

**A Study on Work–Life Balance of Women Entrepreneurs in
Selected Service Sectors of Telangana**

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Abstract

Women in India have to balance both profession and their family. The time has witnessed that, many women have successfully converted as entrepreneurs and contributing in their own way to the society. The work life balance becomes difficult in such circumstances which made us to take up this study among the women entrepreneurs.

Introduction

Decades 1990 and 2000 have witnessed remarkable changes regarding the status and work of women in India. Increased globalization, social and economic cross currents, technological advancements and the media has led to emergence of Women's entrepreneurship. The increased cost of living and improved education and employment opportunities have made the women for working outside the home also. The personal and professional life of women especially in indicant culture is very difficult and hard to manage.

The main problem of women entrepreneurs is they have to manage their job work/ business work along with domestic responsibilities also. The married women have to play an important role in order to satisfy all the parties. The joyful atmosphere in the family will be distorted if they cannot balance everything. Such a disparity between the individual and her surrounding environment results in stress when there is alleged failure to face the constraints or demand encountered which will further result in imbalance, violent behaviour and coping mechanism. Hence coping mechanism is the ultimate in removing the stress which can often be termed as the work life balance in other context. This study was mainly undertaken in order to study the work life balance (WLB) of women entrepreneurs working in Telangana.

Research objectives

- 1) To study the work life balance of women entrepreneurs in Telangana State working in different sectors.
- 2) To assess the importance of work life balance among the team members of women entrepreneurs in Telangana State working in different sectors.
- 3) To find the solutions to work life balance among the team members of women entrepreneurs in Telangana State working in different sectors.

Hypotheses

- 1) H1: There is no significant difference in work life balance of women entrepreneurs in Telangana State working in different sectors.
- 2) H2: There is no significant difference in importance of work life balance among the team members of women entrepreneurs in Telangana State working in different sectors.
- 3) H3: There is no significant difference in solutions to work life balance among the team members of women entrepreneurs in Telangana State working in different sectors.

Review of literature

A study by Kumari et al, based on the contemporary issue of work-life balance of women employees, the present research is done. The study aims to examine work-life balance of women employees and analyse various factors affecting work-life balance. The women employees in Bangalore city constitute universe for the study. The researcher has drawn 360 women employees working in various sectors like banking, insurance, IT, BPO, health care and education constituting 60 employees from each sector for the purpose of the study. Data was collected with the help of a structured questionnaire and data was analyzed using statistical tools like ANOVA and Mean score. The study revealed that the levels of work-life balance of women employees in select service sectors of the study are significantly different. Talreja et al noted that, despite of the increasing number of women obligations little attention has been paid towards the actual expectations and true picture of entrepreneurship along with the extent to which entrepreneurship offers an improved work life balance. So the present paper endeavours on the journey of 80 women entrepreneurs as to how they maintain a balance between the household and entrepreneurial work through the questionnaire and offers the reality of their experiences.

Bharthiya et al found that, there is a need of more in-depth studies for Indian working women work life balance problem. This study is just a tip of the iceberg. The issue is a deeper one related to work life balance of working women in India. The few studies that have touched on

this issue are also done basically in the western context. Their applicability in the Indian context and specially for women needs to be further explored.

A study from Bangladesh had shown that, there are five factors of WLB namely role overloads, health related issues, dependent care, time management, and family and social support which are accountable for around 65 percent variance. Out of these five factors, work overload and dependent care issues are negatively related with WLB, whereas, health related issues, managing time, and family and social support have a positive relationship with WLB of women entrepreneurs. This finding implies that women entrepreneurs can focus on to reduce their workloads and managing dependent care issues, and improvement of their health, managing time properly and ensuring family and social support to maintain a balance between work and family life to survive, compete and make their business a success one. Therefore, result brings out implication for HRM practitioners, management consultants, and policy makers, association of women entrepreneurs, and academicians to use the dimensions of WLB to enable them to have a satisfactory level of WLB.

Material and methods

The study of the objectives and testing of hypothesis primarily depends on the reliable measurement of the variables and methods and procedures applied for deriving the conclusions.

Sample Design

The women entrepreneurs working in Hyderabad and 4 other districts of Telangana constituted the study sample. The researcher selected the women entrepreneurs working in Hotel, Garments, health care, education sectors and other sectors formed the sample frame.

Sample size

About 60 women entrepreneurs working in various sectors were selected as study sample. The sample respondents include Doctors, Hotel owners, garment outlet and factory owners, owners of educational institutions etc.

Sampling method

The sample was selected by using simple random sampling to ensure the women entrepreneurs from different strata. i.e. different sectors adequately represented in the sample.

Data collection

Primary data was used for the present study. The survey method was used to collect the primary information in the study. The required data was collected from the sample respondents with the help of a questionnaire designed primarily for the purpose of the study through personal interviews.

Questionnaire

A questionnaire was designed based on the objectives of the study. The questionnaire included demographic variables and three sections of work life balance. The questions pertaining to work life balance were based on liker scaled items ranging from 1 to 5. A scale of 1 meant strongly disagree and 5 represented strongly agree.

Statistical analysis and results.

The tools that are used were analyzed using means, percentages and One sample t test.

Table 1. Distribution of the study group according to age

Age group	Frequency	Percent
21 – 30 years	1	1.7
31 – 40 years	9	15.0
41 – 50 years	25	41.7
51 – 60 years	21	35.0
More than 60 years	4	6.7
Total	60	100

Source: Primary Data

This study had shown that, about 41.7% of the women entrepreneurs were aged between 41 – 50 years and 35.0% were aged between 51 – 60 years

Table 2. Distribution of the study group according to education

Education	Frequency	Percent
Diploma	4	6.7
Bachelor’s degree	23	38.3
Master degree	26	43.3
PhD	7	11.7
Total	60	100

Source: Primary Data

Almost 43.3% of the women entrepreneurs were educated up to master’s degree and 38.3% were educated up to bachelor’s degree. It can be inferred that 90% women entrepreneurs are

graduates and above level of education. It can be further noted that a very few technocrats constituting about only 7% are entrepreneurs.

