

Journal of ACADEMIC ADVANCEMENT

June, 2022 | Vol. 1 | No. 01



**Kolkata Bidhannagar
Society for Academic Advancement**

A Registered Society under the Societies Registration Act (West Bengal Act XXVI) of 1961.

Website - kbsaa.org

JOURNAL OF ACADEMIC ADVANCEMENT

(Bi-Annual Peer Reviewed Refereed Journal)

ISSN (Online): 2583-5203 | Vol.: 1 | No.: 01 | June, 2022

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E-Preneurship: A Preferred area of Women Empowerment



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ABSTRACT

Women's Empowerment and Internet are closely related in 21st century. Internet is a medium which enables people now days to reach maximum numbers of potential customers with less expenses and in a very short time where job is very flexible in nature. So many housewives, students now days thinks to utilise their idle time by doing e-business with the help of social media where educational qualification, age, area of residence, time is not a bar. This paper will help to understand that how e-business will help women in India to became financially independent and will also show the gender preference for e-business.

Keywords: *Women Empowerment, e-business, Social Media.*

1. BACKGROUND AND PROBLEM ANALYSIS

Women empowerment means empowering women but the fact is that why Women empowerment is being so highlighted these days and not Men empowerment. Now question arises are the women are weak that they need to be empowered? The answer is no. Actually, the women specially in under developing countries are deprived in many terms in personal as professional life that's why the term women empowerment is gaining so much importance nowadays.

Education and Labour force participation are two pillars for development and growth of any country. Education enables people of any country for getting better job opportunities. Female education is utmost important because they are the producers of future generation of any country so if the mother will stay illiterate the future generations will remain illiterate. "On another hand, the labour force participation rate is an important indicator that reflects the economy's active workforce and by comparing the

participation rate of men and women we can estimate the contribution and financial positions of the women in a country. As per the NSO report 2021, India's country-wide female literacy rate is 70.3%, while the male literacy rate is estimated at 84.7%.

As per Statista Research Department in 2019, about 20.7 percent of women were in the labour force across India which goes up to 36 percent in 2021, compared to 64 percent by men. Overall, the share of men's participation at work was much higher compared to women in India". So from the above data it can be concluded that in spite of large literacy rate in women their rate of participation in labour work force is very low it may be due to several issues like not getting suitable jobs, getting underpaid jobs, getting engaged in household jobs, not getting jobs near to their house etc. so our paper will mainly find out that how internet helps women to start something new that will give them opportunity to make their own identity irrespective of their age, area of residence, educational qualifications and which is also flexible in nature. Not only the above facts but also our paper will find out the gender wise preference of e-business as a means of start-up".

2. REVIEW OF LITERATURE

Review of literature is considered as the backbone of any constructive research study. This study is not an exception to that. There are several studies available in relation to online business and Electronic Commerce (E-Commerce) activities. But there are few literatures available on the emergence of E-preneurship and woman empowerment in last few months. Here in this section, some snapshots of available literatures are depicted.

Nayak et. al. (2008) "attempt to analyse the status of women empowerment in India using various indicators like women's household decision making power, financial autonomy, freedom of movement, political participation, acceptance of unequal gender role, exposure to media, access to education, experience of domestic violence etc based on data from different sources. The study reveals that women of India are relatively disempowered and they enjoy somewhat lower status than that of men in spite of many efforts undertaken by government".

Dufflo (2012) "reviews the literature on both sides of the empowerment-development nexus, and argues that the inter-relationships are probably too weak to be self-sustaining, and that continuous policy commitment to equality for its own sake may be needed to bring about equality between men and women". **Shettar (2015)** "attempts to analyse the status of Women Empowerment in India and highlights the Issues and Challenges of Women Empowerment. Today the empowerment of women has become one of the most important concerns of 21st century. But practically women empowerment is still an illusion of reality. Their study reveals that women of India are relatively disempowered and they enjoy somewhat lower status than that of men in spite of many efforts undertaken by Government. It is found that acceptance of unequal gender norms by women are still prevailing in the society. The study concludes by an observation that access to Education, Employment and Change in Social Structure are only the enabling factors to Women Empowerment". **Sama (2017)** "observed that most of the policies and programs view empowerment in the economic sense only working in the belief that economic self-reliance empowers women ignoring other variables like health, education, literacy etc. Introduction In the history of human development, woman has been as important as man. In fact, the status, employment and work performed by women in society is the indicator of a nation's overall progress. Without the participation of women in national activities, the social, economic or political progress of a country will be stagnated. Women constitute half of the humanity, even contributing two-thirds of world's work hours. She earns only one-third of the total income and owns less than one-tenth of the world's resources. This shows that the economic status of women is in pathetic condition and this is more so in a country like India".

