



SRI RAMAKRISHNA
COLLEGE OF ARTS & SCIENCE
FOR WOMEN

An Autonomous Institution | Affiliated to Bharathiar University
Re - Accredited with A+ by NAAC | ISO 9001 : 2015 certified
Coimbatore, Tamilnadu, India



Indian Council of Social Science Research
Southern Regional Centre
Hyderabad

ICSSR - SRC Sponsored One Day National Seminar on
“Women - Led Startups as Catalyst for Innovation,
Employment and Economic Growth”

Conference Proceedings
ISBN: 978-81-994496-4-0

organized by
Department of Commerce



SRI RAMAKRISHNA
COLLEGE OF ARTS & SCIENCE
FOR WOMEN



DEPARTMENT OF COMMERCE



Indian Council of Social Science Research
Southern Regional Centre
Hyderabad

ICSSR - SRC Sponsored One Day National Seminar on

**“Women ~ Led Startups as Catalyst for
Innovation, Employment and Economic
Growth”**

January 6, 2026

Conference Proceedings

ISBN Number: 978-81-994496-4-0

About the College

Sri Ramakrishna College of Arts and Science for Women enjoys the reputation of being a most preferred women's autonomous institution for higher learning in the city. With an academic heritage of over 34 years of existence, the institution fulfils the holistic educational needs required for the empowerment of women. The institution is ranked in the 201 – 300 band in the National Institutional Ranking Framework (NIRF), the annual ranking exercise of higher education institutions by Ministry of Education, Government of India. The college is funded by Department of Science and Technology (DST) under the Fund for Improvement of Science and Technology (FIST) towards enabling facilities for promoting R&D activities in new and emerging areas in addition to funding from ICSSR, AICTE, NHRC, TNSCST etc. With 12 UG Programmes, 4 PG programmes and 6 Ph.D. Programmes, the institution has produced 13000 graduates in UG and PG since inception and has secured 430 university ranks including 59 gold medals. The institution is ranked among the Top 10 Best Colleges in India (7th Rank) under the category – Education World Grand Jury Higher Education Ranking 2025 and “Skill Development Leadership Award 2025” by the World Skill Development Congress at Mumbai for its upskilling initiatives to enhance the employability of the students. The institution is ranked among the Top 100 Colleges in the surveys conducted by the Week, India Today, Times B School, Open Magazine etc.

Message from Principal



Dr. K. Chitra,
Principal,
Sri Ramakrishna
College of Arts and Science for Women.

It gives me great pleasure to present this message for the proceedings of the ICSSR Sponsored National Seminar on “Women-Led Startups as Catalysts for Innovation, Employment, and Economic Growth.” This seminar is both timely and significant, as it highlights the transformative role of women entrepreneurs in shaping India’s innovation ecosystem and contributing meaningfully to inclusive and sustainable development. By bringing together academicians, researchers, industry practitioners, and policymakers, the seminar provides a valuable platform for dialogue on emerging opportunities, persistent challenges, and best practices in women-led entrepreneurial ventures. I am confident that the deliberations and research insights shared here will enrich academic discourse, inspire young minds, and support evidence-based policy and practice. I congratulate the organizing team and sincerely thank ICSSR for its generous support in making this national-level academic engagement a meaningful and impactful endeavor.

Message from the Head of the Department of Commerce



Dr. D. Padmavathi,
Professor & Head,
Department of Commerce,
Sri Ramakrishna
College of Arts & Science for Women.

On behalf of the Department of Commerce, I am pleased to convey this message for the proceedings of the ICSSR Sponsored National Seminar on “Women-Led Startups as Catalysts for Innovation, Employment, and Economic Growth.” The theme of the seminar is highly relevant to contemporary business and economic discourse, as women-led enterprises are increasingly emerging as powerful drivers of innovation, job creation, and inclusive growth. This seminar provides an excellent academic platform for scholars, researchers, and practitioners to critically examine the entrepreneurial ecosystem, policy frameworks, financial mechanisms, and managerial strategies that support women entrepreneurs. I am confident that the deliberations and research papers presented in this seminar will contribute significantly to knowledge creation and offer valuable insights for students, academicians, and policymakers alike. I appreciate the support of ICSSR and commend the organizing committee for their dedicated efforts in successfully organizing this national-level academic event.

