

Assessment of work life balance among female entrepreneurs

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■ **ABSTRACT : Aim :** The main purpose of the study is to analyze assessment of work life balance among female entrepreneurs in Lucknow city. **Methodology:** The Cross-sectional research design was used for the study. This study was carried out on sample women entrepreneurs from Lucknow city. A total of 80 respondents were selected from Lucknow city. The sample comprised of three categories of women entrepreneurs including entrepreneurs from beauty parlour, business outlet and catering service. Multistage random sampling technique was used for the study. Random sampling technique was used to select the sample. **Results:** The result of this study shows, working women executives were having difficulty in balancing their work life. Working women has tries to give their best for family and at work. Among get the three categories of female entrepreneurs selected for the study all the three professionals had problem in balancing their family life and work life due to pressure at work and competitive environment. **Conclusion:** The findings emphasised entrepreneurship being a global concept contributes for economic development of the country. Economic empowerment is the major goal of women to take up any entrepreneurial activity. They due to use their potential skills in establishing and controlling their own terms and activities. Women through their enterprises helps in providing employment to the unemployed youth and skilled labour, aids in innovation and further at large the National development. Goal orientation to various sections of the society and clarity to the policy makers, also are provided by these women entrepreneurs. They get act as role models, but they can excel only when they are able to harmonise work life.

■ **KEY WORDS:** Women entrepreneurs, Work life balance, Managing work life balance

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Work-Life Balance can be described as the 'fit' between multiple roles in a person's life (McCartney, 2002). Woman in the contemporary society has a multifaceted role and as well challenging, as she has to adopt and manage the situation of home as well her workplace. Moreover, has one more

challenge of meeting to the expectations of the society. Challenges faced by the working women are varied and do not match with any other. Women entrepreneurs, it compared to other working women is unique, since they have to take the responsibility of organisational success too. Organisational, success depend on various pivotal

factors us which includes new ventures, innovation in business, net working etc. A working woman is different from a women entrepreneur in terms of their work culture. A women working in other organisations is responsible only for work assigned to her and if she complete then she can concentrate on other issues at home and can give priority to other areas of the life too, whereas a women entrepreneur, specially the one who is involved in small business, always has various threats, economic, competition, women's etc. And her work demands longer time durations and hence, she may have to curtail on engaging in other priorities of life.

Establishing new venture with a vision through networking, resource mobilisation labour deployment etc is an entrepreneurship (James, 1996). Failures and success of any entrepreneurs depends upon the constrictive ideology in establishing and carry out the business.

Richard Cantillon was the first person who has (1680-1734, cited by Landstrom, 1999) defined entrepreneur as "a person who identifies opportunities and takes risk in order to maximize firms' monetary returns". Women in the contemporary world today, for their sustainability and recognition started to work along with men (Marlow, 2002). Men dominated working environment was not very easy for women and the circumstances were not at all favourable for the women. Who were goal oriented and hence, the women started taking up entrepreneurship (Appelbaum *et al.*, 2011). Clear vision, risk taking behaviour, achievement motivation made the women entrepreneurs as strong contributes in overall socio-economic development of the country (Davis, 2012).

Working beyond the schedule work pressure, societal and family expectations as well as domestic challenges makes the women more vulnerable and balancing the work and life, meeting to both work and family obligations should be adopted (Devi and Kiran, 2013).

Managing different spheres of life through decreasing the gap between family life, social life and career and adapting to the circumstances is principally required for work life balance. Since challenges faced by women entrepreneurs are more in comparison to other working women, the present study was taken up to assess the work life balance among female entrepreneurs.

Grice *et al.* (2011) conducted a study on balancing

work and family life after childbirth. The study revealed that after 11 weeks after childbirth, 53 per cent of the women returned to work and after six months, almost all the women were back at work. It was also revealed from the study that women experienced job spill over into the home more frequently than home spill over into work. There was a positive relationship between health and total hours worked, with each additional hour of work being associated with a slight impact on both mental and physical health. A positive association was found between women's mental health scores and both social support from co-workers and positive feedback from family members. There was an inverse relationship between work flexibility and job spill over, with more flexible work arrangements, not increasing the amount of time a woman is able to spend with her child.