Based on the aforementioned literatures, it can be stated that online business or e-commerce is not a newer concept anymore and women empowerment is absolutely required for the purpose of economic development. E-preneurship has gained advantages and its popularity gets enhanced during the pandemic period. "But there are dearth of literatures on the emerging concept of Netpreneurship in the area of women empowerment

and its effectiveness in the context of present business environment. Hence this study tries to bridge the gap”.

3. OBJECTIVES OF THE STUDY

This study has four prime objectives which are as follows:

- ☑ To identify the gender-wise employment status of Netpreneurs.
- ☑ To point out the reasons behind adopting such kind of business opportunities.
- ☑ To sort out the types of business in the segment of e-preneurship chosen by the Netpreneurs.
- ☑ To analyse the gender-wise preference in respect of source of capital for doing the business.

3. RESEARCH METHODOLOGY

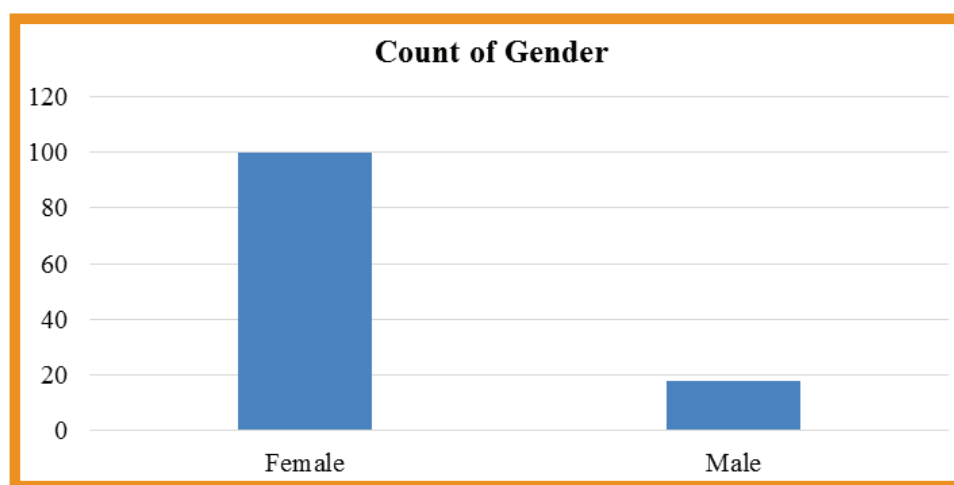
This study is mainly based upon on primary data where

we used questionnaire for survey as a tool to collect required data. We follow random sampling method with number of 118 respondents of different ages' groups from all over India and our period of study is 5 months (March '21–July '21). We have used different statistical tools like chi-square test, different types of charts, bars and pie for analysing the data and to get desired information.

4. DATA ANALYSIS AND FINDINGS

This section analyses in which direction and in which manner the study moves to achieve the stated objectives as mentioned in Section - III. This section also reports the findings against each and every research objective after the analysis is done. But before making any analysis regarding research objectives, demographic profile of the sample respondents are explained here.

