

"A man is
great by
deeds, not by
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

IIMK/CS/160/SM/2022/05

March 2022

A Recipe for Empowerment

Anubha Shekar Sinha¹

Priya Nair Rajeev²

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¹Assistant Professor, Strategic Management Area, Indian Institute of Management Kozhikode, IIMK Campus PO, Kunnamangalam, Kozhikode, Kerala 673 570, India; Email - anubhashekhar@iimk.ac.in, Phone Number - 0495 2809111

²Associate Professor, Organizational Behaviour and Human Resources Management Area, Indian Institute of Management Kozhikode, IIMK Campus PO, Kunnamangalam, Kozhikode, Kerala 673 570, India; Email - priya@iimk.ac.in, Phone Number - 0495 2809439

ABSTRACT

This case proposes a stage-based framework for entrepreneurship. It takes the special case of a women entrepreneur in the emerging economy of India and tries to understand what are the disadvantages they face in those contexts and what advantages could be generated from those contexts, in which they work. This case explores how these advantages and disadvantages change over the stages of growth of a woman entrepreneur's venture. Understanding the fundamental elements of stages of entrepreneurship is important as at different stages ventures need different capabilities from entrepreneurs. This case allows one to understand different stages of venture life cycle, their needs at each of these stages and identifies what needs to be done at each of these stages. Since, we are dealing with women entrepreneurs in different stages of their entrepreneurial venture, it makes sense to take gender as a proxy/ contributor to multiple characteristics that enable or restrain their entrepreneurial ventures at different stages. Also, the other context about the emerging economy of India adds to these characteristics. This case opens the avenues to be able to appreciate why institutional arrangements like incubators are essential to support budding women entrepreneurs and thereby, to deliberate upon how attitudes and mindsets can help prepare women for their entrepreneurial journey.

Research Office
Indian Institute of Management Kozhikode
IIMK Campus P. O.,
Kozhikode, Kerala, India,
PIN - 673 570
Phone: +91-495-2809238
Email: research@iimk.ac.in
Web: <https://iimk.ac.in/faculty/publicationmenu.php>

