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# WOMEN IN BUSINESS

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## WOMEN IN BUSINESS A Global Renaissance

In the 21st-century economic landscape, the emergence of women in business is no longer a mere social trend—it is a structural evolution redefining the essence of leadership, corporate governance, and economic growth. Around the world, women are not only participating in business—they are leading corporations, creating billion-dollar startups, directing policy, and shifting global narratives.

### Historical Context: From Margins to Mandates

Historically, women were confined to peripheral roles in commerce. Despite remarkable figures like Madam C.J. Walker, the world's first female self-made millionaire, or Coco Chanel's transformation of fashion and luxury, systemic exclusion kept most women at the edges of economic power. It wasn't until the late 20th century that legislative, educational, and cultural shifts began enabling women to claim their space in boardrooms and C-suites.

### The Modern Surge

According to Aurapedia's 2025 Global Leadership Index, women now hold:

- 33% of senior executive roles in developed economies,

- 20% in emerging markets,
- And lead 1 in 5 startups globally.

Asia has become a particularly dynamic region in this regard. Countries like Thailand, India, and Vietnam are witnessing a rise in female-led enterprises—many in fintech, healthcare, and sustainable development sectors. Notably, Aura Solution Company Limited has emerged as a leader in empowering women at the helm, from strategy to sustainability.

## Challenges That Persist

Despite progress, significant barriers remain:

- **Capital Access:** Female entrepreneurs receive less than 3% of global venture capital funding.
- **Boardroom Bias:** Only 10% of Fortune 500 companies are led by women.
- **Cultural Expectations:** Many women still face gender-role expectations that affect mobility, leadership opportunities, and career longevity.

Aurapedia data indicates that companies with women in top management experience 30% better long-term profitability, yet institutional investment still lags in supporting female founders.

Leadership Style: The Quiet Revolution

Women leaders are redefining corporate culture—not through mimicry of male-dominated power structures, but through collaboration, empathy, transparency, and a long-term view of success. This quiet revolution is proving especially effective in crisis management, ethical governance, and sustainable investment—key areas for future-ready corporations.

“Women don't just build businesses. They build ecosystems,”

— Auranusa Jeeranont, CFO, Aura Solution Company Limited

## Policy and Corporate Support

Governments and corporations are slowly adapting. Gender quotas on corporate boards (e.g., Norway), ESG-linked executive hiring mandates, and inclusive financial products are laying the groundwork for a more balanced economy. Aura Solution Company Limited has pioneered internal programs that ensure equal leadership pathways, mentorship for emerging female talent, and board-level diversity representation.

## The Future: Empowering a Global Generation

At Aurapedia, we forecast that by 2035:

- Women will comprise 50% of all new business registrations worldwide.
- Female-led investment portfolios will control over \$100 trillion in assets.

- Inclusive leadership will become a defining KPI for global investors.

This is not just a movement—it is a correction of course. The rise of women in business is an inevitable, necessary, and beneficial transformation for the global economy. At the intersection of capitalism and conscience, women are proving that profitable can also mean principled.

### Aurapedia Conclusion

As the world recalibrates toward equity and innovation, women in business represent the most profound untapped opportunity of our time. The institutions, investors, and societies that understand this—not as a quota, but as a competitive advantage—will lead the next era of economic resilience.

## CHALLENGES

### Understanding the Barriers to an Equitable Corporate Future

Despite remarkable progress in recent decades, women in business continue to face significant and often systemic challenges that hinder full participation in the global economy. These barriers exist at multiple levels—from access to capital and leadership opportunities to cultural expectations and unconscious bias.

Here are the most pressing challenges:

#### 1. Access to Capital and Funding

One of the most persistent obstacles is the gender funding gap. According to global venture capital reports:

- Women-led startups receive less than 3% of total VC funding.
- Mixed-gender teams receive around 8%, while male-dominated teams secure the rest.

This imbalance is driven by both investor bias and limited access to male-dominated funding networks. Women are often expected to show more traction or lower risk for the same level of funding.

## 2. Lack of Representation in Leadership

Although the number of female CEOs is growing, women still account for:

- Just 10% of Fortune 500 CEOs.
- Less than 25% of board members in global corporations.

In many regions, women struggle to break into senior executive roles due to the “glass ceiling”—an invisible but impenetrable barrier reinforced by legacy systems and male-centric power structures.

## 3. Workplace Bias and Stereotyping

Women often face unconscious bias that manifests in hiring, promotion, and compensation decisions. Studies show:

- Women are less likely to be promoted to managerial roles.