Table 3. Distribution of the study group according to Work experience

Work experience	Frequency	Percent
Less than two years	3	5.0
2 – 5 years	22	36.7
5 – 10 years	27	45.0
More than 10 years	8	13.3
Total	60	100

Source: Primary Data

About 45.0% of the women entrepreneurs had experience of 5 – 10 years and 36.7% had education up to bachelor’s degree.90% of women turned into entrepreneurs after reasonable experience in industry indicating that their experience will help in managing the firms better.

Table 4. Work Life Balance

Sno	Criteria	N	Minimum	Maximum	Mean	Std. Deviation
1	This definition has stemmed from the ‘corporate perspective’ which prioritizes work	60	1.00	5.00	3.6333	0.99
2	It is about working to achieve some kind of harmony as an individual.	60	1.00	5.00	3.8500	0.77
3	The work balance I don’t like it because my family is absolutely my priority and always will be so.	60	1.00	5.00	3.8833	0.80
4	People play a number of roles in their life which may vary at different stages. The work life balance is to be able to harmonize their different roles rather than having to choose between conflicting demands.	60	1.00	5.00	3.7833	0.88
5	Balance is in the eye of the beholder and it depends on how much importance you place on each domain.	60	1.00	5.00	3.8833	0.78
6	We have to consider that there is a need to be space in my life for doing things with my family, doing things that I want to do for myself which is as important as my work.	60	1.00	5.00	3.6833	.87

Source: Primary Data

The entrepreneurs had expressed that it is their priority to look after their family members and had high mean value and the definition has stemmed from the corporate perspective had low mean value.

Table 5. Importance of work life balance among the team members

S.No	Criteria	N	Minimum	Maximum	Mean of LS	Std. Deviation of LS
1	It is mostly required for working women who has multiple responsibilities of family, children and job.	60	1.00	5.00	3.92	0.89
2	It is applicable most to the person having childcare requirement.	60	1.00	5.00	3.85	0.92
3	Caring responsibilities for old age parents	60	1.00	5.00	3.75	0.95
4	People having personal goals like higher studies, hobbies etc.	60	1.00	5.00	3.80	0.86
5	It is required to all age groups irrespective of the gender	60	1.00	5.00	3.82	0.93

Source: Primary Data

The mean value of importance of work life applicable to mostly required for women with multiple responsibilities had the high mean value and statement caring responsibilities of old age parents had low mean value. (Likert scaling ranges between 1 to 5, 1 being min and 5 being Max)

Table 6. Solutions to work life balance among the team members

S.No	Criteria	N	Minimum	Maximum	Mean	Std. Deviation
1	Encouraging to take necessary breaks	60	1.00	5.00	3.8000	0.85964
2	Work from home and flexible working hours	60	1.00	5.00	3.9500	0.81146
3	Flexi time during maternity and space for childcare/ caring parents	60	1.00	5.00	3.6333	0.88234
4	No Long Hours, Working on commuting hours	60	1.00	5.00	3.9833	0.81286

Source: Primary Data

Among the solutions to work life balance, no long hours, working on commuting hours had high mean value and enough maternity/ paternity leaves had low mean value.

Table 7. Decision on hypothesis

SNo	Criteria	T	Df	Sig. (2-tailed)	Null Hypothesis
1	Work Life Balance	17.266	59	.000	Reject
2	Importance of work life balance among the team members	16.045	59	.000	Reject
3	Solutions to work life balance among the team members	17.962	59	.000	Reject

Source: Primary Data

T value explains the greater the magnitude of t, the greater the evidence against null hypothesis. This means there is a significant difference. The t-test value for the mean difference between the work life balance, importance of work life balance and solutions to work life balance had p value (level of significance) of less than 0.05. Hence all the null hypotheses were rejected and alternate hypothesis were accepted. Hence we can conclude that, Work life balance, importance of work life balance and solutions to work life balance were significantly different.

Conclusions and suggestions

- ❖ This study was undertaken mainly to study the work life balance among the women entrepreneurs working in Telangana State.
- ❖ This study had shown that, most of the women entrepreneurs were aged between 41 – 50 years, educated up to master degree and had work experience of 5 – 10 years.
- ❖ The priority to look after the family had high mean value in this study. Work life applicable to mostly required for women with multiple responsibilities among the importance of work life and no long hours, working on commuting hours had high mean value among the solutions to work life.
- ❖ The alternate hypothesis regarding difference in work life balance, importance of work life balance among the team members and solutions to work life balance among the team members were accepted.

The study assessed issues affecting the work life balance by women entrepreneurs in Telangana state. This study was mainly based on the primary data collected through a questionnaire survey. The survey included 16 items using five point likert's scale applying simple random sampling. The survey was conducted among 60 women entrepreneurs of Telangana state. The study was expected to produce a number of significant issues related to WLB of women entrepreneurs. The important WLB issues that are confronted by women entrepreneurs are role overload, health related issues, time management issues, dependent care and lack of available social and family support. The study had shown that there is

significant difference in the work life balance issues, importance and solutions to maintain the work life balance.

This study has some limitations. The study has not considered the psychological aspects which may have influence on WLB or women entrepreneurs. The sample size may not be sufficient to draw and meaningful conclusions from the study. The multicultural and multi religious people and mixed formation of the society may yield more representative output.

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