

**SOCIO-PSYCHOLOGICAL FACTORS IMPACTING PERFORMANCE OF WOMEN LEADERSHIP IN INDIA****Anusha Pachori<sup>1</sup> and Dr. Alka Agnihotri<sup>2</sup>**<sup>1</sup>PhD Scholar, School of Management, Galgotiyas University<sup>2</sup>Asisstant, Professor School of Management, Galgotiyas University**ABSTRACT**

*In this world, Leaders are one of the most valuable resources. A strong leader is like a catalyst for the necessary change in firms from time to time. Notable, effort and money for deduction of leadership has been dedicated, yet there is very little consent that is actually what leads to lead. However, all that knows is that excellent leadership always produces a big difference for an organization. It produces an overall effect, resulting in the better organization for the whole organization. The leadership has been developed with time, with the major changes in today's corporate idea process. There are large changes in society and cultural structure. The beginning of the 20th and 21st century was witnessed in the leadership activities of women in leadership activities in the worldwide, and therefore, a new approach for women's role in employment and leadership came. It is no big deal today, if a woman is an engineer, politician, businessman woman, an astronaut or a fighter pilot, all male dominated bastions at a time, which women felt were beyond their capability for a profession is, let alone be a leader in these fields. The current study considered all important aspects and especially women leads to the leadership normally. Thus, a functionally defined female leader is the centrifugal point of this study. The purpose of this study is to analyze, describe and explain the factors of women leaders and the leadership towards their success. Utmost care has been taken that success should not be glorified. The purpose and the intention is very clear not to assume a gender biased approach or a feminist orientation in the West.*

*Keywords: Women, Leadership, Operational, Success, Influence, Environment, Activities, Precursor*

**INTRODUCTION**

There are many women who have been successful and have been accepted as effective leaders and has not been informed about their personality, leadership style and harmony yet, due to which they got success at organizational and family levels in Asian context. The current study calculates the design details for research in this field, in the background of problem statement and review of different studies. Most women's workplace success may be affected by the family environment and the opposite can also be true. Although success affects further success, failure is considered to be more redemption. Environmental, people, relationships, roles, style, organizational and family nuances and peer group can fully put overall effects on the performance of a female leader. The design is the background of all possible effects in the design, which can lead to a leader successful. In addition to display leaderships, structures, roles, regulations and effectiveness, Pro-activity is the technology of upgrading, the quality of the human resources and the ability. This work is an endogenous setting. In the case of female leaders, the exhibition setting is close to the family peripheral in Indian context. The role of women in the family, wife, mother, daughter, and other social relations affect his personality. Apart from this, a woman leader is considered to be an unit with three inseparable components as a person, intelligence; Emotion and desire A woman's psychological aspects are displayed in terms of values, culture, morale, lifestyle etc. The important aspect of personality is evaluation and evaluation of the feeling, resolution and lifestyle.

