

BUSINESS WOMEN ENTREPRENEURSHIP IN THE NEW ECONOMY

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***Abstract.** The idea that we need a “new economy” is that the entire economic system must be radically restructured taking into considerations the new global changes – economic and financial crisis.*

Also we will see what “changing the system” means is a matter of considerable debate.

The paper demonstrate that the woman is going to become an important manager in business and in the same time, a voice able to be headed in all places of the world. As study case I’ll present Romanian business women.

***Keywords:** Business, change, entrepreneurship, new economy, woman.*

1. Introduction

The idea is that we need a “new economy” – that the entire economic system must be radically restructured if critical social and environmental goals are to be met. Most of the projects, ideas and research efforts have gained traction slowly and with little notice. But in the wake of the financial crisis, they have proliferated and earned a surprising amount of support – and not only among the usual suspects on the left. As the threat of a global climate crisis grows increasingly dire and the nation sinks deeper into an economic slump for which conventional wisdom offers no adequate remedies, more and more people are coming to realize that it is time to begin *defining, demanding and organizing* to build a new-economy movement.

The term “new economy” has begun to spread into public use in diverse areas may be an indication that the movement has reached a critical stage of development – and a sign that the domination of traditional thinking may be starting to weaken. Although, what “changing the system” precisely means, it is a matter of considerable debate.

Several initiatives have begun to deal systematically with fundamental problems of vision, theory and longer-term strategy. “For the most part,

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advocates for change have worked within the current system of political economy,” says Speth, a former adviser to Presidents of USA – Carter and Clinton, onetime administrator of the United Nations Development Programme. “But in the end”, Speth declares, “This approach will not succeed when what is needed is transformative change in the system itself”¹.

2. Theory – Entrepreneurship in the new economy

Along with the rapid expansion of small and medium-size businesses committed to building the new economy appeared a sense of community and shared mission. Staff, managers and owners at many of these companies are finding more opportunities to share ideas and pool resources with like-minded professionals.

Apart from the central issue of how political power might be built over time, three in particular are clearly daunting: first, many new-economy advocates concerned about global warming and resource limits hold that conventionally defined economic growth must be slowed or even reversed. In theory an economic model that redistributes employment, consumption and investment in a zero-growth or reduced-growth system is feasible, but it is a very hard sell in times of unemployment, and it is a direct challenge to the central operating principle of the economic system. It is also a challenge to the priorities of most elements of the progressive coalition that has long based its economic hopes on Keynesian strategies aimed at increasing growth.

3. Discussions – A related problem concerns the labour movement

A related problem concerns the labour movement. Many new-economy advocates hold progressive views on most issues of concern to labour. So, new-economy efforts will ultimately pose much more radical systemic challenges than many have contemplated. Nonetheless, new-economy advocates are beginning to tap into sources of moral concern similar to those of the early environmental movement.

According to UNDP, women are responsible for 66 percent of the world's work but earn only 10 percent of the income and own just 1 percent of the world's land. Most women throughout the world are relegated to

¹ <http://www.thenation.com/article/160949/new-economy-movement>

low-skilled, low-wage jobs. For many of these women, their long history of marginalization is a cycle that is hard to break.

“There is rising awareness across the world that women are becoming an undeniable economic force. Women are increasingly at the center of the global economy. According to a survey of women by Boston Consulting Group, women are the world’s largest and fastest growing market, controlling or influencing three-quarters of the \$18 trillion in global consumer spending. A country's competitiveness correlates positively to those who possess greater gender parity, resulting in better economic performance, competitiveness, and greater prosperity”².

There is a growing body of research and data that correlates high yield outcomes to women who run small and medium-sized businesses and there is a strong correlation to increased GDP. Globally, there are more than 200 million women entrepreneurs including those in rural areas, townships and villages who open small businesses or cooperatives to generate income. Based on this evidence, adding more women to the labour force could provide a substantial boost to GDP growth and per capita income.

In Europe right now we are witnessing huge tremors in the fabric of a Union that was on a certain trajectory for the past few decades, and now seems destined for another. The global financial system continues to defy expectations and move in new and unusual ways. As analysts try to predict the future, many of us are wondering – what will come next?

4. Woman in business

Women entrepreneurs face obstacles due to poor access to business opportunities, credit, financial markets, and the knowledge of running a business. Research and anecdotal evidence also show that women lag far behind men in access to credit, despite the fact that they are better at paying back loans. By empowering women, the whole family, and the world’s economy wins. The World Bank has documented that women tend to invest a higher portion of their earnings in their families and communities than men do.