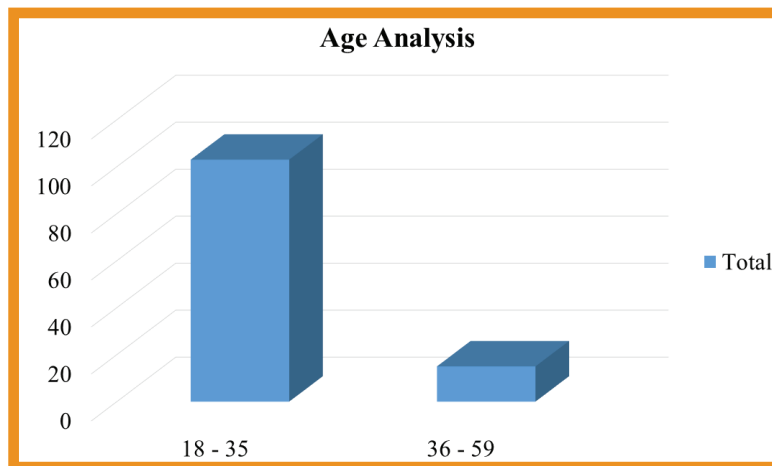
CHART 1: GENDER ANALYSIS OF RESPONDENTS



Source: Presentation by the Researchers

Out of 118 respondents, female respondents gained the majority over male respondents. There are 100 female respondents against only 18 male respondents.

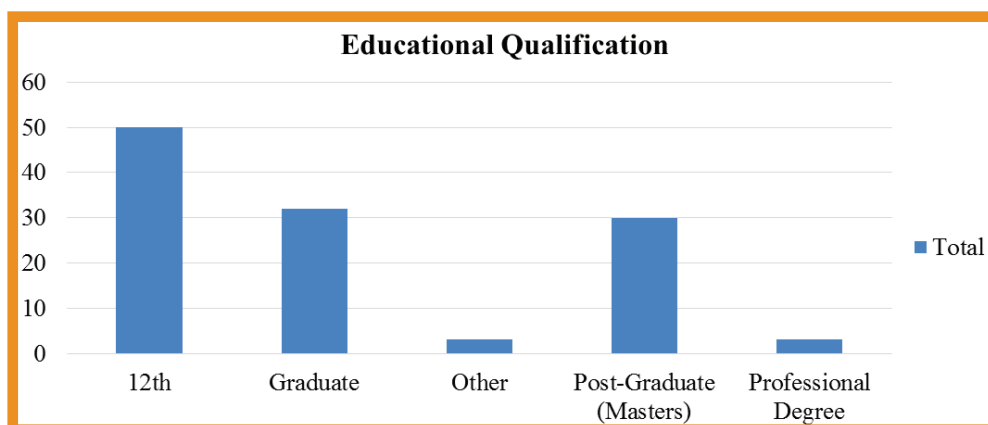
It indicates that the concept of netpreneurship is more popular among the female segment of the society than male segment.

CHART 2: AGE ANALYSIS OF RESPONDENTS

Source: Presentation by the Researchers

“If a look is given on the age-wise classification of the respondents, then it can be said that the age of most of the netpreneurs is lying within a range of 18 to 35

and rest lies in between 36 to 59 group. It means at the starting of their career, a large number of individuals accept Netpreneurship as a good source of earning”.

CHART 3: EDUCATIONAL QUALIFICATION

Source: Presentation by the Researchers

Chart 3 represents that educational qualification of a considerable number of respondents is strong enough to do such type of business. Most significant fact is that this study reveals a true fact that the netpreneurship does not depend on the educational background of the netpreneurs. Rather it depends on the attitude of the individuals who are willing to do something on his / her own.

☒ **Research Objective - 1**

“In order to achieve the first prime objective of the study, two items are taken into consideration - one is

employment status of the respondents and the other one is the gender classification of the respondents. A chi-square test has been conducted to reach the conclusion as to the Research Objective - 1. For this a research hypothesis is set”.

H_0 : “The association between two variables is not statistically significant”.

H_1 : “The association between two variables is statistically significant”.

The result of the test are displayed in three consecutive tables.

TABLE 1: CASE PROCESSING SUMMARY

Gender * Employment Status	“Cases”					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
	118	100.0%	0	.0%	118	100.0%

Source: Computed by SPSS

Total 118 respondents noted their views.

