

A STUDY ON WORK LIFE BALANCE AMONG THE WOMEN ENTREPRENEURS IN BELGAUM, KARNATAKA

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ABSTRACT

Women break the stereotype obstacles, created by both culture and society and exhibits the push and pull factors to earn recognition and identity in society. To develop their economic competency, they set up their own endeavor. The escalating trend of industrialization and education, employment opportunities for women have also increased. Due to the increasing economic conditions, it has become a necessity that both husband and wife need to work to lead a standard life. In this fast growing and competitive world, as every possible opportunity for employment is increased, the organizations need to create an affable atmosphere where employees can balance their professional and personal life. Work Life Balance does not mean an equal balance. It means the capacity to schedule the hours of work and personal life so as to lead a healthy and peaceful life. This study is conducted to know the work life balance of women entrepreneurs in Belgaum district. Since most of the past literature on work life balance pertained to the employees in the commercial sector, this study intended to shift existing literature of work life balance into the perspective of women entrepreneurs. The findings inferred from the analysis of primary sources using statistical packages. The study enlists certain dimensions and its implications over work life balance were identified. The findings of the study revealed that overall per cent of the women entrepreneurs have appreciated high level of work life balance while remaining per cent of the respondents were perceived low level of work life balance. Further studies on bigger population of women entrepreneurs and comparison between male and female entrepreneurs may bring out lot of valuable results for the benefit of women community. Further research on testing the conceptual model used in this study may be tested with different populations such as information technology; banking and manufacturing sectors may throw more light on the issues of working women.

Keywords: *Stereotype Obstacles, Exhibits, Recognition, Affable Atmosphere, Statistical Packages, Dimensions, Information Technology, Women Entrepreneurs, Conceptual Model, etc,*

Innovation and commerce are as powerful tools for creating social progress as they are for driving technological advancement

– **Kiran Mazumdar-Shaw**

INTRODUCTION:

The economic condition of a family does not exclusively depend on earning of men. Women are also responsible for better financial health of family. Women break the stereotype



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obstacles, created by both culture and society and exhibits the push and pull factors to earn recognition and identity in society. To develop their economic competency, they set up their own endeavor. In general, work-life balance as a major challenge to women entrepreneurs has been named, but has not been thoroughly discussed. Inspired by special interest in work life balance of women entrepreneurs are desire to contribute to the understanding and awareness on this issue, as well as to inspire broader and deeper studies in researcher's home place, the researcher investigated on the work life balance issue as a challenge to women who own and manage small and medium-sized enterprises. Work life balance of these women entrepreneurs is much significant at this juncture.

WORK - LIFE BALANCE:

Work life balance (WLB) is an important and interesting topic both in the business environment and in academic research. The majority of WLB studies are done in relation to organizational policies, HR management, employee engagement or absenteeism. There are many studies carried out in relation to employee wellbeing however when studies comment on "family life" many describe it spending time with a spouse or children and fail to include siblings, parents etc. When it comes to the senior levels of management, the biggest challenge to female entrepreneurs is the "commitment" which is commonly perceived as long working hours and acting in the way that indicates that work is more important than family.

WOMEN ENTREPRENEURS

Educated Women are contributing to a great extent to the social transformation and in the future, it will be seen that more women will

venture into areas traditionally dominated by men. Today's women are taking more and more professional and technical degrees to cope up with market need and are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. Indian women have come a long way and are becoming increasingly visible and successful in all spheres and have shifted from kitchen to higher level of professional activities. Women entrepreneurs are fast becoming a force to reckon with in the business world and are not only involved in business for survival but also to satisfy their inner urge of creativity and to prove their capabilities.

WORK LIFE BALANCE OF WOMEN ENTREPRENEURS

Despite the female revolution of the last century which has led to significant changes in the socio-economic and cultural status of women in many societies, women still are responsible for a larger share of family and home responsibilities. Thus, women are under persistent pressure attempting to balance home and work responsibilities; leaving the work place in order to work at home and leaving home in order to go to work. Although career opportunities for women have increased, the typical family role has not and domestic commitments continue to remain the responsibility of women. Their success also depends upon support from family, spouse and society at large. In managing family and business, women are now not able to take proper care of their health and personal activities; which is very essential to live a happy and disease free life. Inability to attend domestic work after a demanding day in business leads to conflicts.

REVIEW OF LITERATURE

Deepa Vinay and Divya Singh (2015)

presented an article on Status and Scope of Women Entrepreneurship. The article reveals that woman constitutes the family, which leads to society and Nation. Social and economic development of women is necessary for overall economic development of any society or a country and Entrepreneurship is the state of mind which every woman has in her but has not been capitalized in India in the way in which it should be.

