

Correlation between Burnout, Sleep Quality and Psychological Wellbeing of Women Entrepreneurs in Hustle Culture

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ABSTRACT

This study aims to examine the relationship between burnout, sleep quality, and psychological well-being among women entrepreneurs in the clothing industry. In recent years, the rise of hustle culture has promoted continuous work, long hours, and constant productivity as essential for success. While this mindset may support business growth, it often leads to physical exhaustion, disturbed sleep, and emotional strain, particularly among women who simultaneously manage professional and family responsibilities. The present research follows a correlational design and focuses on women entrepreneurs aged 35 to 50 who actively participate in exhibitions and manage clothing businesses. A sample of participants was selected using incidental sampling, and standardized tools were used to measure burnout, sleep quality, and psychological well-being. In this study, burnout is considered the independent variable, while sleep quality and psychological well-being are treated as dependent variables. The findings indicate that higher levels of burnout are significantly associated with poor sleep quality and lower psychological well-being. Women experiencing high work pressure, long working hours, and inadequate rest reported greater emotional exhaustion and reduced life satisfaction. These results highlight how continuous exposure to hustle culture negatively affects both physical and mental health. The study emphasizes the importance of maintaining a balance between work and personal life and highlights the need for greater awareness regarding mental health, proper rest, and sustainable work practices among women entrepreneurs. The findings can be useful for developing interventions, promoting healthier work environments, and encouraging a more balanced and sustainable approach to success in entrepreneurship. An abstract is a brief summary of the entire research study is placed at the beginning of the project. Although it appears first, it is written after completing the full research. It includes the main aspects of the study such as the topic, purpose, method, findings, and conclusion. The topic explains what the research is about, the purpose describes why the study was conducted, the method explains how the research was carried out, the findings present the main results, and the conclusion highlights the importance of the study. In simple terms, an abstract provides a quick overview of the entire research so that readers can understand the key points without reading the full project.

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Keywords: *Burnout, Sleep Quality, Psychological Wellbeing, Women Entrepreneurs*

In today's fast-moving world, hustle culture has become a common part of modern entrepreneurship. It promotes constant hard work, long hours, and the belief that success depends on never slowing down. While this attitude may seem inspiring, it often leads to burnout and emotional imbalance. These effects are especially seen among women entrepreneurs who balance business demands with family and personal responsibilities.

The clothing industry is one of the best examples of this culture. Women entrepreneurs here often manage multiple tasks such as designing, production, marketing, and attending exhibitions. The constant need to stay creative and competitive can cause physical and emotional strain. I chose this topic because I work in the clothing industry myself and have participated in several exhibitions, where I have closely observed how hustle culture affects women entrepreneurs. Many of them, especially between the ages of 30 and 50, struggle with limited sleep, burnout, which gradually affect their emotional wellbeing.

This study focuses on understanding how sleep and psychological, both get influenced by, burnout in hustle culture women entrepreneurs in the clothing industry. The research is important because it highlights how the pressures of constant work can lead to emotional exhaustion and reduced life satisfaction. By studying this, we can promote better awareness about mental health and encourage healthier work habits among women in business.

In the clothing industry, the fast pace and competitive environment often push women entrepreneurs into overwork, leading to less sleep and burnout, which over time reduce emotional well-being. Through this correlational study, research aim to understand these relationships and bring attention to the need for a more balanced and healthy approach to entrepreneurship.

Women entrepreneurs in the clothing industry working at exhibitions face heavy physical and mental pressure. Stand for long hours with very little rest. Sales are unpredictable, Sleep schedules are disturbed due to long workdays and preparation work. Even 3–4-day exhibitions require a full week of preparation. women manage business work along with family responsibilities. Many women struggle to get proper food and use unhygienic washrooms. High number of exhibitions increases pressure and leads to burnout. Many women entrepreneurs, especially aged 30–50, experience limited sleep, burnout. Study focuses on how burnout influence sleep and psychological well-being. Aim is to Understand relationships between these variables and highlight the need for a balanced and healthy approach to entrepreneurship.

