key concepts that define the boundary and exchange conditions of the entrepreneurship field.

Short et.al (2010) stated that opportunity is a central concept within the entrepreneurship field. Without an opportunity, there is no entrepreneurship. A potential entrepreneur can be immensely creative and hardworking, but without an opportunity to target with these characteristics, entrepreneurial activities cannot take place.

In this study effect of gender on new business opportunities developed for Petty Contractors / Traders / Service providers have analyzed. This paper present the findings emerged from analysis.

2. Literature Review

Douglass (1976) addressed the myth in his study that concluded that entrepreneurs may have been poorly educated in the past.

Borjas (1986) defined a "self-employed person" as one whose primary job was in the self-employment sector.

Birley (1989) concluded in his study that women with children often choose self-employment for the flexibility it allows.

Stoner, Hartman and Arora (1990) discussed the dynamics of the situational variables for women self-employment in terms of work-home role conflicts and their effect on job and life satisfaction.

Katz (1991) reported 102 endowed positions (both chairs and professorships) in entrepreneurship and free enterprise.

Robinson and Sexton (1994); Bates (1995); Gimeno, et al. (1997); stated that there were studies showing labor market experience, management experience, and previous entrepreneurial experience as significantly related to entrepreneurial activity, particularly when controlling for factors such as industry and gender.

Bates, (1995) stated that for female entrepreneurs, education seems to be particularly important.

Bates (1995) and Honig (1998) discussed through a number of studies that found for men, returns to education were conditional on both the industry and higher levels of education, such as college or graduate studies.

Shane and Venkataraman (2000) stated that one of the fundamental entrepreneurship research questions is "why, when and how some people, and not others, discover and exploit opportunities".

Gaglio and Katz (2001) claimed that “understanding the opportunity identification process represents one of the core intellectual questions for the domain of entrepreneurship”.

Ardichvili et al. (2003) contended that identifying opportunities for new businesses is one of the most important abilities of successful entrepreneurs.

Grimsey & Lewis (2004) developed a framework which can assess ongoing business viability and capacities of the contractor to meet requirements for the term of the contract.

Ucbasaran et. al. (2009) stated that experienced entrepreneurs identified more opportunities and exploited more innovative opportunities with greater wealth creation potential.

Pauget and Wald (2013) described that in addition to project management techniques and complementary skills, relational competence, i.e. the ability to actively create and develop collaborative relationships is an essential asset for managing project networks.

Autio et. al. (2014) discussed for improve our understanding of the theoretical, managerial, and policy implications of entrepreneurial innovation.

3. Objectives

The study is focused on a single objective of analyzing effect of gender on new business opportunities developed for Petty Contractors / Traders / Service providers due to construction of Kalisindh Thermal Power Project.

4. Rationale

Construction of any new project opens a door of new business opportunities for petty contractors / petty traders / petty service providers during its construction phase as well as in its operational phase. Male and female may have different ideas for grab these opportunities. Kalisindh Thermal Power Project is constructed near village Undal, Rajasthan. No study has been carried out to find out new business opportunities developed for male and female both. This research is to analyze new business opportunities developed for male and female both living in vicinity of Kalisindh Thermal Power Project. The researcher has gone through tremendous amount of literature available related to this field of study but very little research in this field has been carried out till now. This study is a venture to plug this gap.

5. Hypothesis

Hypotheses framed and tested for this study are mentioned as under:-

H₁: “There is no significant effect of gender on average monthly income of petty contractors / traders / service providers due to construction of Thermal Power Plant”.

H₂: “There is no significant effect of gender on change in income status of petty contractors / traders / service providers in last 5 years due to construction of Thermal Power Plant”.

H₃: “There is no significant effect of gender on change in standard of living of petty contractors / traders / service providers in last 5 years due to construction of Thermal Power Plant”.

6. Research Methodology

The descriptive type of research is used for this study. After completing construction of Kalisindh Thermal Power Plant, for maintenance purpose of various areas in plant, petty contracts awarded to

various firms. People got the opportunity for trading of petty goods as well as providing the petty services to people living in the vicinity. This is indirect economic impact of construction of this power project. A survey of petty contractors / petty traders / petty service providers has been carried out. Required information has been gathered by filling a structured questionnaire during survey. As all petty contractors belong from the same background, convenience sampling method considered appropriate for selection of petty contractors during survey.