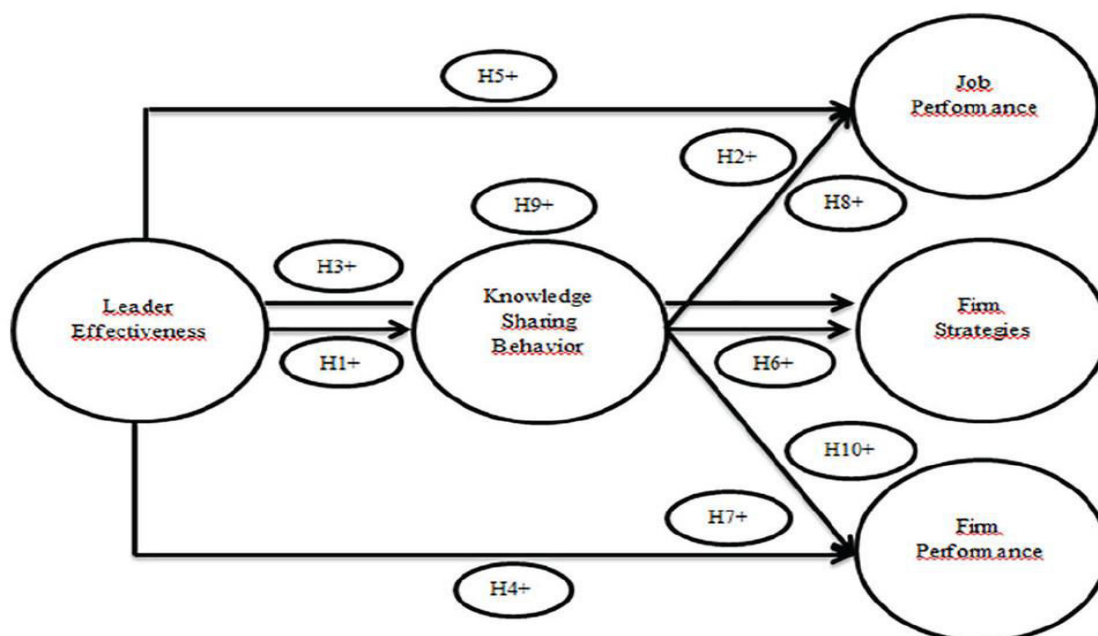
**1. OBJECTIVE OF THE STUDY**

There is an abundance of research published about female leadership and their leadership styles, but this study specifically focused on personal qualities or characteristics and EQ and VQ competencies of female leaders, in addition to family influence on the effectiveness and female leader's success. The study includes demographic analysis and EQ and VQ assessment of women leaders from some of the top firms in the IT sector in the city of Bangalore, Delhi, Hydrabad,,,,,etc cities.

## 2. Significance of study

### a. Hypothesis for Study

- 1) **H01 Null Hypothesis:** Women Leader does not have impact on success of the organisation.
- 2) **H01 Alternative Hypothesis:** Women Leader have impact on success of the organisation.
- 3) **Hypothesis 3 (H03):** Leader effectiveness has a positive effect on firm strategies.
- 4) **Hypothesis 4 (H4):** Leader effectiveness has a positive effect on firm performance.
- 5) **Hypothesis 5 (H5):** Leader effectiveness has a positive effect on job performance.
- 6) **Hypothesis 6 (H6):** Knowledge sharing behavior has a positive effect on firm strategies.
- 7) **Hypothesis 7 (H7):** Knowledge sharing behavior has a positive effect on firm performance.
- 8) **Hypothesis 8 (H8):** In the relationship between leader effectiveness and job performance, there is a mediation variable impact of knowledge sharing.
- 9) **Hypothesis 9 (H9):** In the relationship between leader effectiveness and firm strategies, there is a mediation variable impact of knowledge sharing.
- 10) **Hypothesis 10 (H10):** In the relationship between leader effectiveness and firm performance, there is a mediation variable impact of knowledge sharing.

