

Article

Applications of Women in Business Leadership

Xursanova Nurxayot O'Imasbek qizi*¹

1. LSL private school

*Correspondence: khursanovanurkhayot@gmail.com

Abstract: In the 21st century, the business field is becoming a big part of our lives. Today, not only men but also women are growing and becoming more active in business day by day. In the past, leadership and business jobs were mostly connected with men, but now many women are achieving great success in this field. Women are proving that they can also become strong leaders and successful businesspeople. Why are women becoming more successful in business today, and why could many women not work in this field before? This article will clearly explain the reasons behind these changes and discuss the role of women in modern business leadership.

Keywords: Business, women, opportunities, success, business world, leadership skills, modern world, gender equality.

Introduction

The business sphere is developing rapidly around the world and becoming an inseparable part of people's lives. Business plays an important role in creating employment opportunities, developing the economy, and improving society. It also helps people avoid unemployment. Today, we live in a modern world connected with business and technology [1]. In the past, business and leadership were mostly associated with men, but nowadays women are also achieving great success in this field. In some cases, they are becoming even more successful than men. The number of female leaders and entrepreneurs is increasing every day. The main reasons for this are education, new opportunities, and the rapid development of gender equality [2].

Traditionally, business and management were dominated by men, and women had limited opportunities to enter that sphere of life. Most women were supposed to focus on household chores, since this area of activity was perceived as women's main contribution to the society they lived in. Hence, most women had no access to higher education or career prospects. However, things started changing dramatically over time. Today, business has become an area where women can be highly successful (United Nations, 2024) [3].

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One of the biggest reasons for this change is education. In the 21st century, women can study at universities and choose different majors such as business, management, and economics. Education gives them knowledge, confidence, and useful professional skills. Many international organizations also support gender equality and help women get better access to education and career opportunities (UN Women, 2024). As a result, more women are becoming managers, entrepreneurs, and leaders of large companies. Gender equality is another significant aspect. In recent times, many nations have been trying to offer equal opportunities to both sexes. Previously, females were paid less compared to males, despite performing the same tasks. However, in modern times, most firms recognize the benefits associated with having a diverse group of employees within an organization. Females can offer various qualities that are highly valued in businesses, including effective communication, teamwork, and creativity. (UN Women, 2023) As a result, skills and expertise are valued more than gender [4-6].

Technological advancements have provided numerous opportunities for women as well. In today's world, it is possible to work online, interact with foreign clients, and establish one's own venture from the very beginning. Women leverage social media platforms to promote their products, enhance their professional image, and scale up their businesses. Thus, technology has facilitated the process of entrepreneurship for women. (United Nations, 2024) Nevertheless, in some regions, there is an opinion that leadership positions are better suited to men. This may be an obstacle for women in the professional sphere. Furthermore, balancing career and family responsibilities remains difficult for many women. Nonetheless, women keep progressing despite these barriers through perseverance and dedication [7][8]. (UN Women, 2024)

Methodology

This study uses a qualitative research method based on literature review and case study analysis. Various reports and articles published by the United Nations and UN Women were analyzed to examine the role of women in business leadership and entrepreneurship. The research also focuses on the impact of education, technology, and gender equality on women's success in the business sphere. In addition, the career of Indra Nooyi was used as a case study to understand how women can achieve leadership positions in international companies [9].

Results

Nowadays, there are many accomplished women who serve as role models for the younger generation. Their success proves that women have just as much potential as men in various industries, including business, technology, and foreign commerce. The increasing presence of women in leading positions helps society become more balanced and provides hope for future generations [10]. (United Nations, 2024)

For instance, one notable example of a woman who succeeded in becoming an influential businesswoman is Indra Nooyi, who served as the CEO of PepsiCo. Indeed, she is one of the best role models who shows how women can become prominent leaders in international corporations through hard work and dedication to education [11]. As a leader, she guided the company toward prosperity and made PepsiCo one of the leading food and beverage corporations in the world. Her focus on innovation, health-related products, and company growth made her highly influential in business leadership. Despite the many challenges she faced during her career because she was a woman, she continued proving herself and achieving success [12][13].

Discussion

In addition, the involvement of women in corporate leadership positively impacts not just corporations themselves, but societies as well. Researchers have demonstrated that diversified management within enterprises leads to better decision-making processes, improved cooperation, and enhanced innovation. Female leaders also foster an atmosphere within organizations that encourages and supports their workers. (UN Women, 2024) International institutions have been persistently encouraging the participation of women in economic and leadership endeavors in recent years, since gender equality plays a crucial role in sustainability and economic progress [14]. Women's success within corporate structures can be seen as an important step towards changing stereotypes

about female abilities in the global labor market, thereby opening new possibilities for future girls worldwide [15]. (United Nations, 2024)

Conclusion

In conclusion, the successes that women experience in modern businesses are directly related to the educational background of these people, gender equality, advancements in technology, and societal changes. Today's situation can be regarded as far better in this respect compared to the previous decades. While there are certain issues, including discrimination and problems that arise due to the combination of professional activities and family-related duties, women manage to make significant progress thanks to their diligence and determination. Thus, the growing number of women occupying managerial positions not only facilitates business operations but also contributes to social balance. In addition, success stories of some female business leaders motivate young people and other women to achieve good results at work.

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