“Narrowing the gap in employment between men and women in emerging economies could raise incomes as much as 14 percent by 2020, and 20 percent by 2030,” remarked U.S. Secretary of State Hillary Clinton at Second Annual Women in the World Stories and Solutions.

² http://www.apec.org/Press/Features/2011/0905_empowerwomen.aspx

Ms. Weili Dai, co-founder of Marvell Technologies Group recognizes that “technology is not a silver bullet” and went on to describe the possibility of how a woman in developing world can connect to the global economy without leaving her village or hometown. For example, Marvell Technologies Group has been working for several years with China Mobile and its more than 600 million subscribers to bring affordable smart phones and tablets to women entrepreneurs throughout China. Furthermore, this connectivity delivers information to create a more enlightened and open society better exposed to the idea of women in non traditional roles.

Ms. Weili Dai is hopeful that more women will be attracted to these sectors. “Fortunately, technology is not as ‘boring’ as it used to be and is now an incredible tool for creativity”, Dai said in an interview.

The female mind can bring a unique perspective to problem-solving in traditionally male-dominated industries such as business, engineering, or government, she added. Dai firmly believes that APEC economies can and must develop environments that engage women and leverage their natural talents.

Because I am female and I have been working in regional development field I may say that we have “the certitude that each Member State of the European Union has been implementing regional policy according to a historical evolution, the quality of its political leaders and of the responsible institutions”³.

Talking about leaders, we also have to take into consideration the managers and it is useful to have in mind a full picture. According to Mark Anderson⁴ the challenges for managers and for leaders are describe in table no. 1:

Table 1

Managers	Leaders
Follow rules	Follow instincts
Focus on getting things done	Focus on getting the right things done
Side with safety	Side with risk
Focus on delivering today	Focus on articulating tomorrow

Source: Mark Anderson, *The Leadership Book*, Pearson Education, 2010, Great Britan, p. 10.

³ Claudia Ionescu, N. Toderas, *Regional development policy*, Tritonic Publishing, Bucharest, 2007, p. 144

⁴ Mark Anderson, *The Leadership Book*, Pearson Education, 2010, Great Britain, p. 10

Management and the leadership style are influenced by behaviours and reflect the cultures. According to PhD Paula Caligiuri⁵ the leadership skills are global and there are “5 characteristics: goal-oriented tenacity, managing complexity, cultural sensitivity, emotional resilience, and ability to form relationships. These are the foundation of a strong leader”.

4.1. *The Hansel and Gretel story*⁶

What can we learn from this old fairy tale when it comes to our marketing and our pricing?

- **Be sure that your offerings are made of white pebbles, not breadcrumbs.** Offerings need to have a long shelf life and the versatility to be reusable or repackaged in various ways. *Experiences are a great way to connect with your potential clients, so give them great value and then repackage the final offering in a new experience.*
- **Remember that the pebbles (low-priced or free offerings) always lead the consumer to bigger offerings and bigger experiences such as the vast treasure.** Be sure that the offerings are *logically stepped up so that the customer/client can see value in each offering and the increased value in each price increase.*
- **Don't be the wicked stepmother.** Don't lead your potential clients into the woods and leave them there to get eaten by a witch. *Guide your potential customer from one offering to the next (up the pricing chain), making your website and marketing materials CLEAR about the path of increased value.*
- **When you only have one offering (i.e. the witch who wanted to eat the children) you have to be careful not to get burned and die!** All offerings can be and should be packaged in various ways. Every product can be made into at least 5 product variations, allowing your income options to vary. For example, if you have just written a book, it can become any (or all!) of the following 8 products / offerings:
 - Paid speaking gigs
 - Audio Recordings

⁵ Charlenle M. Solomon & M. S. Schell, *Managing across cultures*, Mc Graw Hill, 2009, pp. 291-293

⁶ <https://womenpresidentsorg.wordpress.com/2012/03/30/pricing-in-our-new-economy/>

- Coaching
- Print Workbook
- Online Workbook
 - Live Workshops
 - Telephone Workshops
 - eBooks.

Do this for ANY product to increase income streams simply, using the same content and services.

- **Pay attention to the conversations around you (i.e. the parents planning to “lose” the children in the woods) so you can always be prepared.** What are people in your social networks saying they need? How are others pricing similar products? What are the latest (and predicted) trends and how can you plan to be in the forefront of that trend AND have your offerings be priced appropriately? Start gathering those white stones *now*.

From⁷ mothers juggling babes and business at the kitchen table to the ‘one – woman show’ running a restaurant or retail outlet to the woman at the helm of a large business there’s a **stampede of women creating new business**.