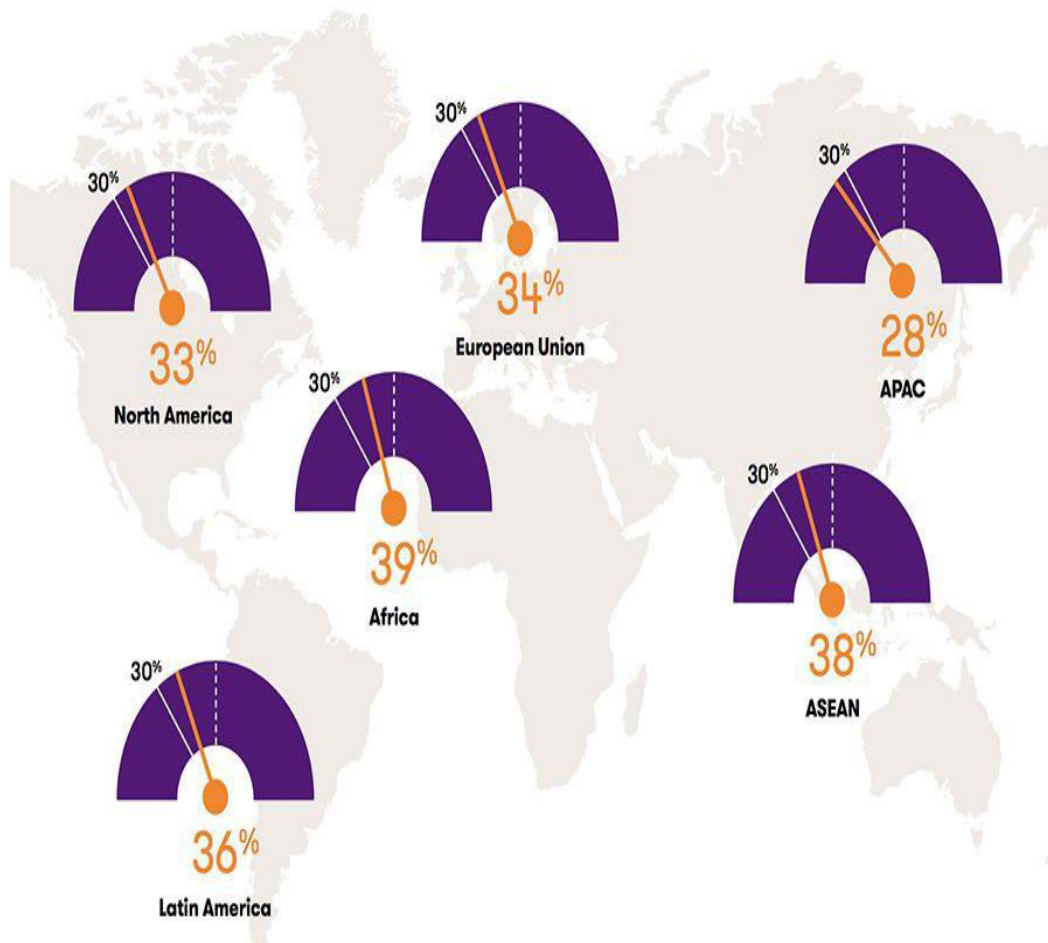


**Fig 1- Research Model**

## 3. RESEARCH METHODOLOGY

The research method can be a way, through which we will find answers or solve the research problem. In other words, Research method is known as science to study how scientifically repeated research. The trends are analyzed using statistical techniques. A sample of 100 women working in different areas with leadership work profile for primary level survey is selected randomly. Other areas were established to identify issues and opinions related to opinion about the effects of women's leadership and women's performances. The primary level data collected through respondents and their performance analysis.

**Regional proportion of leadership roles held by women in 2021, and position relative to the 30% tipping point**



**Fig-2** women ratio in india

According to a survey conducted among LinkedIn members in February 2022 across India, about 30 percent of respondents in leadership positions in the education sector were female. However, only 14 percent of the leadership positions in real estate were held by women.

### **Data Collection, Procedures and Sampling**

The present study used a quantitative approach to test the recommended hypotheses. The data were collected from the 269 employees of the business enterprises sector from Poland and Turkey in companies having women leaders or managers over the period of six months from January to July 2021, using a cross-sectional survey questionnaire. The study includes telecommunication industries: manufacturing, trading-wholesale and service. A convenience sampling technique was used to collect data [69]. There was a total of 300 target respondents, which is a good sample, out of which 275 questionnaires were completed and returned, of which 6 questionnaires were found as unusable and discarded. Data were analyzed with 269 valid forms for this research (89.6% response rate) The sample size meets the threshold values explained by the aforementioned researchers. The sample size was selected based on Comrey and Lee [70] inferential statistics. According to this statistic, a sample size of below 50 respondents is a weaker sample, a sample size of 100 respondents is weak, 200 respondents is adequate, 300 is good, 500 is very good and 1000 is excellent. Therefore, a sample size of two hundred (200) respondents was selected.

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A total of 269 respondents have participated voluntarily in this study. The participants were informed that participation was voluntary, and the return of the completed questionnaire was considered as informed consent. Of the participants, 47.6% (128) were from Poland and 52.4% (141) were from Turkey. Regarding gender, 54.3% (146) were males and 47.7% (123) were females. About the sector, most companies 65.8% (177) were private, while 34% (92) were public. About the companies' operating area, most companies 57.6% (155) were operating in service, 23.0% (62) in trading—wholesale and 19.3% (52) in manufacturing. Regarding employee number, most participants 51.3% (138) were from companies having 51–200 employees, 32.3% (87) were from companies having more than 200 employees and 16.4% (44) were from companies having 1–50 employees.

### **Measures**

The questionnaire was divided into four sections. The first section was regarding demographic information of the participants such as country, gender, companies operating area, employee, etc. The questions about participants' perceptions of agile leadership at workplace were contained in section two. Agile leadership scale was developed by Akkaya, Kayalidere, Aktaş and Karğın [. The third section is about interpersonal trust. This scale was developed by Mayer, Davis and Schoorman . The last section is about participants' perceptions of team effectiveness. The scale was adopted from Lurey and Raisinghani [To measure the items of corresponding variables, a standardized five-point Likert scale was used to organize the scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

### **CONCLUSION**

We are currently in the midst of a great revolution when it comes to women in leadership roles. Most women know the importance of listening to the collaboration, and to change changes, except for making excellent relationships and making the right decision. Research has shown that women come with a special brand of leadership which is transformed into a better financial performance, strong organizational development and long-term stability of business. Keeping pace with the change in the level of leadership hierarchy, women leaders in the IT paved the way of economic empowerment and development. Most women leaders think about long-term results, shortcomings and benefits of decisions taken in the organization. They are usually polite and efforts to take fairness, except for taking responsibility and demonstration. They work as a role model by assimilating the values for all their followers and translate them into tasks. The woman leader “walk the talk”, due to which the level of faith, respect and choice of monsters among their followers increases many times. With this, Indian women have changed the tide in the IT area and have changed the way of leading organizations. As in the study, demographics and psychology of women leaders are also the essential elements of evaluation. This is my firm belief and confidence that a suitable fusion of enable the leaders to join the people and join the deep relationships in their organizations. The increase in the business of the right decision in the business is the major importance in the business and therefore leaders should lead their will. Capable of the leader of only set themselves as well as good and human behavior as well as the good leadership.

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