

A STUDY OF SOCIAL SUPPORT AND INFLUENCE THE SUCCESS WOMEN LEADERS IN ANAND DISTRICT

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Abstract: Researcher focus on women leadership development and success. A personal characteristic needed for a successful future and impacts of family support, future progress and professional culture on their bright career. The aspect of social support included the factors like family, friend's, significant levels of supports during the women's future. With the help of the study it identifies the overall support, future success and satisfaction to the women for their career and bright future. This study was support to those women who are working in the different field.

Key Words: Social support, Family, Community, Women leader, Development.

Introduction:

In 2007, only 15.4% of Fortune 500 corporate officer positions were held by women (Catalyst, 2009). These data indicate that even though women are in leadership positions, their overall proportion is disproportionate to their numbers in the workforce population. Catalyst (2009), a women's advocacy group, found more women on a company's board directly related to a company's success (Salvaterra, 2008).

Numerous research studies have been show that contribution can be applied in many ways including networking, mentoring, hand-on experience, collaboration/team work, and relating to real life and social relevance (Boyle Single, Muller, Cunningham, Single, & Carlsen, 2005; Grozic & McCarron, 2006; House et al., 2003; Whitten et al., 2003; Wiest, 2004).

Male-dominated cultures can be unhealthy for men and women because it suppresses their emotions and needs (Due Billing & Alvesson, 2000). This study suggests that a gender conscious environment may affect the success of women in the corporate environment.

Objective of Study:

- To identify a diverse workforce of women leadership needed to be made aware and motivated throughout their lives. It was interested in pursuing the analysis of social factors in the women leadership for the bright future.
- To find the strength of the social support network that includes the element of family, friends and importance of women career success in Anand district.

Hypotheses:

H₀: There is no significance relationship between social support and career success for women leaders.

Based on the study is hypothesized the social support variable will make the most difference in a women's leadership and career success for the future.

Design of study:

Analysis included exploratory factor analysis to establish and validate scales covering the construct of social support as well as to identify the relationship of these factors to personal career success. This

study depends on 50 respondent’s overview related with their life and career success. As their response is mention in below table:

Table: - 01

Respondent cover under the study		
Sr. No.	Social Support	Respondents
1	Family	35
2	Friends	10
3	Community	5
	Total	50

Source: Based on complied and analyzed data collected through field work.

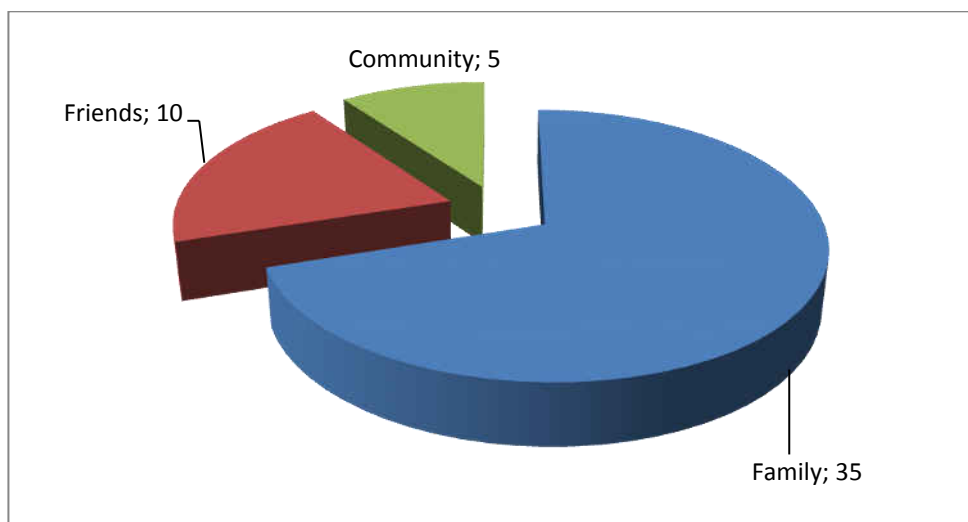


Figure: - 01 Represent the chart of social support from different area.

With the help of this chart researcher understand that women get maximum social support from their family member rather than friends & community. Now a day woman are performing better role in the corporate world. Actually in past they don’t get social support and the mentality was women can’t do work. But now a day mind set is changed and women get support from everywhere. That is the reason women are much more success in the current scenario. So in today’s world not only social support but family support is also given to the women. Social support item included being able to talk with the family about problem’s family helping make decisions and inverse of family removed from life and helping to organized home activities. Mentoring and networking did not contribute to the variance in all over future success and satisfaction.

Limitation:

The population was based on self selection. This may cause some limitations on results collected based on the type of response. Respondents are feel hesitate to give answer.

Conclusion:

The researcher study that there is a positive relationship found between the social support and career development for the women leader in Anand district. With the support of work life balance, promote family and ensure there are rate models for the women will have more success, more committed employees and be more competitive in their field.

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