Mani (2013) assessed that central point impacting the work life parity of women include. Bias, absence of acknowledgement, authoritative governmental issues, gender issue, nature of wellbeing and time management.

Padma and Reddy (2013) defined the term Work-Life Balance (WLB) though many definitions were proposed, no definite definition for this term is popular. WLB is defined as a satisfactory level of involvement between the multiple roles of a person's life. It is a person's control over the responsibilities between their workplace, family, friends and self. It is a comfortable state of equilibrium achieved between an employees primary priorities at their work place and in their private life. Family member, friends, supervisors, peer group and others involved in every person's life play an important role. The support gained from them will play a key role in leading a comfortable life journey. On the basis of above literature, researcher concludes that the Work-Life Balance is not just to have a balance between work and life but it is an appropriate mix of all the roles played by working women from typical housewives to successful corporate leaders.

Shiva (2013) conducted a study on Work Family Balance and Challenges faced by working women. According to the him, "Ladies experts having the high position in their office have to return from office at right time, cook, clean and take care of their family issues. This makes them more bossy and prompts some wellbeing issues. The main source of anxiety emerges considering correspondence with prevalence.

Pandey (2012) defined Work-Life Balance is a state

of equilibrium in which the demands of both a person's job and personal life are equal. Companies HR people are finding the innovative ideas to get the win-win situation. Effective Work-Life Balance policies are valuable to business and organizations for a number of reasons including reduced staff turnover rates, becoming a good employer or an employee of choice, increased return on investment in training as employees stay longer, reduced absenteeism and sick leave, improved morale or satisfaction, greater staff loyalty and commitment and improved productivity.

■ RESEARCH METHODS

The research was conducted on female entrepreneurs in different areas of Lucknow city. Multistage random sampling technique was used to select the respondents. A total of 80 sample were selected which is divided into three types of entrepreneurs including beauty parlour, business outlet and catering services. A self prepared questionnaires were used to collect data for assessing the balance for work and family.

■ RESEARCH FINDINGS AND DISCUSSION

This indicates the finding of the study under the investigation. The data obtained were coded, tabulated and analysed statistically and interpreted under the following headings:

It is evident from the data that maximum impact of deadliness and scheduled was maximum among the

business outlet ($\mu = 2.3$), followed by catering service ($\mu = 2.2$), it was also found that a women the catering service most affected category among al the three categories of women entrepreneurs. It is evident from the data that maximum problems ($\mu = 6.9$) faced by women entrepreneur were hours of working, it made their life harder and create problems to balance it. Expectation, attitude of males were also to be found to maximum in business outlet, followed by catering service and beauty parlour entrepreneurs. Catering service was the maximum affected work among all three, maximum overtime ($\mu = 2.3$) was done by catering service, followed by business outlet and beauty parlour. Women in catering service also were found to take maximum additional work among three working categories, followed by business outlet and beauty parlour. The travel requirements was also higher ($\mu = 2.0$) in catering service, followed by business outlet ($\mu = 1.9$) and beauty parlour ($\mu = 1.7$). The timings of beauty parlour entrepreneurs were found to be more flexible then other categories of entrepreneurs.

The data in the Table 1 explains the difficulties faced by the entrepreneurs involved in operating beauty parlour, business outlet or catering services. It can be noted from the data that highly significant differences were found among the three where in it is evident that the people running catering services have to additional work at home, whereas in terms of meeting deadlines and schedule, almost equal kind of pressure is faced by the people running business outlets and operating catering services. The pressure of starting and finishing time is

