

## Work-Life Balance of Women Entrepreneurs

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### ABSTRACT

Those women who have initiated running and promoting an enterprise and who have a keen interest in that particular enterprise are known as women entrepreneurs. The main focal point of the study is to measure the Work-Life Balance (WLB) of women employees. Earlier works did not consider cultural aspects of the organization so WLB considers these aspects. A sample of 45 Women entrepreneurs has been taken to fulfill the purpose of the study through offline as well as online modes. The scale which is used to assess Work-Life Balance (WLB) is purposed by Mathew and Panchanatham (2011). The optimal statistic was applied to the collected data. Pearson correlation analyses were used to establish the relation and association between the factors and WLB. The results indicate that there is a positive significant relation between role overload, quality of health, and dependent care.

**Keywords:** *Work-life Balance, Women Entrepreneurs, Hisar*

As stated by Parasuraman et al. (1996, p. 294), “Women entrepreneurs devote significantly more time to family than men”. The process of beginning a new business is known as entrepreneurship. A person who does work to fulfill his requirements and also to be financially self-independent and who is responsible for his failure, as well as success, is an entrepreneur (Sandelands, 1997). In India, the history of entrepreneurship is intrinsically linked to the country's customs, traditions, and cultures (Rizvi & Gupta, 2009). Traditionally women have been burdened with familial responsibilities and also women have been pushed to enter the workforce by changing ideas and technology breakthroughs, even though. Current socio-cultural and economic situations are responsible for women's imbalance between family and work. There should be a forward-thinking attitude toward women (James, 1996). Businesses now have on a global level and keep on changing to complete what the client wants and his needs. Individuals or groups of individuals who start, organize, and run a business are known as Women entrepreneurs. For considering a woman entrepreneur there should be initiation, creativity, and business activity. A businesswoman who has a dynamic vision for analyzing market openings, enormous risk-taking capacity, commercial acumen, and a strong desire to succeed is a woman entrepreneur. (Vinze, 1987).

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There should be a healthy balance between your professional as well as personal lives that is work-life balance. It does not always mean between the time you spent at work and the time you spent on leisure. The balance is more subtle than that, and it varies from person to person. Days are gone when Work-life balance used to be a purely western concept. Despite that the maximum study on this subject is focused on western contexts, Globalization is the reason that it is spreading to Eastern cultures globalisation has had a significant impact on organizational settings around the world (Lewis et al., 2007). Brush et al. (2006) found that to get a work-life balance probability of starting their own business and firm in women is very high. Work and family management, according to Fels (2004), gives chance to women to enhance their interests and strengthen their capabilities because indulgence in both aspects of life enhances their skills related to entrepreneurship.

Jain & Jain (2014) argued, although all entrepreneurs face obstacles in the case of women there are additional challenges and bottlenecks as a result of their gender. A strong business network helps women to scale the mountains, to learn new techniques and strategy that supports sustaining stability in work and life, by obtaining inspiration from other successful women entrepreneurs and staying informed. Even though only 10% of the total entrepreneur there are women entrepreneurs and a new female entrepreneurial class has emerged in Bangladesh, rising to the challenge of working in a male-dominated, competitive, and sophisticated economic and business environment (Hossain, 2007).

Effective communication and the development of relationships with others are critical success techniques for achieving balance Clark (2000). Women have begun to empower and to be independent acquire greater adjustment and manage their professional and home lives to improve work-life balance (Baber and Monaghan, 1988; Machung, 1989; Ward, 2007). Because of the burden of their family responsibilities, and to balance family and work is more challenging and difficult for women than men because of the role of women in houses and unequal responsibilities (Bird, 2006). Women confront an unequal share of parenting and other household responsibilities, which can be major roadblocks to their professional development (Cross and Linehan, 2006). Women have started their businesses to incorporate flexibility and manage their professional and personal lives to improve work life balance (Ward 2007). Women must balance employment and family life to improve the lives of their children (Platske,2007)

### *The objective of the study:*

- The main purpose and focal point of the research are to look into the work-life balance (WLB) challenges that women entrepreneurs in the Bhiwani district of Haryana encounter. These are the goals that are identified:
- To investigate the interrelation of the dimensions of work-life balance, that are quality of health time management, dependent care, Role overload support network) among Women entrepreneurs.

### *Hypothesis*

There will be a no significant relationship in the dimensions of work-life balance among women entrepreneurs.

## **METHODOLOGY**

Work-Life Balance (WLB) was measured by adopting the Mathew and Panchanatham scale which consists of 39 items it was made in 2011. Dependent care, quality of health, time

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management, support network, and Role overload were the five sub-dimensions of this scale.