Message from the Conference Convenor



Dr. I. Karthika,
Associate Professor & Head – B.Com,
Department of Commerce,
Sri Ramakrishna
College of Arts & Science for Women.

It is with great pride and pleasure that I present this message as the Conference Convenor for the ICSSR Sponsored National Seminar on “Women-Led Startups as Catalysts for Innovation, Employment, and Economic Growth.” This seminar has been conceptualized to provide a meaningful academic and policy-oriented platform for examining the growing significance of women entrepreneurs in driving innovation, generating employment, and strengthening the nation’s economic framework. The enthusiastic participation of scholars, researchers, industry experts, and practitioners from across the country has enriched the deliberations and ensured diverse perspectives on the theme. I am confident that the research papers and discussions documented in these proceedings will contribute to knowledge dissemination, inspire future research, and support evidence-based policymaking. I extend my sincere gratitude to ICSSR for its valuable support and to all contributors, resource persons, and the organizing team for their commitment and cooperation in making this seminar a successful academic endeavour.

LIST OF PAPERS

S. No.	Title/Author Names	Page No
1	Women Empowerment through Micro Finance a Help for Development in India <i>N. Thiagarajan, R. Sruthi and S. Anusuya</i>	1
2	Collaborative Governance for Rural Development: Aligning Cooperative Business Models with Gram Panchayat Initiatives <i>Dr. A. Pemela Vijayakumari</i>	3
3	Contemporary Beverage Practices among Women in Coimbatore City <i>Dr. R. Aruljothi and A. Akshatha</i>	10
4	Mentorship Networks, Leadership Development & Peer-Learning Models <i>R. Aswajith, S. Thiyagu and A. Aruleshwaran</i>	12
5	A Study on Fintech Payments Adoption by Women Entrepreneurs <i>G. Catherine Angelina and Dr. M. Mohana Priya</i>	15
6	Challenges and Opportunities for Women-Led Startups in India's Digital Economy <i>M. Mohamed Hasan and R. Rithish</i>	18
7	Role of Education in Fostering Women's Entrepreneurship <i>Dr. Akshatha Paranjyothi Kumar</i>	20
8	Relationship between the Dimensions of Corporate Entrepreneurship, High Performance Work System and Job Satisfaction <i>Dr. M. Banumathi</i>	23
9	Women in Digital -First Enterprises: E-Commerce, Social Media& Online Market <i>M. Harini and M. Yuvasri</i>	27
10	Women in Manufacturing MSMEs: A Study on Home-Based Production <i>P. Daksha and V. Samyuktha</i>	30
11	Women Led Startups: Access to Finance, Credit, Venture Capital & Angel Investment <i>S. Keerthana, S. Madhu Sree and K. Srinithi</i>	33
12	Work Life Balance, Mental Health & Entrepreneurial Well Being <i>Dr. R. Umadevi, M. Sajna Parvin and R. Umabharathi</i>	36
13	Entrepreneurship for Exclusive Growth and Rural Development <i>P. Selvi and K. Bhuvaneshwari</i>	39
14	Women Led Startups: Access to Finance, Credit, Venture Capital & Angel Investment <i>Dr. D. Mohanampal</i>	41
15	Economic Empowerment of Women as a Preventive Tool against Domestic Violence: A Socio-Legal Study in India <i>R. Suriya</i>	44
16	Enhancement of Customer Experience with AI Technology Driven Fashion Market <i>Dr. G. Pandi Selvi and M. Fathima Kani</i>	47

