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FACTORS ENSURING SUCCESS AND POSITION OF WOMEN AT WORKPLACE AND IN THE SOCIETY- A STUDY OF KOTA CITY

CMA Dr. Mrs. Meenu Maheshwari¹

¹Assistant Professor & Former Head, Department of Commerce & Management,
University of Kota, Kota, Rajasthan, India.

Ms. Priya Sodani²

²Research Scholar, Department of Commerce & Management, , University of Kota, Kota,
Rajasthan, India.

Dr. Ashok Kumar Gupta³

³Lecturer(ABST), Govt. Commerce College, Kota, Rajasthan, India.

ABSTRACT

This paper seeks to understand the economic activities in which women participants are engaged in and to analyse the women participants' opinion about the factors which participate in determining the position of a working women in society and workplace. For factors like educational qualification, financial position, Caste / religion, living standard and style, job / Profession, Social involvement and participation, Family background and personality and hard work women participants have been asked for their opinion as they feel whether these variables participate in building position of individual or not. Their opinion might be influenced by the age group, educational qualification and current sector of their job. It has been an empirical study involving a questionnaire collected from 450 working women respondents working in Kota city, Rajasthan. A deep analysis of the findings will be discussed in this paper.

KEYWORDS: Financial position, Societal image, Societal identity.