### *Findings:*

**Table 1.**

|     | RO | QOH           | DC            | TM   | S.N   |
|-----|----|---------------|---------------|------|-------|
| RO  | 1  | <b>.410**</b> | <b>.573**</b> | .082 | -.230 |
| QOH |    | 1             | <b>.495**</b> | .187 | -.110 |
| DC  |    |               | 1             | .011 | .000  |
| TM  |    |               |               | 1    | -.061 |
| S.N |    |               |               |      | 1     |

*\*\*Correlation is significant at 0.01 levels.*

Table 1 shows that there is a significant positive correlation between Role overload and Quality of Health (.410, =  $p < .01$ ) which shows that if the role overload increases, the Quality of Health will also be increased. When an individual is expected that within limited time, he should play multiple roles that is role overload they can handle the workload with good quality of health which supports the study of Kirchmeyer (2000) says in all life domains if an individual has satisfying experiences that are balanced life. Another inverse research says there is a correlation between serious health problems and increased working hours (Sokejima & Kagamimori, 1998; Kivimaki, Vahtera, Pentti, & Ferrie, 2000), family difficulties and dissatisfaction (Adams, King, L. A., & King, D. W., 1996). However, in this highly competitive and globalized society, for women to carry out all roles simultaneously is a very difficult task.

There were significant and positive correlations between Role overload (.573, =  $p < .01$ ) and dependent care which shows such as housekeepers, parents, employee entrepreneurs, and spouses. Every role needs energy, time, and balance if you put or use your resources for one role will not find another role. In the Indian male-dominated society most women entrepreneurs have to play housekeeping roles (Dileepkumar, 2006; Vikas, 2007; Rizvi & Gupta, 2009) which contains fulfilling responsibilities and care towards their spouse, children, and their elders also. In a nutshell, we can say all these responsibilities and burdens make the women entrepreneur role complicated. Although caregiving is most individuals' crucial part of their life (Barnett, 1998) besides family responsibilities and duty women entrepreneurs have to give a lot of time and look into the management and planning to achieve business goals. Sometimes they are unable to take good care of their dependents and elders in the family and it leads to conflicts and dilemmas because the care of elders includes management of other social activities. Extended hours of working and high stress affect sleep and lead to insomnia, depression, and many health risks (Kerin & Aguirre, 2005; Brand, Hermann, Muheim, Beck, & Tranchsler, 2008). Due to traditional gender roles and lack of education and experience and Patriarchal beliefs, are some main reasons that have decreased female entrepreneurship in Turkey (OECD, 2004). Lastly, there is a significantly positive correlation between the quality of Health and dependent care (.495 \*\* at  $p < .01$ ) which indicates McGowan et al., (2012) from Northern Ireland 14 women were taken and a study conducted a qualitative study of 14 women who managed their family needs and established their business also.

### CONCLUSION

A crucial phenomenon is Work-life balance has a great concern to various employees in both private and public areas (Abdulraheem 2014). Correlation analysis was used to analyze data that indicates dependent care, quality of health, and role overload relationship are positively significant. There are some limitations of the study which are restricted to entrepreneurs in Bhiwani district and in the sector of retail business which is considered low-end business, particularly to entrepreneurs in the retail business sectors which can be considered as a low-end business. So, finding of this study are limited to them.

### Recommendations

In recent years Female entrepreneurs have received the attention of many academicians as it is the fastest-growing category of entrepreneurship worldwide. Zapalska, Bugaj, and Rudd (2005) state that future research should be focused on the business environment that promotes entrepreneurial growth.

To pursue their dreams and ambitions support should be provided to Women entrepreneurs from the side of their social circles to families. Women's sole responsibility is not only household chores and care duties. A safe, Inclusive, and non-discriminatory environment of work especially in the field of tech sector for qualified and educated women is highly required. When women commute between their homes to offices, they should feel secure and safe and should not be mentally burdened about their safety in public spaces also. (Chapman & Mishra 2014). Another implication that can be taken into consideration for future research is that seed funding should be there. Better access should be provided in India like NITI Aayog's Women Entrepreneurship Platform, Catalyst for Women Entrepreneurship, and to promote Women in Technology Zone Start-up India, supply enormous assistance and better support to excel their self by funding and to teaching them to potential and best investors Many types of research are there which shows that policies should be focused on the decrease in collateral constraints can help to improve equal access to finance. (Khera.,2018). Gender inequality in India is also a big problem as we know there is a traditional society where women cannot be equal to men because of male domination. So, it is thought that women are not so physically strong and do not have much confidence so they are treated not equal to their husbands or treated as lower to husbands and it is considered that they are not able to handle the responsibilities of the entrepreneur although today a woman can excel herself in every field or contributes equally to man in every sphere of life.

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### ***Conflict of Interest***

The author(s) declared no conflict of interest.

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