17	Entrepreneurship for Inclusive Growth & Rural Development <i>G. Nandhika and P. Premika Sri</i>	49
18	Entrepreneurship for Inclusive Growth and Rural Development <i>M. Ayisha, Shane Maxlinn James and Shasvathi</i>	56
19	Entrepreneurship for Inclusive Growth and Rural Development <i>Dr. N. Dharmarasu</i>	59
20	Entrepreneurship for Inclusive Growth and Rural Development <i>V. Senthilvadivu</i>	63
21	Women-Led Handicraft, Fashion, Cultural and Creative Enterprises <i>A. Meena, S. Aarathi and M. Sathveeka</i>	67
22	Financial Inclusion through Fin-Tech Adoption of Women <i>Dr. K. Aruljothi, M. Keerthana and M. Harshini</i>	70
23	From Backbone to Beneficiaries: Reclaiming Women's Agency in Agriculture Based Rural Development <i>Dr. P. Deepana, V. Sarojini and P. R. Navaneetha</i>	72
24	Inclusive Innovation: Overcoming the Collateral Trap for Women Entrepreneurs <i>Dr. S. Kavitha, Dr Vandana Madhavkumar and M. B. Parveena</i>	77
25	Green Entrepreneurship and Women Empowerment <i>S. Iswarya Lakshmi and M. V. Harshini</i>	81
26	Mentorship Network Leaderships Development and Peer- Learning Model <i>Dr. T. Kavitha and M. Ram Aadhithya</i>	84
27	A Study on Women's Prospective and Challenges Faced by Entrepreneurship in Coimbatore City, Tamil Nadu <i>M. Mohanapriya</i>	88
28	Information Asymmetry and the Algorithmic Glass Ceiling: Evidence from India's Tech Startup Ecosystem <i>M. P. Sharath Kumar and Dr. V. Sumathi</i>	94
29	A Study on the Factors Influencing Women Entrepreneurs' Motivation in the Marketing of Organic Products <i>Jacob Jose and Dr. M. Mohana Priya</i>	99
30	Digital Platforms As Enablers For Women Entrepreneurship <i>K. A. Sowmithra</i>	101
31	"A Study on Women-Led Gig Entrepreneurship in Chennai: Innovation Practices, Startup Ecosystems, and Inclusive Economic Development" (A Qualitative Descriptive Study) <i>P. Kousalya and S. Gowthami Devendra Prabhu</i>	105
32	Exploring the Role of Digital Literacy and Migration in Shaping Social Isolation: A Qualitative Study <i>Spurthi N Channappaji, Bindhya Billavara Shivappa and Akhil Prakash</i>	110
33	Market Access, Branding & Global Outreach for Women Entrepreneurs <i>G. Deepika</i>	124
34	Entrepreneurship for Inclusive Growth and Rural Development <i>S. Sridevi</i>	127

