



## **A Comparison of Entrepreneurial Competencies of Young Women and Men in India**

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### **Abstract**

Entrepreneurial competencies are a constellation of factors that are required by an entrepreneur to generate a business venture. These entrepreneurial competencies determine the success or failure of a business. Entrepreneurial competency is a wide-ranging concept which deals with knowledge, ability, skill, aptitude, entrepreneurial motivation, and so on which help the entrepreneur to transform his/her ideas into a successful business venture. Successful business ventures fuel growth in economies, particularly in developing ones like India where women have significantly contributed to entrepreneurship in recent times.

There is extensive literature on the types of entrepreneurial competencies and on women in entrepreneurship, but only a few studies focus on the role of gender in entrepreneurial success. More so, there are very few studies addressing entrepreneurial competencies of women and men entrepreneurs from a comparative point of view. The study addresses this gap, for a specific group of young/budding entrepreneurs.

The results of the study indicate that young women entrepreneurs are at par with young men entrepreneurs in most of the entrepreneurial competencies, and that both need to improve their capabilities in the competencies of systematic planning, identifying & acting on opportunities, problem-solving, self-confidence, initiative, persuasion, and assertiveness. The results of the study also indicate that young women entrepreneurs have significantly higher competence in the use of influence strategies and information-seeking and significantly lower competence in efficiency-orientation and assertiveness than young men entrepreneurs. The study suggests that this reflects an inclusive, mutually-beneficial approach to growth and problem-solving on the part of young women entrepreneurs.

**Keywords:** Entrepreneurial Competencies, Young Women and Men Entrepreneurs, Use of Influence Strategies, Information-Seeking, Efficiency-Oriented, Assertiveness

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