

# THE IMPACT OF INNOVATION AND CREATIVITY AMONG WOMEN ENTREPRENEURS WITH SPECIAL REFERENCE TO SALEM DISTRICT

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## **Abstract**

*In today's environment, entrepreneurship is no longer an unusual speculation in culture. For the entrepreneurs, they can use a focused action and arrangement of a commercial that associate their creative idea to develop more innovative. Career entrepreneurship currently has become more reasonable and whoever contains in this field need to embark their skill to survive. Entrepreneurship not only named as self-employment and hard work, but it is also a stage to tap the full prospective in which one needs to accentuate on the generation and growth of idea. In entrepreneurship, there is a need for risk-taking, investigation and expansion of new ideas and hard work to determination and modernization in business. In present times, fast variations in many features make the entrepreneur to be more attentive. To endure and complete the entrepreneur's needed to promote their creative and innovative invention and amenities.*

*Hence, the constraint creativity and innovation is an energetic strategy in entrepreneurship. Innovation is the tool in entrepreneurship which carries in the ability to produce, fetch into actuality, to generate into a fresh arrangement, to construct through creative skill, to make something innovative. Companies get predictable on their invention as it is their vital source of economic lead. Therefore, the study purposes to examine and elegant the roles of inventiveness and revolution in private enterprise.*

**Keywords:** *Revolution, Invention, Women Entrepreneurs, Strategy.*

## **Introduction**

Each segment of professional and all area of lifecycle is focus to inventiveness and revolution. It is strange that when the tenure inventiveness is specified most people deliberate of performers or sculptors or flat snappers and after the period revolution is cast-off, they deliberate of technical expansions. But presently inventiveness and revolution are the torrential dynamism of the budget.

Though, the connection amongst inventiveness, which delivers genetic to creations, with the occupational development is profounder than just innovative goods and conveniences, no substance how fundamental these capacities remain. The whole brand of preliminary an advanced occupational, a new firm, ascends from one's inventiveness. The initial of a commercial is development.

Inventiveness desires a stimulus and revolution wants coal. These are provided in the arrangement of corporeal plunders and age group of affluence, currency. Currency has been liable for several things, and utmost of the spells correctly thus, though, composed with a congenital capability and need for people to be inspired, it is the greatest communal reason for occupational imagination and invention. Not only, but one of the further most important motives why individuals famine to develop entrepreneurs and impulse themselves to make somewhat innovative, roughly stimulating, something that further people, several other people, will attainment. So, inspiration and invention are important features of prosperity peers which is the keystone of any monetary scheme. One can even go as far as adage that imagination and invention is occupational.

Creativity, innovation and entrepreneurship are significant effects to introduce each innovative products and services that comes with progressive expertise. Entrepreneurship is measured a key factor in financial development. Creativity and innovation have converted the dynamic theme to develop the worth of entrepreneurship. Creativity supports to recognize how to recover existing business repetition. Innovation is around creating the progression that can adapt development or advance idea to developed more wanted merchandise or package. Creativity and innovation help grow different customs of cultivating a present merchandise or package to enhance the business. This also permits entrepreneurs to think separate the box and beyond the traditional resolutions. Through this occasion new, interesting, potential yet multipurpose ideas come up.

### **Review of Literature**

Enterprise is formation of innovative standards by Enterprise over the dedication of stretch and determination, pretentious the complementary monetary, intellectual, communal hazards, and receiving the subsequent plunders in financial, individual fulfilment and liberation (Hirsch, 2002).

The Literature review displays numerous diverse descriptions for Enterprise, then scarce explanations stance to ready. An entrepreneur can be distinct as a being that produces a original occupational in the scopes of indecision for fast growing and financial incomes by identifying occasions and making the compulsory properties (Zimerer & Searborough, 2002).

According to innovation behaviour and its assessment methods, scholars on internal company capabilities and innovative performance have generally been taken into consideration for economic assessment (Rodil 2016). There is several definitions of invention and innovative marketing in the literature, and management studies have noted the significance of it. According to Linder (2003), invention is the usage of a fresh knowledge to create value.

According to Reguia (2014), innovation is "the development, adoption, and application of new concepts, procedures, goods, or services." Innovation is the means of growth, achieving high performance, and staying alive in the international market in the current days' changing and dynamic environment, which is caused by the raising global competition and the development of several new technologies. Creating and commercialising new business systems, products, and/or processes has been necessary for an organisation to be a leader in

comparison to its rivals because innovation makes companies stand out from the crowd. Three aspects of organisational innovation were identified by Capon (1992) as: innovations in the market, strategy, and technical capability. However, studies such as Knowles (2008), Crespell and Hansen (2008) tend to focus on three types of innovation in new business systems, processes, and/or products. Hence, innovation has been distinct as an establishment's competence and disposition in adapting to, developing novel form of a business systems, processes, products, and/or services (Crespell and Hansen, 2008).

### **Research Gap**

Various studies have been undertaken to understand the reputation and relevance of creativity and innovation in entrepreneurship. After review of few literatures, it is found that there has been limited studies in the broad study area and further studies on could be conducted in understanding the part of creativity and innovation in women entrepreneurship.

### **Problem of the Study**

Women's regulate to corporate is unsociable prime seats in connection with global economic expansion, similarly women do not devour right of appearance to undeveloped expert education, for proceeds sanction and preferment probabilities. Mainstreaming women in trade happenings can considerably donate towards monetary progress and their authorization. In directive to care women to release their artistic capacities as entrepreneurs advanced and focused sustenance amenities are required. In India, however women active round fifty percent in whole population, occupational universe is patriarchal settled. In this connection scholar fix Salem for technically degenerating zone when connected by the whole of another regions. That crazed the region is sooner correct for the Research.