TABLE 2: GENDER-EMPLOYMENT STATUS (CROSS-TABULATION)

Gender	Employment Status					
	Non-Govt. Employee	Own Business	Student	Home Maker	Govt. Employee	Total
Female	7	13	68	9	3	100
Male	4	4	8	0	2	18
Total	11	17	76	9	5	118

Source: Computed by SPSS

Table 2 represents that around 85% of the total respondents are female e-preneurs which is really a positive sign in the arena of women empowerment. 68% female e-preneurs are from Students' section while

remaining female e-preneurs are having other class of jobs too. Only 9% female e-preneurs are home-maker and 13% female e-preneurs have their own business too.

TABLE 3: CHI-SQUARE TESTS

	“Value	df	Asymp. Sig. (2-sided)
“Pearson Chi-Square”	9.995a	4	.041
“Likelihood Ratio”	9.946	4	.041
“Linear-by-Linear Association”	2.169	1	.141”
“N of Valid Cases”	118		
a. “5 cells (50.0%) have expected count less than 5. The minimum expected count is .76”.			

Table 3 shows the results from “Chi-Square Test. Pearson Chi-Square Value is 9.995 with a ‘P’ Value not exceeding 0.05. So, Null Hypothesis is rejected and hence it can be concluded that these two variables are significantly associated with each other”.

☒ Research Objective - 2

“In order to achieve the second prime objective of the study, two items are taken - one is gender status of the respondents and the other one is the reasons behind taking such type of business. A chi-square test has been

conducted to reach the conclusion as to the Research Objective - 2. For this a research hypothesis is set”.

H_0 : “The association between two variables is not statistically significant”.

H_1 : “The association between two variables is statistically significant”.

The result of the test are displayed in three consecutive tables.

TABLE 4: CASE PROCESSING SUMMARY

Gender * Why do you take the business?	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
	118	100.0%	0	.0%	118	100.0%

Source: Computed by SPSS

Total 118 respondents noted their views.

TABLE 5: GENDER-REASONS FOR CHOOSING BUSINESS (CROSS-TABULATION)

Gender	Reasons for taking the Business			
	To be financially independent	To use the free time in lockdown	To support your family	Total
Female	52	10	38	100
Male	9	3	6	18
Total	61	13	44	118

Source: Computed by SPSS

Table 5 represents that 52% female e-preneurs have chosen this business with a hope to be a financially independent while 38% female e-preneurs found this business as a way of supporting their family. Only 10%

of the total female e-preneurs liked this business to spend free time in the lockdown period. Against only 15% male e-preneurs, 85% female e-preneurs proved that they had specific reasons to go for such type of business.

TABLE 6: CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
“Pearson Chi-Square”	.716a	2	.699
“Likelihood Ratio”	.651	2	.722
“Linear-by-Linear Association”	.012	1	.911
“N of Valid Cases”	118		

a. 1 “cells (16.7%) have expected count less than 5. The minimum expected count is 1.98”.

Table 6 shows the results from Chi-Square Test. “Pearson Chi-Square Value is 0.716 with a

‘P’ Value exceeding 0.05. So Null Hypothesis is accepted and hence it can be concluded that these two variables are not significantly associated with each other”.

☒ Research Objective - 3

“In order to achieve the third prime objective of the study, two items are taken - one is gender status of

the respondents and the other one is the types of e-preneurship they have chosen. A chi-square test has been conducted to reach the conclusion as to the Research Objective – 3. For this a research hypothesis is set”.

H₀: “The association between two variables is not statistically significant”.

H₁: “The association between two variables is statistically significant”.

The result of the test are shown in three consecutive tables.

TABLE 7: CASE PROCESSING SUMMARY

Gender * What type of online business you are doing?	“Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
	118	100.0%	0	.0%	118	100.0%”

Source: Computed by SPSS

Total 118 respondents noted their views.