Approximately 20 % from the population of petty contractors were included in the sample. Population of petty traders and petty service providers were very less, hence included 100% in sample. Table -1 presents the summary of total no. of samples collected from petty traders, petty contractors and petty service providers.

Table – 1: No. of samples collected from Petty Contractors / Traders / Service providers

Description	No. of Individuals
Petty Traders	12
Petty Contractors	19
Petty Service Providers	07
Total	38

Reliability analysis is carried out for identifying internal consistency of the variables. Cronbach alpha value of the scale is shown in table -2. Which is greater than 0.8. It shows adequate internal consistency. Statistical tools used for the analysis are frequency, percentage, simple arithmetic mean and ANOVA.

Table – 2: Reliability Statistics

Developed Business Opportunities	Cronbach Alpha
Petty Contractors /Petty Traders /Petty Services Providers	0.809

7. Data Analysis

New direct and indirect business opportunities developed for people due to construction of any power project. New business opportunities developed for petty contractors / petty traders / petty service providers during its construction phase as well as in its operational phase. Kalisindh Thermal Power Plant is also an example of the same. Everyone in this world has equal rights to participate in developed business opportunities and earn profit. It doesn't matter that person is male or female. Here in this paper our objective is to study new business opportunities developed for male and female both for trading petty goods / for providing petty services/ for handling maintenance contracts. For this purpose following indicators were considered:-

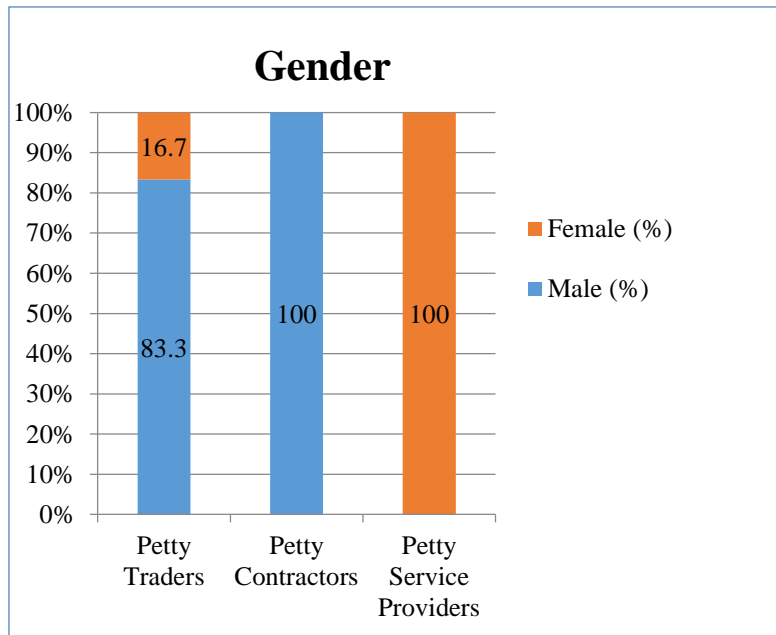
- Average Monthly Income
- Change in Income Status during last 5 years
- Change in standard of living during last five years

Findings emerged from analysis are presented hereunder: -

7.1 New Business Opportunities Developed for male and female

Below table and Bar graph show that 83.3% petty traders are male and only 16.7% petty traders are female. All petty contractors are male. No female is dealing with petty contracts of power plant. All petty service providers are female. No male is providing petty services such as tailoring, crèche, tuition and beauty salon etc. to people living in the vicinity of this project and to families of employees living in the township of this project.

Occupation	Male (%)	Female (%)
Petty Traders	83.3	16.7
Petty Contractors	100.0	0.0
Petty Service Providers	0.0	100.0



Bar Graph 4.23.1: Gender

7.2. Interpretation of ANOVA

For study effect of gender on new business opportunities developed, statistical tool ANOVA has been applied on all indicators considered for assessment. The findings and interpretation have been described hereunder.