35	The Role of Fintech in Women's Financial Inclusion	<i>Dr. N. Ramyaprabha</i>	130
36	Evaluating the Role of Digital Incubation on Women-Led Startup Performance: Evidence from India's FMCG Sector	<i>S. Nandhini</i>	132
37	Women in Manufacturing MSME and Home Based Products	<i>J. Darshana and V. S. Harini</i>	134
38	Work-Life Balance and Mental Health among Entrepreneurs	<i>C. Geetha</i>	138
39	Women in Technology: Startups and Innovations	<i>M. Mrithula, S. Sangareswari and S. Shangari</i>	140
40	Women in Digital-First Enterprises: E-Commerce, Social Media & Online Markets	<i>Akarshana and G. Gayathri</i>	142
41	Work-Life Balance, Mental Health & Entrepreneurial Well-Being	<i>M. Durga and S. Srinithi</i>	144
42	Role of Education and Academia in Fostering Women's Entrepreneurship	<i>Artheswari Raja Senthil and Neethi Sai Thiyagarajan</i>	148
43	Women-Mental Capital as Entrepreneurial Capital (Measuring Psychological Resilience, Burnout Resistance, and Emotional Sustainability in Startups)	<i>Dr. M. R. Deepica, Srinidhi Nagarasan and M. Roshini</i>	151
44	Fintech Adoption and Digital Financial Inclusion for Women	<i>S. Afreen</i>	156
45	A Study on the Strategic Adoption of Social Media and E-Commerce by Women Entrepreneurs Globally	<i>Dr. V. Kannammal, M. Mathumitha and Narayanan</i>	159
46	A Study on Thriving, Not Just Surviving: Mental Health and Work-Life Balance In Entrepreneurship – Tirupur, Tamilnadu	<i>Rishi Pranav, D. Varun and Abdul Kareem</i>	162
47	Beyond Innovation: How Incubation, Branding and Market Access Shape the Growth of Women-Led Startups	<i>B. Jayanthi and Lakshitha Sakthikumar</i>	166
48	Digital Financial Inclusion, Fintech Adoption and their Impact on Women's Economic Empowerment	<i>Dr. B. Indira Priyadharshini</i>	169
49	Women in Digital-First Enterprises: E-Commerce, Social Media and Online Markets	<i>So. Priya, S. Rashmika and N. Janani</i>	172
50	Role of Education & Academia in Fostering Women's Entrepreneurship	<i>Dr. K. Latha and Dr. M. Parameswari</i>	174
51	Role of Education & Academia in Fostering Women's Entrepreneurship	<i>A. Nandhini and S. Rithika</i>	176

A Study on Fintech Payments Adoption by Women Entrepreneurs

G. Catherine Angelina¹ and Dr. M. Mohana Priya²

¹Research Scholar, ²Assistant Professor and Research Supervisor

^{1,2}Department of Commerce, Vels Institute of Science, Technology and Advanced Studies, Pallavaram, Chennai

E-Mail: ¹mpshivangmcks@gmail.com

Abstract--- This study examines the role of fintech payment apps in enhancing the financial operations of women entrepreneurs, the benefits obtained, and also the challenges faced in adoption using a qualitative secondary data approach. Insights from research articles, organizational reports, and policy documents show that apps like Google Pay, PhonePe, and Paytm enable instant transactions, accurate record-keeping, and expense tracking, improving efficiency, autonomy, and business credibility. However, barriers such as limited digital literacy, poor internet access, socio-cultural constraints, and security concerns limit effective adoption. The study suggests digital literacy programs and user-friendly, secure app designs to maximize benefits, empowering women entrepreneurs and strengthening financial management and business growth.

The study aims to explore how fintech payments have been adopted by women entrepreneurs and the impact of these tools on enhancing their financial operations. It seeks to analyze the benefits, challenges, and barriers associated with digital payment adoption, providing insights into the ways fintech contributes to efficiency, safety, and empowerment. Understanding these outcomes is essential for policymakers, fintech providers, and development agencies to design women-centric digital financial solutions that support entrepreneurship, foster inclusion, and promote sustainable business growth.

I INTRODUCTION

IN today's business world, the prominence of women entrepreneurs is rapidly increasing day by day. Earlier women entrepreneurs faced many challenges in handling money, receiving and making payments, keeping track of expenses etc., but in recent years all these challenges have been made easier with the adoption of fintech payments especially digital payment apps like google pay, phonepe, and paytm.

The adoption of fintech payments has significantly streamlined financial operations for women-led businesses, allowing entrepreneurs to process transactions instantly, maintain digital records, and reduce dependency on manual bookkeeping. These digital tools not only simplify payments but also enhance operational efficiency, enabling women to focus on business growth, client engagement, and strategic planning. Studies have shown that fintech adoption can bridge the gap created by limited access to traditional banking systems, especially for women in small and medium enterprises.