Jose-Melchor (2013) presented a paper on The Impact of Stress and the Working Environment on Job Satisfaction and Decision making among Women Entrepreneurs in Mexico. The article reveals that the world is changing and these changes have deeply affected the status of women as entrepreneurs; women's working force is growing by the day along with their entrepreneurship, forcing women to find a balance between their jobs and their personal lives.

Sumitha and Preethi Keerthi (2013) in their study "Role of Women Entrepreneurs in Inclusive Growth – A study on Work life Balance" states that, "Many women entered the world of business and they have become successful entrepreneurs in various business activities. These women entrepreneurs are assertive, persuasive and willing to take risks. Their relentless zeal, incessant quench for success and willingness to walk the extra mile has broken all myths about their inborn limitation. However, in the existing domestic and societal setup where, emphasis is more given to family and relationships, entrepreneurial women are overburdened and find it increasingly difficult to balance their work and life roles.

Colin C Williams and Anjula Gurtoo (2011) conducted a study on evaluating women entrepreneurs in the informal sector: some evidence from India Studies on women

entrepreneurs in the informal economy no longer view them merely as a residue from some pre-modern mode of production that is disappearing. Instead, they are either read through a structuralized lens as marginalized populations engaged in low quality work conducted under poor conditions for low pay out of necessity in the absence of alternative means of livelihood, or through a neo-liberal lens as engaged in relatively higher quality endeavours more as a rational choice. The aim of this paper is to evaluate critically these contrasting explanations.

STATEMENT OF THE PROBLEM

Women in Belgaum are confronted with various concerns such as to fulfill the expectations of one's domestic roles as a wife and mother and also in meeting the obligations of one's work roles and they face the challenge to fulfill the requirements of these two separate domains. Women report that their lives are a juggling act that includes numerous responsibilities at work, heavy meeting schedules, business trips, on top of managing the daily routine responsibilities of life and home. Work life imbalance arise when a person gives additional priority to any one domain of their life that leads to the change in balance of their life which in turn results in dissatisfaction of the roles played in work and family life. Here the problem of imbalance arise which leads to stress, dissatisfaction in work and family domains and reduction in productivity.

NEED OF THE STUDY

Since women's career expectations are crashed by the social expectation as our society barred women with several demands, they are expected to play variety of conflicting roles. At the same time the stress of both the domestic and entrepreneurial responsibilities generate work family conflicts. To maintain the balance between the work and family life is very

essential for their career and sustainability in the market. Several researches reveal the fact that work life conflicts and imbalance are some of the causes of poor health, impaired wellbeing and decreased productivity.

SCOPE OF THE STUDY

It analyses all the dimensions which bring the feeling of work life balance among women entrepreneurs. The work experiences, work involvement, work role characteristics, family experiences, family involvement, family role characteristics, work interference of family, family interference of work interference, work enrichment of family, family enrichment of work, dispositional characteristics, work satisfaction, family satisfaction and individual life value which influence in work life balance.

RESEARCH GAP

The work life balance is imbalance in the Indian context have been studied by a few researchers only in commercial sectors. There are many studies related to the work life balance among the women entrepreneurs but the focus on the service sectors is very minimum level. Moreover there is no exclusive study on service sectors with the study of women entrepreneurs especially in service sectors. Though there are studies related to service sectors, the neglected area is the moderate roles and impacts of work life balance among the women entrepreneurs in service sectors especially at Belgaum district, Karnataka. Hence, the present study attempts to fill up the research aim.

THE IDENTIFIED VARIABLES ARE:

- Work experiences
- Work contribution
- Work responsibility uniqueness
- Family experiences

- Family connection
- Family task distinctiveness
- Dispositional characteristics
- Work family divergence
- Work enhancement of family
- Family occupation variance
- Family improvement of work
- Work contentment
- Family fulfillment
- Personage living value
- Work life balance

OBJECTIVES OF THE STUDY

- To exhibit the socio-economic profile and social support of the women entrepreneurs in service sectors, Belgaum district, Karnataka.
- To study the work experiences of women entrepreneurs in balancing their work and life.
- To study the family experiences of women entrepreneurs in balancing their work and life.
- To study the influences of dispositional characteristics of women entrepreneurs in balancing their work and life.
- To know the influences of individual life values in balancing their work and life.
- To know the influences of demographic variables on work life balance of women entrepreneurs.

RESEARCH DESIGN & RESEARCH METHODOLOGY

- **Research Design:** Descriptive Research

The research design applied in the study is descriptive and causal in nature. It is descriptive. Because it provides added insights

into the variable under consideration namely work life balance. It is also causal because it provides information on the potential cause-and effect relationships among the research variables.

The calculated required sample size n was 337. Five hundred questionnaires were distributed to women entrepreneurs who are engaged in fourteen different types of business activities and the questionnaire with missing values were eliminated and finally the required number of sample 337 was taken for the study.

