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# Employing Women in the Fields of Entrepreneurship and Green Management as the Wheel of Society's Progress

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## ABSTRACT

**Background:** In today's societies, empowerment of women and their full cooperation on the basis of equality, in all areas, including decision-making and community management is one of the requirements for sustainable development needed by our country. In a society where there is no equal and acceptable equality and fair cooperation between men and women in research, economic and cultural activities, nor is there fair opportunity for innovation and talent, the development process has not progressed as expected.

**Methods:** Given the progress that has been made in the field of education and social participation of women in the country, no country can develop without the presence, cooperation and activity of half of its capable population. Increasing the presence of women in society will change their role. Many women entrepreneurs are playing a role in the international arena.

**Results:** To achieve moderation and remove barriers to their growth and, as a result, to better expand society, we need women to be able to participate in the decision-making process in different areas of society. In many countries, these pursuits have led to significant success for women.

**Conclusions:** Undoubtedly, the role of women in the Green Management (GM) System program for organizations and government agencies is vivid and a program of excellence, and that its full understanding and realization relying on involving all personnel of organizations and those interested in the development of the country.

**Keywords:** Entrepreneurial Women, Green Management, Women's Empowerment, Women's Management, Sustainable Development.

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## Introduction

The topic of entrepreneurship is growing rapidly and widely investigated, and women's entrepreneurship is a topic of interest to many organizations. Many

researchers believe that the activities of this group play an important role in the economic health of society, having been able to enter the field of business in a short

period of time. Further, work and entrepreneurship have made significant changes in the development of social and economic issues of countries. Entrepreneurship is an area that plays an important role in the sustainability, growth and development of national and even global economics. Therefore, it is necessary to create a suitable platform for a logical support, including material, spiritual, cultural, research and scientific, in the field of entrepreneurship and entrepreneurs in our country more than before. The importance of entrepreneurship is such that economists have identified entrepreneurs as the driver of economic growth and development in societies (Schumpeter, 1982). At present, the level of cooperation and employment is one of the main factors in the modernization of the national economy. On the other hand, the amount and manner of participation of different strata in economic activities is one of the elements and indicators of development. The economic requirements of employment and women's cooperation in economic activities have always been noted in the history of the expansion and development of human societies. However, in many countries, there is no proper balance between men and women in this area and in various activities. The changes that have taken place over time have pushed women out of the realm of the home, into the job system of societies, and into changing the traditional algorithm that governs societies. Thus, this algorithm, which was based on gender, changed and went out of its traditional form.

### **Empowering Women**

Women's empowerment plays a crucial role in sustainable development, which is considered theoretically and practically

today. Among the issues that should be considered in women's empowerment are social, cultural and political support, including psychological empowerment and economic empowerment. The fact is that we live in a time when the legitimacy of governments is measured by the level of social participation of the people, especially women. Global experience has shown that the presence of women in public and decision-making levels improves the administrative system and improves quality. Public services in developing countries have helped a lot, so it's up to lawmakers to help women grow economically and develop based on their empowerment, and social justice certainly requires empowering women. Empowerment is the process by which women become aware of their inner needs and wants, improve their self-confidence in achieving their goals, and provide the ability to meet their needs.

