

Analysis on Smart Power of Female Leadership

¹Yajie Du, ²Zhongrui Zhang, ³Qianwen Mi

¹Business school, University of shanghai for science and technology, Shanghai, China.

²Business school, University of shanghai for science and technology, Shanghai, China.

³Business school, University of shanghai for science and technology, Shanghai, China.

Email: duyajie919@sina.com.cn

Abstract – With the significant development of social civilization and progress, female leaders have been playing more and more important role in an organization .The modern female, possessing the unique charm, display their talent in the fierce competition in the workplace. This article firstly expounds smart power of the leadership , then analyzes the advantages and disadvantages on female leaders, finally puts forward some suggestion on how to improve the level of female leadership.

Keywords –Female Leadership; Art of Leadership; Smart Power

1. Introduction

With the development of society progress and the arrival of the knowledge economy age, more and more modern women have been taking office as a leader in current enterprises. The weakness which physiological characteristics bring to the female is no longer apparent. On the contrary, contemporary women leaders, with their unique charm, deduce the leader of coincidence with soft power. Management Master Peter F. Drucker has said, ‘The Times changes just conform to the feminine traits’. Understanding the characteristics of the new age women leaders and leadership styles, it’s very helpful to culture and develop female leading cadres. Meanwhile, it is of great significance for improving the status of women.

2. Smart power in the art of female leadership

The word “Smart Power” is put forward earliest by Suzanne Nossel in the *Foreign Affairs* in 2004. It is mentioned many times in Joseph Nye’s article--*The soft power: the world political success*, which was published in 2004. In 2006, Nye wrote the article--*Rethinking the soft power* , published in *Foreign Affairs*. In this paper, he indicated that depending solely on hard power or soft power was wrong , it could be called Smart Power only when hard power and soft power are effectively combined ;he pointed out that information revolution and democratization process request higher leadership, so feminine leadership style is helpful for higher efficient leader work .A good leader is the man who has skillful power or is good at using combined soft hard power. Women's good qualities endow them leadership

advantages. In addition to basic characteristics of general leadership art, scientific, random, innovation, difference and empirical, the female particularity of the expression has brought the unique leadership method and different leadership style.

2.1. Female leadership style

Since the 1990s, rapid growth of knowledge economy and society transition promote organization's leadership style to change gradually from power, rigid and dominant leadership into flexible and implicit leadership. Meanwhile, the organization tends to be more compatible with the female gender orientation represented by the flexible and implicit leadership style, which seems to be more suitable for the needs of the development of the organization. In 1990, Sally Hester Gerson (Helgesen, 1990),the United States of America female occupation adviser, put forward the feminist leadership style theory in the book --*Female Advantage*, which refers that female leadership style has been paid much more attention. This management style focuses on communication, coordination, interpersonal and collective success.

Flexible leadership style advocates ‘people-oriented’ philosophy, emphasizes the speed of response, and focuses on creating and intuition, which are the female flexible management elements. According to investigation shows, women are more likely to adopt democratic, participatory leadership, emphasize on team cooperation and teamwork. With rich housekeeping experience, they will be easy to combine the family 's technology and work, then organize work in a quiet leadership way.

In the future leadership, the to-be-leader's role will be highly valued. The leader will not feel that he is a leader in this leadership, but can still see the effective leadership, which is called implicit leadership. Women, in the organization leadership, more like a mutual agreement, the joint efforts of the process. They use the power control, with their own charm or influence as a method to achieve the management objective. Such leadership makes employees more willing to make efforts, which is in line with the recessive leadership requirements. Therefore, the female leadership is more prominent in the performance with the implicit leadership style.

2.2. Advantage and disadvantage of female leadership

2.2.1 Superiority of female leadership

i. Perception advantage

The female perception advantage is mainly her strong role perception ability. They are always accustomed to identify themselves from the angle of maternal love, wife angle and dedication angle, then they develop a set of female experience other people's communication mode: intuition and acute, loving heart and carefulness and sensitive.

ii. Affinity advantage

Affinity is an emotional strength, which is unconstrained by position or authority and conveys such information as kind, amiable and tolerance, through which the leader can win cooperation and trust. This method is also called flexible management and is very popular among the governance world in 21st century. Its essence is 'people-centered.....foster a potential persuasion in employees' hearts then turn the organization will into personal self-conscious action by non-mandatory way'. Through quiet, friendly smile, considerate communication, the female leader can manufacture harmonious management. Under this mode, the female leader can put a low profile, communicate equally. She, possessing the affinity advantage, always takes a temperate way to express herself even if criticizing someone.

iii. Keen sense advantage

Women's intuition is one of the most important characteristics among the female leadership traits. They can feel the subtle changes and subtle fluctuations in the surrounding environment. Women's unique high intuition can often make the right decision quickly. More than half of them emphasize intuitive thinking because that such thinking is much more creative and keen sense. At the same time, with steady accumulation of experience, women's keen sense will become more and more sensitive and accurate so that they can timely make the forecast and inference on surrounding environment, which the male leaders are far beyond their reach.