Born from seeds of **initiative and self-reliance** this powerful movement is committed to creating a **business culture based on our values** rather than the predetermined values of the existing business structure and culture. We’ll do it our way.... whatever that way is! Whilst this ‘**new economy**’ is exciting, edgy and offers women **enormous opportunity** it also contains **greater risk and insecurity**.

4.2. *What⁸ is new economy and why is it feminine?*

Let see what the Key Components of the New Economy are:

- Information and knowledge based – we are selling ideas and services;
- Internet based – the most effective marketing tools for selling ideas and services;
- Personal brand based – it is as much about ‘us’ and the journey we’ve taken as it is about our ideas for *x*, *y*, or *z*.

⁷ <http://www.shebusiness.com/2011/10/a-new-enterprise-for-a-new-economy-2/>

⁸ <http://www.newfemininefinance.com/category/new-economy/>

Let revised what is **the knowledge economy and** why is this ‘feminine’ economy? Well, if you listen to any of the great creativity theorists. Another way of looking at the archetypal constructs of masculine and feminine is that the masculine is the force of *expansion* in the universe, hence everything that we ‘see’, and the feminine is the *contraction*, such as the invisible forces of gravity.

And what is more invisible than the realm of ideas? Information businesses require a different type of explanation, a different type of understanding.

4.3. Internet-based businesses

Internet means flexible. It means home (if that’s what you choose), or whatever you really want. At long last! It is a way for women to incorporate their family, home-lives, with caring for the physical and emotional bodies *and* running a successful business or career.

4.4. The age of the personal brand

This is probably the most interesting and sensitive area of the new economy. At one level it is about bringing the personal (who we **are**, and how we **feel**) into the professional – and what is more feminine than that?

At another level, a personal brand can mean bringing forth the deepest and most complex aspects of a person’s being, enabling them to make a powerful stand for whatever they believe in, modelling whatever growth and development they have accomplished – and so for me, the question is just – how deep do you want to go?

By far the most effective personal brands we can see are those that incorporate not only the surface aspects of a woman’s life, but also the battles she has fought and the depths she has mined. We can call it soul, spirit, or whatever source of wisdom we choose to believe in, being a powerful personal brand in today’s economy means mining the depth of who we are, and bringing that forth in a way that is compelling and of value to those around us.

4.5. What are the main directions for a successful business in the new economy?

4.5.1. To understand that we have a unique role in this world and we are here to play it

How can we do? First we have to connect with our vision for life and business and uncover our life's mission and purpose. Also we have to set in place the feminine foundations and lifestyle that bring us most happiness and joy.

4.5.2. Designing our own vocation – how?

- Understanding the journey we have taken to date, and seeing how your personal evolution has served you in stepping into your fullest potential,
- Understanding how your all your gifts, skills and experience come together within the context of the new feminine economy,
- Translating your passion into a practicable and purposeful mission and vision.

4.5.3. Building our New Paradigm Business Model

- Learning how to package and sell your information and services in the new economy,
- Building a robust and sustainable business model that harnesses cutting-edge innovation in business and finance,
- Getting a clear and coherent picture of the type of person you are best suited to work with,
- Understanding all the systems and structures you need to have in place in order to create a thriving business,
- Uncovering your own unique brand, and building this in the new economy.

Also we have to pay attention to “the Time Value of Money that is a way of making Decisions in the face of Opportunity Costs. A you have various options of investing funds with various returns, the Time Value of

Money can help you which options to choose and how much you should spend, given alternatives”⁹.

4.6. After the previous steps what are our expectations?

We have to have:

- **A full business plan**, including mission statement, vision, analysis of the market opportunity, product and services, and financial model;
- **A full marketing plan**, including ideal client and target market analysis, a route to market, and internet marketing strategy;
- A plan for the creation of all **business structures**, including incorporation finance, insurance, legal and internet structures;
- An understanding of what it means to ‘**manifest from the feminine**’, and how the structures you create in your life contribute to your business success;
- A plan for your **general health, wealth and well-being** that will bring you the ultimate joy, happiness and freedom.

5. Conclusions

As Stephen R. Covey¹⁰ said with “any other business, we’re changing market realities”.

We’ll be looking at the question of how we can begin creating a business in the new economy and use the opportunities that are close to us. We’ll be looking at why needing to know who we are, what we stand for and what our ideas are just as important as learning the ropes in terms of the systems and structures needed to create a thriving business.

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⁹ Josh Kaufman, *The personal MBA*, Portfolio Penguin, 2011, p. 172

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