The sample size of the present study is distributed among the population with the help of stratified proportionate random sampling. The included strata are the total number of male and female executives working in various branches at the blocks in Belgaum, Karnataka.

Distribution of Sample

Sl.No.	Profession	Individual Profession	Strata
1	Sanitary Napkin	112	14
2	Paper Cup Products	256	32
3	Garments Products	140	14
4	Jute Products	141	14
5	Jewel Makers	217	27
6	Handicrafts	103	13
7	Foods & Beverages Process	352	44
8	Nuts & Dry Fruits Products	254	31
9	Beauty Parlors	234	29
10	Boutique Centre	278	34
11	Stitching Process	232	29
12	Catering Services	104	13
13	Candle Process	143	18
14	Printing Process	151	19
	Total	2717	337

- **Sampling Technique** : Proportionate random sampling method was adopted to select the sample respondents from each business. Lottery method of sampling was used to select the sample of respondents from population.
- **Sample Size** : 337 Executives from the service sectors
- **Data Collection Method** : Data were collected from both primary and secondary sources. Secondary data were collected from different sources, such as, research articles in journals, previous studies, books, government publications, and authentic websites. From the secondary data the researcher was able to envisage what was explored formerly and able to obtain an overview on the subject.
- **Data Tool Compilation** : Interview Schedule
- **The Statistical Tools** : Mean, T-test, Analysis of Variance (ANOVA), Multiple Regression Analysis, Exploratory Factor Analysis (EFA), and Adequacy Test, Factor Scores, Reliability Co-efficient, Confirmatory Factor Analysis (CFA), Communality, Eigen Value and Factor Loading analysis. **Reliability Test** - The validity of the questionnaire proves to be (0.984) 98% good and valid.

Hypothesis:

H₀: Age has no significant association with work life balance of women entrepreneurs.

H₀: Marital status of the respondents will not have significant difference in the opinion about work life balance.

H₀: Type of family is not a significant factor in achieving work life balance.

H₀: Year of experience in business of the

respondents will not have significant difference in their opinion about overall work life balance.

H₀: Educational qualifications of the women entrepreneurs will not have significant difference in their opinion about overall work life balance.

H₀: Women entrepreneurs have no significant association between work experiences and work life balance.

H₀: There is no significant association between family experiences and their work-life balance.

Hypothesis Test:

- Chi-square test
- One-way ANOVA
- 't' test

FINDINGS AS PER OBJECTIVES:

Objective 1 : To study the work experiences of women entrepreneurs in balancing their work and life.

- The study has revealed that work experiences perceived by women entrepreneurs have significant association with work life balance.

Objective 2 : To study the family experiences of women entrepreneurs in balancing their work and life.

- The study has shown the result that there is a significant relationship between family experiences and work life balance of women entrepreneurs.

Objective 3 : To study the influence of dispositional characteristics of women entrepreneurs in balancing their work and life.

- The respondents who possess conscientiousness characteristics have highly significant correlation with work life balance. Hence these respondents will strike a better work life balance.

Objective 4: To know the influence of individual life values in balancing their work and life.

- There is a positive relationship between individual life value as career and over all work life balance.

Objective 5: To know the influence of demographic variables on work life balance of women entrepreneurs.

- The overall result shows that most of the respondents 58.5 percent have appreciated high level of work life balance and 41.5 per cent perceived low level of work life balance.

SUGGESTIONS

To help the married entrepreneurs, better women entrepreneur assistance programs can be formulated, keeping in mind specific challenges that are faced by married entrepreneurs. Adequate centers has engaged themselves in giving training and conducting workshops for the development of business of the women entrepreneurs, adding to this they may provide a feasible solution for minimizing the work life imbalance for women entrepreneurs through workshops on emotional intelligence which can renovate their dispositional characteristics also trainings on time management, stress management and managing the women entrepreneurs work life and family life, through meditation, yoga which will bring inner peace and stability in the minds of the women entrepreneurs.

SCOPE OF FUTURE RESEARCH

Further studies on bigger population and comparative studies among the women entrepreneurs all over Karnataka may bring out lot of valuable results. Further the conceptual model used in this study can be and validated in this study may be tested with different populations such as information technology,

banking and manufacturing sectors may throw more light on the issues of working women.

CONCLUSION

Women entrepreneurship is the most significant area in this competitive business environment. Lack of education, lack of financial support, lack of family support, lack of guidance, lack of training, lack of technical knowledge, and poor network are the hurdles for women entrepreneurs in their entrepreneurial venture. Work life and family life are significant aspects in the life of women entrepreneurs. Therefore, women entrepreneurs prefer to run their own business from home to control work life and family life. Their involvement in entrepreneurial activities helps them in gaining appreciation and self-reliance. Women are the best managers, especially women entrepreneurs strive to achieve work life balance through their effective managerial skills.

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