

Women Entrepreneurs Developing Platform by Web Based Advertising (WBA)

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Abstract

Women entrepreneurs are getting acquainted with the latest technologies by using Internet. They are taming themselves to fight in this virtual competitive world. The internet world is helping as a support system to these leading ladies. SNS i.e. Social Networking sites, WBA (Web based Advertising) and Internet Based Marketing (IBM) are the new bases on which women are developing to get through their enterprises on world scenario. There are vast opportunities for women entrepreneurs on Virtual World to lead their enterprise and one more tool they are using is Internet Based activities.

This paper is an attempt to compare the previous studies with the current scenario and to explain the benefits which may be availed by WBA in the development of women entrepreneurship and Women entrepreneurs.

Introduction

Women's empowerment has been in front and centre in 2014 as more companies, communities and countries invest in women's entrepreneurship. According to the Global Entrepreneurship Monitor, there are 126 million women operating new businesses and another 98 million at the helm of established ones. In only seven countries—Panama, Thailand, Ghana, Ecuador, Nigeria, Mexico and Uganda—do women take part in business at rates equal to men's. Women own almost three in ten American firms, yet employ only 6% of the country's workforce and account for barely 4% of business revenues. [W1].

There's an innovation boom in the social sector. Socially conscious entrepreneurs are launching groundbreaking new businesses that support a triple bottom line of people, planet and profit. But many of these emerging entrepreneurs—especially women entrepreneurs and entrepreneurs of color—lack access to the human and social capital to grow their enterprises and expand their impact. [W3]

In March we celebrate International Women's Day and October is *National Women in Small Business Month*. “National Women's Small Business Month was created by the U.S. Small Business Administration to focus on key challenges facing female job creators. Women currently boast ownership of 30 percent of all businesses, according to the SBA. Of those, 90 percent are small businesses,” according to FindLaw.com.

While women entrepreneurs face common challenges, they also wield tremendous power within the small business community. [W5]

The female Internet users have also grown about 30 per cent in 2013. The highest growth is among the college going students and school girls. The percentage of school girls using internet has increased up to 30 %. [W7]