7.2.1 Interaction between Gender and Average Monthly Income

ONE WAY ANOVA for indicator 'Average Monthly Income' of new business opportunities developed for both male and female as petty traders / contractors / service providers is presented as below:

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	58.469	1	58.469	43.581	0.000
Within Groups	44.274	33	1.342		
Total	102.743	34			

It can be observed from the above table that F value of interaction between gender and average monthly income is 43.581 with degree of freedom 1, which is significant at the level 0.01. It means that there is significant difference between male and female with respect to average monthly income. In light of this the null hypothesis namely **“There is no significant effect of gender on average monthly income” is rejected.** Hence, it may be concluded that indicator average monthly income of new business opportunities developed for petty traders / contractors / service providers is not independent of gender and average monthly income of male and female is not at par.

We found the F value is significant, hence we observe the mean score of male and female from descriptive analysis for comparison. Descriptive analysis is shown in below table:-

Gender	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Male	26	4.8462	1.18970	0.23332	4.3656	5.3267	2.00	8.00
Female	9	1.8889	1.05409	0.35136	1.0786	2.6991	1.00	4.00
Total	35	4.0857	1.73835	0.29383	3.4886	4.6829	1.00	8.00

Further it can be observed from above table that mean score of male is higher than that of female, hence it can be concluded that average monthly income of male is higher than that of female.

7.2.2 Interaction between Gender and Change in Income Status during last 5 years

ONE WAY ANOVA for indicator ‘Change in Income Status during last 5 years’ of new business opportunities developed for both male and female as petty traders / contractors / service providers is presented as below:

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	0.005	1	0.005	0.028	0.868
Within Groups	6.337	36	0.176		
Total	6.342	37			

It can be observed from the above table that F value of interaction between gender and change in income status during last 5 years is 0.028 with degree of freedom 1, which is not significant. It means that there is no significant difference between perception of male and female with respect to change in income status during last 5 years. In light of this the null hypothesis namely **“There is no significant effect of gender on change in income status during last 5 years” is not rejected.** Hence, it may be concluded that indicator change in income status during last 5 years of dimension developed business opportunities for petty traders / contractors / service providers is independent of gender and perception of male and female is at par for this indicator.

7.2.3 Interaction between Gender and Change in Living Standard during last 5 years

ONE WAY ANOVA for indicator ‘Change in Living Standard during last 5 years’ of new business opportunities developed for both male and female as petty traders / contractors / service providers is presented as below:

Table 7.2.3 - ANOVA: Change in Living Standard during last 5 year					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	0.005	1	0.005	0.041	0.841
Within Groups	4.337	36	0.120		
Total	4.342	37			

It can be observed from the above table that F value of interaction between gender and change in living standard during last 5 years is 0.041 with degree of freedom 1, which is not significant. It means that there is no significant difference between perception of male and female with respect to change in living standard during last 5 years. In light of this the null hypothesis namely **“There is no significant effect of gender on change in living standard during last 5 years” is not rejected.** Hence, it may be concluded that indicator change in living standard during last 5 years of dimension developed business opportunities for petty traders / contractors / service providers is independent of gender and perception of male and female is at par for this indicator.

8. Conclusion and Suggestions

The study revealed that gender has no significant impact on change in income status and change in living standard in last 5 years due to new business opportunities developed for petty traders, petty contractors and petty service providers in vicinity of this power project. While average monthly income of them may vary for male and female. Male and female may has different capabilities for working. Therefore their average monthly income may also differ. Male earn more in comparison to female.

People living in vicinity of power project may also try to avail new business opportunities developed irrespective of gender discrimination. People living in vicinity can develop their new venture by contacting with suppliers settled at far place and get contract for delivery of such items for this power project. Females can also grow their business by providing more petty services to people living in vicinity.

9. Limitations of the Study

- The study is limited to the petty contractors / traders / service providers engaged in Kalisindh Thermal Power Plant only; therefore findings cannot be extended to other areas. However, few findings are common, which can be extended in other areas too.
- For collecting primary data from petty contractors for the study, Non probabilistic convenience sampling has been used and it has its own limitations.
- Results cannot be generalized.

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