Significance of the study

1. Limited studies focus on women entrepreneurs in India's clothing sector, especially those working in exhibitions and flea markets. Because exhibitions and flea markets culture it is increasing rapidly in Maharashtra after covid-19.
2. Highlights health costs of overwork. Provides practical, clinical, and policy-related recommendations.
3. Encourages sustainable entrepreneurship and balanced work culture & Provide insights and recommendations for better work-life balance.
4. Married women managing 12-15 hours in business, family. They face greater stress. This study highlights their struggles and the kind of support they need.

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Rationale of the study

1. Women entrepreneurs in this group are constantly struggle multiple roles running a business, managing households, and caring for family which leads to high levels of burnout. This directly impacts their sleep and mental well-being.
2. The nature of exhibition-based work is irregular, physically demanding, and unpredictable, making it important to study how such work patterns affect sleep and psychological health.
3. Many of these women work extremely long hours (12–15 hours continue at least 15-20 days a month.) leaving little time for rest or recovery, which increases stress and reduces overall well-being. These exhibitions are not limited to one city it keeps moving from one city to another.
4. Fill the research gap by studying Women in this group face high burnout, and multitasking, affecting sleep and psychological well-being.

LITERATURE REVIEW

Reviews literature on hustle culture, burnout, sleep quality, and psychological well-being among entrepreneurs. It focuses on how these factors influence each other and affect overall functioning, while also identifying gaps that justify studying their relationships.

Research on hustle culture and burnout highlights its strong impact on entrepreneurs' mental and emotional health. Wiklund et al. (2019) emphasized that burnout affects not only wellbeing but also decision-making and innovation. Similarly, Kompella and Somasundaram (2024) found that lack of work boundaries leads to increased stress and emotional exhaustion, especially among millennials and women entrepreneurs. Studies within the Indian startup ecosystem (Nghiem et al., 2025) further show that while hustle culture encourages growth and productivity, it often creates toxic work environments that increase burnout. However, recent findings suggest that mindfulness, organizational support, and mental health strategies can help reduce these negative effects (Nghiem et al., 2024).

Sleep has also been identified as a critical factor influenced by hustle culture. Cooper (2024) highlighted that hustle culture often glorifies sleep deprivation, which negatively impacts cognitive functioning, mood, and physical health. Walker (2023) described a “sleep paradox,” where lack of sleep both hinders performance and is normalized as part of success. Supporting this, studies indicate that poor sleep reduces creativity, decision-making ability, and emotional regulation. However, interventions such as Cognitive Behavior Therapy (CBT) have been found to improve sleep quality and work-life balance among entrepreneurs (Anitha & Amudha Devi, 2024).

Psychological well-being is another key outcome affected by hustle culture. Research by Perci (2023) shows that constant pressure to succeed increases stress, anxiety, and mental health issues, particularly among millennials. Similarly, studies have found that poor worklife balance negatively impacts mental health and life satisfaction, especially in working women (Sharma & Kapur, 2022). However, entrepreneurship can also positively contribute to well-being when individuals experience autonomy, personal growth, and purpose (Wiklund et al., 2019). Additionally, strong social support networks play a significant role in enhancing resilience and maintaining psychological well-being (Mittal et al., 2025).

Overall, the literature suggests that while hustle culture may promote productivity and success, it often comes at the cost of sleep, mental health, and overall well-being. This

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highlights the need to study these variables together to better understand their combined impact on entrepreneurs.

METHODOLOGY

- Explains the systematic process used to study the relationships among burnout, sleep quality, and psychological well-being.
- Describes the research design, sample characteristics, tools used, and methods of data analysis.

Variables under Study

- Burnout (Copenhagen Burnout Inventory)
- Sleep Quality (Pittsburgh Sleep Quality Index – PSQI)
- Psychological Well-being (Psychological Well-being Scale)

Hypothesis

- **H1:** Personal burnout negatively correlates with sleep quality.
- **H2:** Work burnout negatively correlates with sleep quality.
- **H3:** Client burnout negatively correlates with sleep quality.
- **H4:** Personal burnout negatively correlates with psychological wellbeing.
- **H5:** Work burnout negatively correlates with psychological wellbeing.
- **H6:** Client burnout negatively correlates with psychological wellbeing.
- **H7:** Sleep quality positively correlates with psychological wellbeing.

