

SOCIAL MEDIA AND ITS IMPACT ON WOMEN ENTREPRENEURSHIP

Asma Unnisa Begum I*

*Research Scholar,
PG & Research Department of Management,
Srimad Andavan Arts and Science College,
Affiliated to Bharathidasan University,
INDIA
Email id: asmashaikphd@gmail.com

Dr.R Kalpana**

**Assistant Professor,
PG & Research Department of Management,
Srimad Andavan Arts and Science College,
Affiliated to Bharathidasan University,
INDIA

DOI: 10.5958/2249-7315.2025.00005.3

ABSTRACT

This paper examines the impact that social media has created in women entrepreneurship. The rise of social media has led to changes in how entrepreneurs carry out their day-to-day activities. Social media plays a major role in entrepreneurship. It connects people from around the globe. With the help of Social media anyone can buy or sell a product or a service it doesn't need any experience or expertise.

Entrepreneurship in any society is a sign of progress of the nation. Nowadays women does business through social media which is profitable. Women entrepreneurship has an impact on social as well as cultural and economic progress of the society.

KEYWORD: *Social Media, Women Entrepreneurship, Technology, Blogging.*

REFERENCES

Lucia Wuersch, AlaianNeher, Mark K. PeterDigital internal communication: An interplay of socio-technical elements IJMR volume 25 issue 3 August 2022

YulianiSuseno, Ling Abbott Women Entrepreneurs digital social innovation: Linking gender, entrepreneurship, social Innovation and Information Systems Informations Systems Journal Volume 31 Issue 5

IbT.Gulbrandsen, Ursula Plesner, ElnerRaviolaNew Media and Strategy Research: Towards a Relational Agency Approach IJMR volume 22 issue 1 August 2019

S.Shabnoor,S.Tajinder,Social Media its Impact with Positive and Negative Aspects IJCATR, Volume 5– Issue 2, 71 - 75, 2016

Wasim Akram, R.Kumar, A Study on Positive and Negative Effects of Social Media on Society,IJCSE Volume 5 Issue 10, E-ISSN 2347-2693.

Conor Drummond, Helen McGrath and Thomas O Toole The impact of social media on resource mobilisation in entrepreneurial firms indmarman, Volume 70 April 2018

Potter, J. (Ed.). (2008). Entrepreneurship and higher education. Paris, France: OECD.

Potter, J. (Ed.). (2008). Entrepreneurship and higher education. Paris, France: OECD.

Potter, J. (Ed.). (2008). Entrepreneurship and higher education. Paris, France: OECD.

Potter, J. (Ed.). (2008). Entrepreneurship and higher education. Paris, France: OECD.

An, S. K. (2016). Effects of entrepreneurship education and institutional support on entrepreneurial self- efficacy and entrepreneurial intention [Doctoral dissertation]. Chung-Ang University. Google Scholar

Byabashaija, W., Katono, I. (2011). The impact of college entrepreneurial education on entrepreneurial attitudes and intention to start a business in Uganda. Journal of Developmental Entrepreneurship, 16(1), 127–144.

Cunningham, J. B., Lischeron, J. (1991). Defining entrepreneurship. Journal of Small Business Management, 29(1), 45–61.