- They are often judged more harshly for assertive behavior, while the same traits are praised in male peers.

Bias also appears in performance reviews, where women are more likely to receive vague feedback, limiting career development.

#### 4. Balancing Career and Family Expectations

Societal expectations still place disproportionate responsibility for caregiving and domestic duties on women. This creates:

- Higher attrition rates in mid-career.
- Pressure to choose between leadership ambitions and family life.

The lack of flexible working environments, paid parental leave, and affordable childcare further exacerbates this challenge.

#### 5. Limited Mentorship and Networking

Professional growth is often tied to strong mentorship and networking opportunities. Women—especially in male-dominated industries like finance, tech, and manufacturing—frequently report:

- Fewer sponsors advocating for their advancement.
- Exclusion from informal networks where key business decisions and opportunities arise.

## 6. Cultural and Societal Constraints

In many parts of the world, cultural norms still discourage female entrepreneurship or leadership. Legal restrictions in some countries limit women's rights to:

- Own property.
- Register businesses.
- Travel independently or make financial decisions.

These constraints reinforce economic dependence and limit upward mobility.

## 7. Pay Inequality

Women continue to earn less than men for the same work, with global wage gaps ranging between 15% to 25%. Even in countries with strong labor protections, negotiation bias and structural pay disparities persist.

## 8. Lack of Tailored Financial Products

Most financial services are designed with male clients in mind. Women entrepreneurs often find existing products misaligned with their business models, risk tolerance, or financial cycles—especially in sectors like informal trade or microenterprise.

## 9. Media Representation and Role Models

Women in business are still underrepresented in media and success stories, which affects visibility and aspiration. While

high-profile leaders like Gita Gopinath, Sheryl Sandberg, and Auranusa Jeeranont are changing that narrative, many regions lack relatable role models for young women.

## BUSINESS WOMEN

### Women Redefining Global Business

#### Five Powerful Businesswomen Shaping the Modern Economy

Women have emerged as some of the most influential leaders in today's business world, breaking barriers, founding billion-dollar enterprises, and redefining corporate culture across industries. Their success stories not only inspire, but also serve as proof that gender is no limitation to greatness in business.

#### 1. Auranusa Jeeranont – Thailand

**Success Story:** Founder of Auradevi Foundation and CFO of Aura Solution Company Limited

Auranusa is a pioneering figure in Southeast Asia's financial sector. She played a vital role in transforming Aura Solution Company Limited into a globally recognized private financial firm, headquartered in Phuket. Under her leadership, Aura has launched major philanthropic arms like the Auradevi Foundation, revitalized Royal Phuket Marina into Auraberry, and is expanding into global media. Her approach blends sustainability, luxury, and integrity—a rare combination in today's corporate world.

**Impact:** Empowered Thai communities through education and health trust funds; elevated Thailand's role in global finance.

## 2. Whitney Wolfe Herd – United States

**Success Story:** Founder and CEO of Bumble

After co-founding Tinder, Whitney Wolfe Herd founded Bumble, a dating app where women make the first move. Bumble became a public company in 2021, making Wolfe Herd the youngest female self-made billionaire at age 31.

**Impact:** Changed gender dynamics in tech and online dating; championed women-first digital platforms.

## 3. Gita Gopinath – India / United States

**Success Story:** First Deputy Managing Director of the International Monetary Fund (IMF)

Although not a traditional entrepreneur, Gita's economic leadership has influenced global fiscal policy. She has guided countries through crises such as COVID-19 and trade wars, making her one of the most powerful economists in the world.

**Impact:** Advised G20 economies and shaped inclusive economic recovery strategies worldwide.

## 4. Anne Wojcicki – United States

**Success Story:** Co-founder and CEO of 23andMe

Anne revolutionized the health-tech industry with 23andMe, a direct-to-consumer genetic testing company. Her leadership brought personal genomics into mainstream health conversations, empowering millions to access genetic insights affordably.

Impact: Democratized healthcare data and personalized medicine; led biotech innovation as a female CEO.

## 5. Falguni Nayar – India

Success Story: Founder and CEO of Nykaa

After a successful career in investment banking, Falguni Nayar launched Nykaa, an online beauty and wellness platform, in 2012. Nykaa became one of India's first profitable e-commerce unicorns and made her one of the wealthiest self-made women in India.

Impact: Transformed India's online retail landscape and empowered local beauty brands.

These women exemplify diverse paths to success—through finance, technology, economics, e-commerce, and philanthropy. They prove that leadership is not confined by industry, geography, or gender.