### **Research Objectives**

- To understand the factors that initiate creative thinking and innovations among women entrepreneurs.
- To find out whether being creative and innovative leads to increased productivity.
- To identify whether creativity and innovations help in transcending boundaries to enable path breaking discoveries among women entrepreneurs.
- To analyze whether being creative and innovative can lead to have competitive advantage among women entrepreneurs.
- To find out the barriers that hamper creativity and innovation among entrepreneurs.

### **Scope of Research**

The impact of creativity and innovation among women entrepreneurs in the Salem district is the subject of this study, and the data gathered from these women entrepreneurs was examined. Additionally, it provides cover for the tactical innovation and creativity of the Salem district's female entrepreneurs. For female entrepreneurs, the curriculum would focus on invention, creativity, and innovation.

### Research Methodology

The study is exposed both balanced and vibrant collection of development. The study was primary and foremost depends on primary and secondary data.

### Sampling Size and Design

The researcher used both direct and indirect data sources to further their investigation. The main source was questionnaires given to a carefully selected sample of female business owners in the Salem district. To supplement the original data, published materials such as books, reports, journals, and research projects were also looked at. Using stratified random sampling, 130 people were selected from the overall population to ensure that all of its subgroups were fairly represented in the research.

### Analysis and Discussion

**Table 1**

S. No	Age	Frequency	Percentage	Cumulative Percentage
1	25 to 30 years	18	14	14
2	31 to 45 years	29	22	36
3	46 to 60 years	52	40	76
4	Above 60 years	31	24	100
<b>Total</b>		130	100	

Above the Table 1 Explains the investors 40% have been in the category of 46-60 years, consequently 22% have been in the category of 31-45 years, 24% have been in the category of 60 years and 14% have been in the category of 25-30 years.

### Chi-Square Analysis

- **H<sub>0</sub>**-Null hypothesis: Null hypothesis is no significance relationship between investment and profitability.
- **H<sub>1</sub>**-Alternative hypothesis: Alternative hypothesis is significance relationship between investment and profitability.

### Crosstab Analysis

**Table 2**

S. No	Business Investment	Profitability					Total
		Below 10%	11 to 20%	21 to 30%	31 to 40%	Above 40%	
1	Less than 50000	2 (0.15%)	6 (0.46%)	5 (0.38%)	0	0	13
2	50000 to 100000	1 (0.04%)	9 (0.41%)	12 (0.54%)	0	0	22
3	100000 to 500000	3 (0.05%)	22 (0.39%)	30 (0.54%)	1 (0.02%)	0	56
4	Above 500000	6 (0.15%)	13 (0.33%)	10 (0.26%)	6 (0.15%)	4 (0.1%)	39
Total		12	50	57	7	4	130

Above the Table 2 explains the investment and Profitability. Business Investment that less than 50,000, 0.46% of the investors in the category of 11-20%, consequently 0.38% of the investors in the category of 21-30% and 0.15% of the investors in the category of below 10%. Business Investment that 50000 to 100000, 0.54% of the investors in the category of 21-30%, consequently 0.41% of the investors in the category of 11-20% and 0.04% of the investors in the category of below 10%. Business Investment that 100000 to 500000, 0.54% of the investors in the category of 21-30%, Consequently 0.39% of the investors in the category of 11-20%, 0.05% of the investors in the category of below 10% and 0.02% of the investors in the category of 31-40%. Business Investment that above 500000, 0.33% of the investors in the category of 11-20%, Consequently 0.26% of the investors in the category of 21-30%, 0.15% of the investors in the category of 31-40% and below 10% and finally, 0.1% of the investors in the category of above 40% of profitability.

### Analysis of Chi-Square

**Table 3**

	<b>Value</b>	<b>Df</b>	<b>Asymp. Sig. (2sided)</b>
Pearson Chi-Square	28.702 <sup>a</sup>	12	.004
Likelihood Ratio	29.244	12	.004
Linear-by-Linear Association	3.086	1	.079
N of Valid Cases	130		

Above the Table 3 Explains 5% of the table value is 3.94 and estimated value analysis is 0.004, Therefore Null hypothesis is conventional.

### Suggestion

The form of overview approach to reduce the problems. The majority of women entrepreneurs are approximation that as if necessary of training they are infrequently capable to tolerate in the Society. Accordingly, the Government should accomplish numerous training programmes along with facilitations. Investment is the major issue of everybody to start an enterprise. There for the government can provide the grant for credits to make belief and be extant to concentrate for females. They are vital hunger to approve them by consuming the accessible gambles. They have to derived ahead to exploit the amenities offered by banks, government and development programmers.

### Conclusion

Fundamental economic component must in circumstances in flowing different category of enterprise. Although there's multiple consideration come up with there to the exterior and to preserve and assemble endeavour from all aspects would the approach for women move to the risk-taking. Also, they want necessary comfort from origin of family and society. It is comprehensible from the learning that countryside and town side females are prepare to face difficulties correlated with condition of corporate. They aren't in the connection of profitable for resolution in spite of satisfied their confidential vital of inventiveness & establish their

capabilities. They are education is compensating to an excessive of mutual revamp. The approaching is bound to detect additional women conviction within regions usually occupied abreast of men. Absenteeism of finances & internal edge is important complications.

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