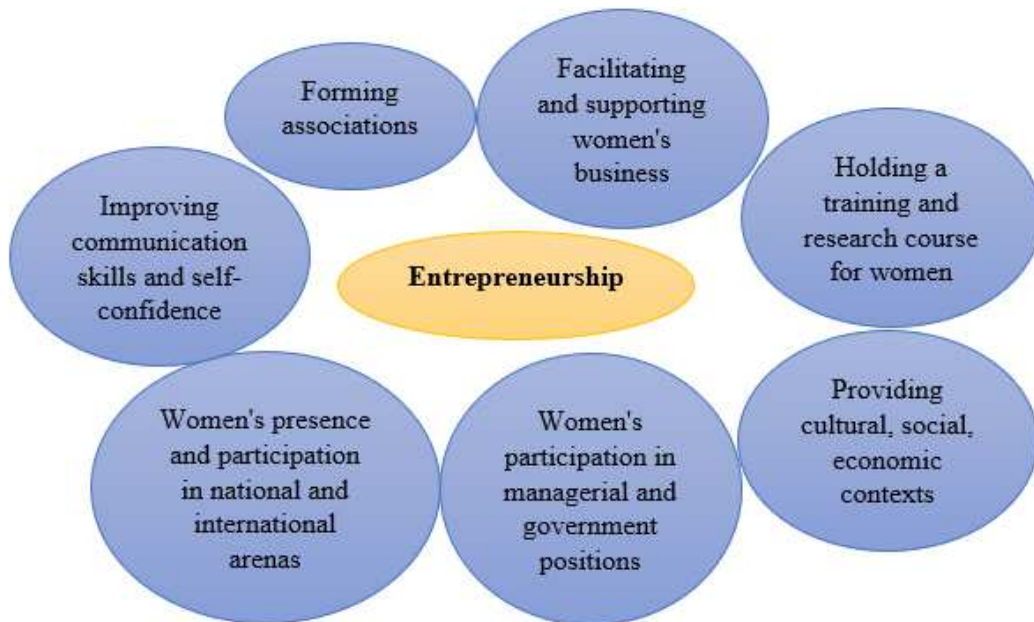
Factors that affect women's empowerment include eliminating barriers to women's activism, increasing their self-confidence and ability, reducing gender discrimination and violence against women, awareness and improvement of the quality of women's education and research, active presence of women in policies (Khan, 2020).

### **Creativity and Innovation in Entrepreneurship**

Currently, women make up half of the country's population, and in recent years there has been a strong desire for university education on the part of them, but the unemployment rate is high, some of whom have been able to establish themselves as entrepreneurs in the company and workshop to attract other women and create banks. Jobs provide jobs and creating employment for other women, some of whom may be heads of

households, and can be defined based on women's ability in art, science, business and based on their own ability in the desired job. Perhaps entrepreneurship is a complex and difficult process for them and there are many obstacles in their way. It is well known that they can solve these problems with high motivation and hope and use the created entrepreneurial paths. The ways in which entrepreneurship can be strengthened in women include: 1. Forming associations 2. Providing cultural, social, economic contexts 3. Women's presence and participation in national and

international arenas 4. Women's participation in managerial and government positions 5. Holding a training and research course for women 6. Improving communication skills and self-confidence 7. Facilitating and supporting women's business (Figure 1). In addition to the various constraints and problems facing an entrepreneur or business developer, women entrepreneurs need to address the various obstacles that are sometimes unsolvable in the best possible way (Setini *et al.*, 2020).



**Figure 1.** The ways in which entrepreneurship can be strengthened in women

**The Relationship between Graduates and the University**

The interaction between the university and the students starts from the period of enrollment of the students as a first-year student when the student lives on the campus. Cooperation between the university and students has taken place from admission to graduate school. When students graduate and start working, the only thing that can keep the alumni in

touch is the alumni association. The Alumni Association will serve as a bridge between the university and the alumni. Particularly in Iran, the Alumni Association is not active in activating technology as a communication tool for interaction. The problem is the lack of communication between graduates and the university. As shown in Figure 2, eight factors are needed to motivate collaboration among graduate students, including 1) graduate census, 2)

communication, 3) value creation, 4) awareness, 5) motivation, 6) collaboration, 7) participation, and 8) graduate

satisfaction (Rattanamethawong *et al.*, 2015).