Sample

- Married women entrepreneurs aged 30–50 years
- Engaged in the clothing industry, especially in exhibitions and flea markets
- Sample size: 150 participants
- Convenience and purposive sampling techniques used
- Inclusion: Minimum 2 years of business experience, working 12–15 hours continuously, belonging to nuclear families
- Exclusion: Less than 2 years of experience, unmarried or divorced women, age below 30 or above 50, those managing both job and business

Tools

- Psychological Well-being Scale: 18 items, Likert scale (overall score)
- Pittsburgh Sleep Quality Index (PSQI): 22 items, measures sleep quality and duration
- Copenhagen Burnout Inventory: 22 items, measures burnout (dimension-wise)
- All tools are reliable, valid, and widely used

Procedure for Data Collection

- Participants approached during exhibitions and flea markets
- Informed consent obtained before data collection
- Standardized self-report questionnaires administered offline
- Confidentiality and anonymity maintained
- Data coded and organized systematically

Plan for Statistical Analysis

- Data analyzed using SPSS
- Descriptive statistics (mean, median, skewness, kurtosis) computed

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- Normality test conducted
- Correlation analysis used to examine relationships among variables
- Regression analysis applied to predict outcome

RESULTS

Descriptive Statistics

		Statistics				
		PERSONALBURNOUTRAWS CORE	WORKBURNOUTRAWS CORE	CLIENTBURNOUTRAWS CORE	PSYCHOLOGICALWELLBEING TOTALSCORE	SLEEPQUALITY TOTALSCORE
N	Valid	110	110	110	110	110
	Missing	0	0	0	0	0
Mean		64.8135	65.0095	62.8063	55.58	10.38
Median		59.1600	60.5100	59.1600	55.00	10.00
Mode		55.00	82.14	55.00 ^a	55 ^a	12
Std. Deviation		17.78021	17.44827	17.97464	9.789	2.930
Skewness		.002	-.128	.073	.639	.433
Std. Error of Skewness		.230	.230	.230	.230	.230
Kurtosis		-.599	-.193	-.405	1.233	.493
Std. Error of Kurtosis		.457	.457	.457	.457	.457
Minimum		16.65	15.85	25.00	34	4
Maximum		95.83	96.42	95.85	88	20

a. Multiple modes exist. The smallest value is shown

The descriptive statistics show that there is no missing data, so the results are reliable. Work burnout has the highest average (65.00), followed by personal (64.81) and client burnout (62.80), meaning participants feel more stressed due to work. Psychological well-being (55.58) and sleep quality (10.38) are moderate, so overall mental health and sleep are average. The median values are close to the mean, showing the data is fairly balanced, though a few people have very high burnout. Burnout scores vary a lot, while sleep and well-being are more similar across participants. Overall, burnout is a bit high, while sleep and well-being are moderate

Shapiro wilk test is used

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Personal Burnout	.196	110	<.001	.909	110	<.001
Work burnout	.155	110	<.001	.935	110	<.001
Clieen Burnout	.162	110	<.001	.936	110	<.001
Sleep	.160	110	<.001	.953	110	<.001
Psychological well being	.073	110	.200 [*]	.964	110	.005

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Shapiro–Wilk test showed that all variables significantly deviated from normal distribution ($p < .05$), non-parametric tests were used for data analysis.” Sample found to be average on all three variables. On parametric test is used. Spearman’s correlation will be used because data is not normally distributed.

H1 - Personal burnout will have a negative correlation with sleep quality

Correlations

		SLEEPQUALITYTOTALSCORE		PERSONALBURNOUTRAWSCORE
Spearman's rho	SLEEPQUALITYTOTALSCORE	Correlation Coefficient	1.000	-.143
		Sig. (2-tailed)	.	.135
		N	110	110
	PERSONALBURNOUTRAWSCORE	Correlation Coefficient	-.143	1.000
		Sig. (2-tailed)	.135	.
		N	110	110

The results show that when personal burnout increases, sleep quality gets slightly worse. The correlation ($\rho = -0.143$, $p < .05$) shows a weak but significant relationship. The regression results ($R = .244$, $R^2 = .060$, $p = .010$) mean burnout explains about 6% of sleep changes. So, even though the effect is small, feeling exhausted can still affect sleep.