Table 1 : Assessment of work life balance

Sr. No.	Factor affecting WLB	Working category				F	P
		Beauty parlour	Business outlets	Catering service	Total		
		Mean \pm SD.	Mean \pm SD.	Mean \pm SD.	Mean \pm SD.		
1.	Deadlines and schedules	1.8 \pm 0.9	2.3 \pm 0.7	2.2 \pm 0.6	2.1 \pm 0.8	3.1	0.04
2.	Type of work you do	2.0 \pm 0.7	2.0 \pm 0.6	2.5 \pm 0.5	6.8 \pm 1.8	4.3	0.01
3.	No. of hours you need to work	6.9 \pm 1.9	6.7 \pm 2.1	6.7 \pm 1.3	6.8 \pm 1.8	0.11	0.89
4.	Expectation /attitude of work males	2.2 \pm 0.8	2.3 \pm 0.7	2.2 \pm 0.7	2.3 \pm 0.7	0.13	0.87
5.	Easy/difficult it is to take leave	2.0 \pm 0.6	2.1 \pm 0.5	2.1 \pm 0.5	2.1 \pm 0.5	0.2	0.80
6.	Amt. of notice you get about the hours/overtime you need to work	2.1 \pm 0.8	2.0 \pm 0.8	2.3 \pm 0.9	2.1 \pm 0.8	0.82	0.44
7.	Having to take additional work home	1.5 \pm 0.8	1.9 \pm 0.6	2.1 \pm 0.4	1.8 \pm 0.6	6.18	0.00
8.	Amount of travel required	1.7 \pm 0.7	1.9 \pm 1.9	2.0 \pm 2.1	1.9 \pm 1.6	0.28	0.75
9.	Times meeting/training are scheduled	2.0 \pm 0.8	2.3 \pm 0.7	2.6 \pm 0.5	2.3 \pm 0.7	5.0	0.09
10.	Starting and finishing time	2.1 \pm 0.7	1.7 \pm 0.6	1.7 \pm 0.7	1.8 \pm 0.7	2.8	0.06
11.	Flexible timings	1.8 \pm 0.9	1.7 \pm 0.9	1.7 \pm 0.8	1.7 \pm 0.8	0.1	0.8

Table 2 : Impact of work on work life balance

Sr. No.	Impact work has on WLB	Working category				F	P
		Beauty parlour	Business outlets	Catering service	Total		
		Mean \pm SD.	Mean \pm SD.	Mean \pm SD.	Mean \pm SD.		
1.	Spending time with friends	3.3 \pm 1.3	3.5 \pm 1.5	3.5 \pm 1.8	3.4 \pm 1.5	0.1	0.8
2.	Get home on time	3.2 \pm 1.1	3.1 \pm 1.0	3.7 \pm 0.76	3.3 \pm 1.0	2.1	0.1
3.	Do any study or training you want to do	3.1 \pm 1.2	3.3 \pm 1.1	2.5 \pm 1.1	3.0 \pm 1.2	3.0	0.0
4.	Take care of personal business	3.1 \pm 1.0	3.0 \pm 0.90	2.8 \pm 1.3	3.0 \pm 1.0	0.5	0.5
5.	Keep healthy and fit, play sports other leisure activities	2.5 \pm 0.89	2.0 \pm 0.97	2.7 \pm 0.70	2.4 \pm 0.91	3.7	0.0
6.	Take part in community activities or fulfil religious commitments	2.1 \pm 1.1	2.0 \pm 1.3	1.4 \pm 0.59	1.9 \pm 1.1	3.1	0.0
7.	Take care of family and spend time with them	2.6 \pm 1.0	2.8 \pm 1.4	2.7 \pm 1.1	2.7 \pm 1.2	0.09	0.90

being faced more by beauty parlour in comparison to business people and caterers.

The work life balance of various entrepreneurs operating beauty parlours, business outlets and catering services were studied. Highly significant differences were found among the three groups. Almost all the three groups have a little time to spend with friends women in business outlet and catering service spend more time ($\mu = 3.5$) with friends then beauty parlour entrepreneurs ($\mu = 3.3$) but they were very less inclined towards any social activities and unable to fulfil the religious activities. Beauty parlour entrepreneurs take care of personal business very well they can also takes part in community activities and fulfil religious commitments in compression to other entrepreneurs. The entrepreneurs belonging to business outlet were very poor in keeping healthy and feet themselves, but they were much aware to care of their family and spend more time with them than any other category of entrepreneur.

Conclusion:

Women in India have been playing an active and direct role in economical development and political field of the nation. Women entrepreneur are being awarded for their impactful work in all over the country. They have engaged themselves in various forms of production activities and are making a valuable contribution to the national economy. Female entrepreneurs in comparison to other women workers has to face many challenges, as they have to prove themselves in business too. Specially the small scale business entrepreneurs have to work hard and overcome all the obstacles. Family support is very vital for their success and they also has to take

care to avoid job spilling in family issues. Creating healthy work life balance is a very difficult task for them sometimes due to high client demands. Adopting to smart management techniques, meditation etc. may help them to enhance their work life balance.

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