TABLE 8: GENDER-TYPES OF E-PRENEURSHIP (CROSS-TABULATION)

Gender	Types of E-Preneurship chosen by the Respondents				
	By purchasing the product with risk (Retailing)	Without purchasing the product and act as a middle man only by showing picture of the product (Reselling)	Own Manufacturing	Wholesale	Total
Female	35	44	10	11	100
Male	5	6	1	6	18
Total	40	50	11	17	118

Source: Computed by SPSS

It has been noted that 44% female e-preneurs have chosen Reselling of the products while 35% female e-preneurs found Retailing as a better option. Around 10% to 11% female e-preneurs have gone for Own-Manufacturing and Wholesale types of business. As a whole, irrespective of the gender discrimination, 42% e-preneurs have triggered Reselling as the best option among the different types of e-prenurship.

TABLE 9: CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
“Pearson Chi-Square”	6.249 ^a	3	.100
“Likelihood Ratio”	5.184	3	.159
“Linear-by-Linear Association”	3.382	1	.066
“No of Valid Cases”	118		
a. “2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.68”.			

Table 9 shows the results from Chi-Square Test. “Pearson Chi-Square Value is 6.249 with a ‘P’ Value exceeding 0.05. So Null Hypothesis is accepted and hence it can be concluded that these two variables are not significantly associated with each other”.

☒ Research Objective - 4

“In order to achieve the fourth prime objective of the study, two items are taken - one is gender status of the respondents and the other one is the preference in respect of source of capital for doing the business. A chi-square test has been conducted to reach the conclusion as to the Research Objective - 4. For this a research hypothesis is set”.

H₀: “The association between two variables is not statistically significant”.

H₁: “The association between two variables is statistically significant”.

The result of the test are shown in three consecutive tables.

TABLE 10: “CASE PROCESSING SUMMARY”

Gender * If you purchase the product for business purpose what is your source of capital?	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
	118	100.0%	0	.0%	118	100.0%

Source: Computed by SPSS

Total 118 respondents noted their views.

TABLE 11: GENDER-SOURCE OF CAPITAL (CROSS - TABULATION)

Gender	Source of Capital				
	By investing your own past savings	By investing your current incomes	By purchasing the product on credit from manufacturer	By taking loans from banks	Total
Female	50	19	19	12	100
Male	8	5	5	0	18
Total	58	24	24	12	118

Source: Computed by SPSS

As per Table 11, 50% female e-preneurs preferred own past savings as the main source of capital for their business while around 19% female e-preneurs either invest their current incomes as capital or purchase the product on credit from the manufacturer. Only 12% female e-preneurs preferred to start the business by taking loans from banks. Most significant fact is that

around 49% of the e-preneurs regardless of their gender status have found their own past savings as a best source of capital investment for conducting such type of business. On the other hand, 12% of the total e-preneurs preferred taking loans from banks to start this kind of business.

TABLE 12: CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
“Pearson Chi-Square”	3.412 ^a	3	.332
“Likelihood Ratio	5.129	3	.163
“Linear-by-Linear Association”	.129	1	.719
“No. of Valid Cases”	118		
a. “3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.83”.			

Table 12 shows the results from Chi-Square Test. “Pearson Chi-Square Value is 3.412 with a ‘P’ Value exceeding 0.05. So, Null Hypothesis is accepted and hence it can be concluded that these two variables are not significantly associated with each other”.

CONCLUSION

After the findings derived from the results of survey and test of hypotheses, it has been identified that the number of female e-preneurs are much higher than that of male e-preneurs. It has several causes behind. From Table-3, it can be noted that there is significant association between Gender Status of the e-preneurs

and their present employment status. Table – 6 suggests that gender status of e-preneurs are not associated with the reasons for taking such type of business. Table - 9 represents that gender status of e-preneurs are not associated with the types of e-preneurship while Table - 12 points out that source of capital for conducting e-preneurship are not associated with the gender status of the e-preneurs. Out of four variables, three variables showed that they are not associated with gender status of the e-preneurs which indicates that e-preneurship

is the way of empowerment for all but still the entire society is bifurcated into two groups i.e., male and female and female class finds e-preneurship as the way of their empowerment in the near and far future.

This study, however suffers from some limitations like all the views of selected respondents are not taken into consideration due to word limits. Moreover, sample size is kept within 120 respondents. Had all these points considered, then the result would have been a different one.

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