H2- Work-related burnout will negatively correlate with sleep quality.

Correlations

		SLEEPQUALITYTOTALSCORE		WORKBURNOUTRAWSCORE
Spearman's rho	SLEEPQUALITYTOTALSCORE	Correlation Coefficient	1.000	-.235*
		Sig. (2-tailed)	.	.013
		N	110	110
	WORKBURNOUTRAWSCORE	Correlation Coefficient	-.235*	1.000
		Sig. (2-tailed)	.013	.
		N	110	110

*. Correlation is significant at the 0.05 level (2-tailed).

Work-related burnout also shows a negative connection with sleep quality. The correlation ($\rho = -0.235$, $p < .05$) suggests that increased work stress is linked with poorer sleep. Regression results ($R = .239$, $R^2 = .057$, $F = 6.560$, $p = .012$, $\beta = -0.239$) indicate that work burnout explains about 5.7% of sleep variation. This means that ongoing work pressure can interfere with the ability to relax and get good sleep, even if the effect is moderate.

H3- Client-related burnout (dealing with customers) will negatively correlate with sleep quality.

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Correlations

			SLEEPQUALITYTOTALSCORE	CLIENTBURNOUTRAWSCORE
Spearman's rho	SLEEPQUALITYTOTALSCORE	Correlation Coefficient	1.000	-.252**
		Sig. (2-tailed)	.	.008
		N	110	110
	CLIENTBURNOUTRAWSCORE	Correlation Coefficient	-.252**	1.000
		Sig. (2-tailed)	.008	.
		N	110	110

** . Correlation is significant at the 0.01 level (2-tailed).

Client-related burnout appears to have a slightly stronger effect on sleep compared to other burnout types. The correlation ($p = -0.252$, $p < .01$) shows a significant negative relationship. Regression findings ($R = .289$, $R^2 = .084$, $F = 9.848$, $p = .002$, $\beta = -0.289$) reveal that it explains about 8.4% of sleep quality changes. This suggests that constant interaction and emotional effort with clients may make it harder for individuals to switch off and sleep peacefully.

H4 - Personal burnout will have a negative correlation with psychological wellbeing.

Correlations

			PSYCHOLOGICALWELLBEINGTOTALSCORE	PERSONALBURNOUTRAWSCORE
Spearman's rho	PSYCHOLOGICALWELLBEINGTOTALSCORE	Correlation Coefficient	1.000	-.324***
		Sig. (2-tailed)	.	<.001
		N	110	110
	PERSONALBURNOUTRAWSCORE	Correlation Coefficient	-.324***	1.000
		Sig. (2-tailed)	<.001	.
		N	110	110

***. Correlation is significant at the 0.001 level (2-tailed).

The findings clearly show that personal burnout affects psychological well-being in a noticeable way. The correlation ($p = -0.324$, $p < .001$) indicates a moderate negative relationship. Regression results ($R = .316$, $R^2 = .100$, $F = 11.949$, $p < .001$, $\beta = -0.316$) show that burnout explains around 10% of well-being. This means that as people feel more drained and overwhelmed, their overall mental health and life satisfaction tend to decline.

H5 - Work-related burnout will negatively correlate with psychological wellbeing.

Correlations

			PSYCHOLOGICALWELLBEINGTOTALSCORE	WORKBURNOUTRAWSCORE
Spearman's rho	PSYCHOLOGICALWELLBEINGTOTALSCORE	Correlation Coefficient	1.000	-.264**
		Sig. (2-tailed)	.	.005
		N	110	110
	WORKBURNOUTRAWSCORE	Correlation Coefficient	-.264**	1.000
		Sig. (2-tailed)	.005	.
		N	110	110

** . Correlation is significant at the 0.01 level (2-tailed).

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Work burnout has a stronger impact on psychological well-being. The correlation ($\rho = -0.264$, $p < .01$) shows a significant negative relationship. Regression analysis ($R = .361$, $R^2 = .130$, $F = 16.139$, $p < .001$, $\beta = -0.361$) indicates that it explains 13% of the variation in well-being. This suggests that continuous work stress can strongly affect mood, motivation, and overall emotional balance.