Furthermore, fintech payments contribute to economic empowerment and autonomy, as women gain greater control over their financial decisions and business operations. By using secure and accessible digital platforms, women entrepreneurs can manage transactions independently, reduce the risks associated with cash handling, and build credibility with suppliers, clients, and financial institutions. The increased visibility in formal financial systems also fosters social recognition and strengthens their confidence in managing business activities.

II OBJECTIVES

1. To examine the role of fintech payment apps in enhancing the financial operations of women entrepreneurs.
2. To assess the benefits obtained by women entrepreneurs through the adoption of fintech payment apps.
3. To identify the barriers and challenges faced by women entrepreneurs while adopting the fintech payment apps.

III REVIEW OF LITERATURE

Adoption of Fintech Payments

Sowmya, B., & Pai, R. (2025) Research shows that women entrepreneurs in both organized and unorganized sectors are increasingly adopting digital financial services, mobile banking, and e-commerce platforms, which enhance their business capabilities. One systematic review note that digital inclusion initiatives have improved opportunities for women in micro-enterprise sectors, though barriers like literacy and infrastructure remain.

Enhancing Financial Operations

Women's World Banking (2024) The white paper reveals that Digital financial tools such as fintech-based payment systems which improve the transaction speed, accuracy, and record-keeping, are the critical components of financial operations in businesses. It states how Women entrepreneurs benefit from the ability to process transactions without cash dependency, thus reducing time spent on financial logistics. Industry and advocacy reports also stress how digital financial inclusion helps women manage daily business finances more effectively.

Barriers to Adoption

Lye, C.-T., et al (2025) The study states that despite the benefits of fintech payment apps, women entrepreneurs face several barriers that limit full adoption. These include trust concerns, limited internet and digital access, socio-cultural constraints, and financial literacy gaps. Studies suggest that unless these barriers are addressed, the potential of fintech for enhancing financial operations remains partially unrealized.

IV THEORETICAL FRAMEWORK

Role of Fintech Payment apps in financial operations:

Fintech payment apps such as Google Pay, PhonePe, and Paytm enable women entrepreneurs to process transactions instantly, eliminating the need for cash handling and intermediaries. Digital payments provide real-time transaction updates and automated records, reducing manual bookkeeping errors and simplifying daily financial tracking for business owners. Digital platforms also help women entrepreneurs track expenses and revenue more efficiently, supporting better planning and operational decision-making based on accessible financial histories. These apps further allow women-led enterprises to access wider networks of clients and suppliers who prefer or require digital payments, expanding market reach and improving overall business coordination. Studies highlight that digital payment platforms contribute to enhanced operational transparency and financial management for underserved groups, including women in informal and rural markets.

Benefits for Women Entrepreneurs:

Adopting fintech payment apps often leads to several key benefits for women entrepreneurs. First, these tools improve operational efficiency by enabling quick payment settlements and reducing delays in receivables and payables. Evidence shows that women micro-entrepreneurs using digital payments experience more stable income streams and improved transaction reliability, which supports predictable business activities. Digital payment history also facilitates building a financial footprint that may help with accessing credit or other digital financial services. Research indicates that digital payment adoption can give women greater agency over business resources, lower transaction costs, and more control over financial decisions by allowing them to operate independently without relying on male relatives or intermediaries.

Moreover, digital platforms help women entrepreneurs reduce time spent on administrative tasks such as manual bookkeeping and cash reconciliation, allowing them to devote more effort to business development and client engagement. In contexts where traditional financial infrastructure is limited or costly to access, fintech payment apps serve as efficient financial conduits that enhance business resilience and operational adaptability.