**Figure 2.** Innovation in the relationship between graduates and the university

### The Role of Organizations

Other important factors in women's entrepreneurship are those related to organizations, such as managerial skills, job skills, especially the ability to come up with ideas and teamwork, which is derived from managerial abilities. The management practices examined by women entrepreneurs are related to their motivations for owning a job (Nguyen *et al.*, 2020). Entrepreneurial women need to combine and select the resources and jobs they want with their personality traits. The sources are people, wealth, capital, business plan. Many entrepreneurs use all or some of these resources to start a new business. In fact, having these resources is one of the key factors in starting a new business (Ghezzi & Cavallo, 2020).

### Implementation GM Plan

#### GM Plan Targets at Following Instances

a) Increase awareness of sustainable development and the environment for students; b) Creating an appropriate culture for the university seeking

sustainability; c) Educate students to become environmentally responsible citizens; d) expand awareness of anyone on campus from the environment; and e) to help middle and primary schools in the form of the ability to teach sustainable development and to partner with them (Lai & Peng, 2020).

### Creating Green Sciences in Universities

In fact, the greenness of a science, a product, or the provision of services means reducing energy consumption, raw materials, water, as well as minimizing pollution and waste in maintaining and renewing the quality of the environment, which ultimately improves consumption patterns and environmental behavior. It will become the lifeblood of society (Olajire, 2020).

### Investing in Green Research and Development (R & D)

In order to invest and implement research and development (R&D) goals, investing in green sciences and applied levels of energy research must be sustainable and long-

term commensurate with the nature of the problems. Ndlovu and Inglesi-Lotz (2020) put forth the following suggestions to improve the return on investment in the energy sector: a) Developing scholarship programs for PhD and postdoctoral students in the field of science and technology in green energy management; b) realization of partnership and integration between different government departments in related fields; c) increasing support and success: Many special programs in energy research and GM, and d) sustainable support for research centers and national energy institutes.

### **GM Indicators**

- A) Optimizing the consumption of a variety of basic environmental resources
  1. Water consumption;
  2. Power consumption; and,
  3. Fuel consumption.
- B) Waste Management
- C) Necessary changes in the building with the aim of preventing waste
- D) Reduce paper consumption is important to the type of activity of organizations and companies

### **Solar Energy Use Design**

Due to the fact that the peak hours of electricity consumption in the universities are 19 to 23 hours, by modifying some methods, a significant amount of this type of energy can be saved for the university.

### **Equipping Universities with Trash Cans with Color Separation Appropriate to the Type of Waste**

Depending on the waste management of the universities, it is possible to use dry and wet waste separation bins with colors that are suitable for all types of waste in dormitories and other departments of the

universities. This process helps to manage university waste in order to reduce pollution.

### **Environmental Management**

Environmental management in organizations is required to have an environmental idea and the desire to do it by managers and personnel of organizations. GM is implemented in the world due to a new environmental method in devices that are important for continuity and integration, and for fulfilling social, economic and environmental duties. According to (Bhatia, 2020), this approach is based on the following basic concepts:

- a) Management and leadership based on the green approach;
- b) Expanding the steps and process of GM;
- c) Learning and guiding the creation of green partnerships; and,
- d) Sustainable success through responsibility

### **Conclusion**

Empowerment is the process by which weak people in the community gain more access to and control over resources, and knowledge. Economic empowerment and the expansion of individual choices include increasing welfare and developing women's communities. In fact, empowerment increases people's self-confidence to continually improve existing conditions. Proper management in the cultural, economic and social spheres can also be effective in promoting the status of women and raising their awareness in this field, as a result of which society enjoys social health, which is itself a kind of metropolitan investment. Another empowerment of women with the development of the mentioned factors and

the presence of women in various fields is an effective aid in the organizations and educational system of the world to promote the countries. Sustainable development is a qualitative development and focuses on the quality of life, which aims to improve the quality of life for future generations. Sustainable development has three important themes including economic sustainability, environmental sustainability, and social sustainability. In each country, it is necessary to determine the best way to approach the stages of preparation and implementation of the National Strategy for Sustainable Development, taking into account the political, historical, cultural and ecological situation of that country.

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