iv. Strong endurance advantage

Lao Tzu said, 'the weak overcome the strong'. Women's gentle just increase their endurance. The study finds that women's total energy metabolism is 30%-40% less than men's. Due to incomparable endurance, they can undertake attack and go through difficulties when encountering difficulties and disasters. So the female will make concessions in order to gain advantages for the whole organization goal by indomitable willpower.

v. Grade advantage

Women grade constitutes their pure and unique leadership style. Self-reliance and independence--the female confidence is the most beautiful among the whole society, so as their distinctive vocational characteristic. Wisdom--office lady usually has transcendent response, wit thinking, and charming humorous conversation. They are active in management by expressing themselves with fashion and smart behavior. Static beauty--spiritual practice makes the female leaders rational, brave, and philosophical. Heart of thanksgiving--female leadership who have relatively superior platform will be thankful unceasingly and repay society as their responsibility.

2.2.2 Inferiority of female leadership

i. Perceptual more than rational

Women often pay attention to the perceptual knowledge and are easy to overlook the rational principle. Sometimes, the female leaders focus on emotional management with their flood sympathy. When dealing with conflict and contradiction, they are reluctant to damage relationships between colleagues, uphold the principle of "all for your" concept, not to fully show themselves. Based on perceptual constraints, women often ignore the importance of rational thinking, then become perceptual thinking "puppet". When she has to take charge as chief, she always tends to shrink, not to make a tough decision.

ii. Strong attachment psychology

Born with psychological dependence, women will inadvertently reveal a feminine side. Their pursuit of the career is not perseverant as men like, not great ambitious and easily complacent. The female is difficult to get rid of the idea that she always needs others' care, which makes them unable to locate objectively their value. Family and work conflicts will make them choose to return home to find shelter. The majority of women leaders in the work have little others' popularity because they spend most of the time on the families, subjectively to give up better development.

iii. weak macroeconomic regulation and control ability

Because of the gender differences, female leaders are more suitable for thorough and meticulous work. However, on the macro and strategic control, female leaders are relatively weak. Much too large range of

management will lead the female into chaos and is difficult to lay down effective rules. Therefore, for women, a smaller range of management will enable them better leadership. Female leader is more suitable for " the general ability" instead of " the command ability ".

3. Conclusions: advice about female leadership perfection

Female leaders should take full advantage of gender advantages by inherent communication, affinity, endurance, discovery of the minutest detail in everything so that the subordinates could feel their unique charming female leadership. As for inadequate rationality, innate psychological dependence and weak macroscopically adjusting controlling ability, the female leaders should draw on the advantages and avoid disadvantages, choosing their relatively good field to display their talent.

In the era of knowledge economy, the female leaders should learn to use advanced technological means and then make up for inadequacy. Through continuous learning to master new means, the aid of "decision-making assistant ",such as " a brainstorming ",they can tap the collective wisdom and adapt to the new era of scientific decision. When the flexible management of the favorable moment is coming, Women must seize the opportunities and achieve success.

References

- [1] Feng Yang. Contemporary Chinese women development research [M]. Beijing: people's publishing house, 2007:231
- [2] Jiayi Ma, Analysis of flexible leadership view of female leadership advantage [J], Operation Manager, 2009 (11)
- [3] Jin Fang, The female leaders` charm management [M], Beijing: Enterprise Management Publishing House, 2006, pp,88
- [4] Mingjie Rui. Management · modern point of view. Shanghai People's Publishing House. 2005 edition.
- [5] Nye. Dexterity leadership [M]. Dafei Li, translation. Beijing: Citic Publishing House, 2009.
- [6] Sally Helgesen. The female advantage: Women' S way of leadership [M]. New York: Doubleday,1990,31.
- [7] Suhua Qian. Shallow discussion successful woman who awarded guide should have the psychological line quality. Plane made. 2005 (3)
- [8] Xiaoyun Wang. Qiao power concept and the enlightenment of the ascension to leadership [J]. J leadership science, 2009 (26) 20
- [9] Zhaoying Tong. Women's leadership and flexible management [J]. J leadership science, 2004, 20:37-38.
- [10] Zhiyi Nie. Analysis on Women Managers traits. Economist.2002 (1).
- [11] Rahim Asadian, Critical management,[J], Advances in Asian Social Science, Vol 1, No 4 (2012)
- [12] Zhang, Y, & Wu, L. A novel algorithm for APSP problem via a simplified delay pulse coupled neural network. Journal of Computational Information Systems, 7 (3), (2011 a), 737-744.
- [13] Zhang, Y, & Wu, L. A hybrid TS-PSO optimization algorithm. Journal of Convergence Information Technology, 6 (5), (2011 b), 169-174.
- [14] Zhang, Y, Wang, S, Wu,L, & Huo,Y. Multi-channel diffusion tensor image registration via adaptive chaotic PSO. Journal of Computers, 6 (4), (2011), 825-829.
- [15] Elham Bahreyni, A comparative study of power distribution between adult male and female interactions in Persian/English conversations of social family movies , Advances in Asian Social Science (AASS) [J], Vol. 2, No. 2,(2012)