Barriers and Challenged faced:

Despite the advantages of fintech payment apps, women entrepreneurs face several challenges that limit effective adoption and use. Technical difficulties, such as complex interfaces, confusing features, or limited app usability, can discourage consistent use and reduce confidence in digital payments. Psychological factors, including trust concerns, fear of fraud, and perceived risks, further affect willingness to rely on these platforms for business transactions. Additionally, contextual constraints — like limited exposure to digital tools, insufficient training, or apprehension about financial technology — can prevent women-led businesses from fully leveraging fintech apps. Recognizing these barriers is essential to designing supportive interventions, such as user-friendly app interfaces, digital literacy programs, and secure transaction mechanisms, which can enhance adoption and improve operational efficiency.

V RESEARCH METHODOLOGY

This study adopts a qualitative approach using secondary data, drawing insights from published research articles, organizational reports, and policy documents. Relevant sources were identified through academic databases, institutional publications, and systematic reviews. Content analysis and thematic coding were applied to examine key aspects of fintech adoption, its impact on financial operations, and challenges faced by women entrepreneurs. This methodology allows for a descriptive and interpretive understanding of trends and relationships, without the need for primary data collection.

VI FINDINGS AND DISCUSSION

Fintech payment apps like Google Pay, PhonePe, and Paytm help women entrepreneurs process payments instantly, maintain digital records, and track expenses efficiently (MDPI, 2024). These tools improve operational efficiency, autonomy, and credibility, allowing women to focus more on business growth (CGAP, 2024; SpringerLink, 2025).

However, adoption is limited by digital literacy gaps, internet/device access issues, socio-cultural constraints, and security concerns (JIER, 2025; The ASPD, 2024). Addressing these barriers is essential for maximizing the benefits of fintech apps on financial operations.

VII CONCLUSION

This qualitative secondary study highlights that the adoption of fintech payment solutions plays a crucial role in enhancing financial operations for women entrepreneurs. Evidence indicates improved transactional processes, better financial visibility, and greater autonomy. However, challenges such as the digital gender gap and resource constraints limit full potential. Policymakers and fintech providers should prioritize women-centric digital literacy initiatives, affordable connectivity, and inclusive platform design to ensure meaningful operational improvements.

SUGGESTION

- Provide digital literacy training for women entrepreneurs to improve confidence and effective use of fintech payment apps.
- Ensure user-friendly and secure app designs with accessible features to simplify financial operations and enhance efficiency.

REFERENCES

- [1] Alom, k., et al. (2025). Digital finance leads women entrepreneurship and poverty mitigation for sustainable development in bangladesh. *Journal of Innovation and Entrepreneurship*.
<https://link.springer.com/article/10.1186/s13731-025-00471-2>
- [2] Sowmya, B., & Pai, R. (2025). Digital inclusion of women entrepreneurs in the unorganized sector – A systematic review. *Advances in Consumer Research*, 2(1), 71-85.<https://acr-journal.com/article/digital-inclusion-of-women-entrepreneurs-in-the-unorganized-sector-a-systematic-review-879/>
- [3] Women's World Banking (2024). Advancing women-led MSMEs through digital financial inclusion.
https://www.womensworldbanking.org/wp-content/uploads/2024/06/WDFI-Advocacy-Hub_WhitePaper.pdf
- [4] Lye, C.-T., Tay, L.-Y., Ng, T.-H., & Ahmad-Nazmi, A. N. (2025). A systematic literature review of fintech, financial inclusion and vulnerable groups.
<https://doi.org/10.1007/s43621-025-02368-2>
- [5] CGAP. (2024). Digital payments are changing women entrepreneurs' lives: What's next?
<https://www.cgap.org/blog/digital-payments-are-changing-women-entrepreneurs-lives-whats-next>
- [6] MDPI. (2024). Fintech adoption and operational efficiency among women-led enterprises. *MDPI Business Journal*, 4(4), 59.
<https://doi.org/10.3390/fintech4040059>
- [7] Widayani, A., Fiernaningsih, N., & Heerijanto, P. (2023). Barriers to digital payment adoption: Micro, small and medium enterprises.
https://www.researchgate.net/publication/370489723_Barriers_to_digital_payment_adoption_micro_small_and_medium_enterprises