H6- Client-related burnout will negatively correlate with psychological wellbeing.

Correlations

			PSYCHOLOGICALWELLBEINGTOTALSCORE	CLIENTBURNOUTRAWSCORE
Spearman's rho	PSYCHOLOGICALWELLBEINGTOTALSCORE	Correlation Coefficient	1.000	-.323***
		Sig. (2-tailed)	.	<.001
		N	110	110
	CLIENTBURNOUTRAWSCORE	Correlation Coefficient	-.323***	1.000
		Sig. (2-tailed)	<.001	.
		N	110	110

***. Correlation is significant at the 0.001 level (2-tailed).

Client burnout shows the strongest relationship with psychological well-being among all burnout types. The correlation ($\rho = -0.323$, $p < .001$) confirms a moderate negative link. Regression results ($R = .395$, $R^2 = .156$, $F = 19.998$, $p < .001$, $\beta = -0.395$) indicate that it explains about 15.6% of well-being. This highlights how emotionally demanding interactions with clients can deeply affect a person's mental health and overall sense of well-being

H7 Sleep quality will have a positive correlation with psychological wellbeing, meaning better sleep should lead to better mental health for these entrepreneurs

Correlations

			PSYCHOLOGICALWELLBEINGTOTALSCORE	SLEEPQUALITYTOTALSCORE
Spearman's rho	PSYCHOLOGICALWELLBEINGTOTALSCORE	Correlation Coefficient	1.000	.178
		Sig. (2-tailed)	.	.062
		N	110	110
	SLEEPQUALITYTOTALSCORE	Correlation Coefficient	.178	1.000
		Sig. (2-tailed)	.062	.
		N	110	110

The relationship between sleep quality and psychological well-being was found to be positive but not significant. The correlation ($\rho = +0.178$, $p > .05$) suggests that better sleep is linked with better well-being, but the connection is weak. This means that sleep alone may not strongly influence mental health in this sample. Other factors like stress, responsibilities, and lifestyle may play a bigger role in shaping psychological well-being.

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Summary

The study examined the relationship between burnout, sleep quality, and psychological wellbeing among women entrepreneurs. Data were collected from 150 participants using self-report measures and analysed using Spearman's rank-order correlation. The findings revealed that burnout has a significant negative impact on both sleep quality and psychological wellbeing. However, sleep quality did not significantly improve well-being. Overall, burnout emerged as a key factor affecting mental health.

CONCLUSION

- Burnout strongly affects both sleep quality and psychological well-being among women entrepreneurs.
- There is a significant negative relationship between burnout and both variables.
- Sleep quality alone does not significantly improve psychological well-being.
- Burnout is the major underlying issue due to multiple responsibilities and constant pressure.
- The results are reliable as non-parametric statistics (Spearman's correlation) were used for non-normal data.
- The study emphasizes that working hard is important, but not at the cost of one's well-being.

Implications

- **Better Exhibition Planning:** Include proper breaks, reduce long working hours, and provide basic facilities to improve well-being and productivity.
- **Mental Health Support:** Provide counselling services and stress management workshops.
- **Skill-Based Training:** Focus on time management, coping strategies, work-life balance, boundary setting, and self-care practices like proper sleep and regular breaks.
- **Wellness Initiatives:** Introduce mindfulness, relaxation techniques, and music therapy sessions to reduce burnout.
- **Improved Work Environment:** Promote a balanced approach that values both productivity and well-being.

Limitations

- Small and specific sample size limits generalizability.
- Use of incidental (convenience) sampling may not represent the larger population accurately.
- Limited control over external variables affecting psychological well-being.
- Possibility of response bias, as participants may not have answered honestly or accurately.

Suggestions for Future Studies

- Inclusion of additional psychological and business-related factors.
- Conduct quantitative research across Maharashtra for wider generalization.
- Use qualitative methods such as interviews and case studies for deeper insights into lived experiences and coping mechanisms.
- Comparative studies across different industries (e.g., retail vs. manufacturing).
- Gender-based comparative research to examine differences between male and female entrepreneurs.

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Conflict of Interest

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