

Work Life Balance of Women Entrepreneurs - A Literature Survey

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Abstract— Literature Survey Work life balance in entrepreneurship is a very popular amongst the researchers in almost everywhere in the world. Over the years many studies have been done and many articles were published covering various issues and aspects of Women Entrepreneurship. Studies show that there are a lot of trait that work as a push or pull factor for women to become entrepreneurs. This study discusses several aspects of work life balance in women entrepreneurs based on the findings of some already published articles on this matter on certain selected aspects. An attempt has been made to understand and identify the factors which may influence various aspects of affecting entrepreneurial skills of women. At the beginning of this research paper, the meaning of the analyzed in light of several research works. In the next section literature review is done on the factors that are important for creating the balance between the personal and professional life of women entrepreneurs. Besides, this paper also entails the summary and analysis of the findings of all these literatures followed by some new avenues for further research on such issues.

Keywords— Work life balance, Women entrepreneurs, Entrepreneurship, Push and pull factors.

I. INTRODUCTION

Work Life Balance refers to dedicating enough quality time to both family and professional endeavors so that each and every role can be performed effectively. The term “work-life balance” was first used in the US in 1986 to help explain the trend of people spending more time on work-related tasks, while allocating less time to other aspects of their lives. During the past two decades, there has been a substantial increase in the time spent at work. The extent that work-life balance affects job performance and employee well-being is an important area of research. Smith, Taken (2010).

Balancing work as well as personal life is not an easy task for any one and when this role is played by female employees and entrepreneurs this becomes much more difficult to perform. After conducting a study Holly, Sarah and Mohnen, Alwine, (2012), explained that their results show that high working hours and overtime do not lead to lower satisfaction. Rather, more working hours and overtime have positive effects on life and job satisfaction, but the desire to reduce working hours has a negative impact on job and life satisfaction. To start enterprise women has to deal with a lot of factors like finance, market conditions, male competitors, stereotype thinking of society, family, etc. Sometimes the entrepreneurs are not capable in dealing with these situations which results in the lack of motivation, frustration, etc. This study deals with the survey of the available literature related with work life balance of women entrepreneurs and analysis of these literature review.

II. RELATED WORK

Female entrepreneurs and Work life balance

Personal and professional life of a woman can be simply termed as the two sides of a same coin. The time and energy required for playing domestic roles often creates conflicts between the women domestic and entrepreneurial role. Many studies have revealed that family life had a dramatic impact on the progress of female entrepreneurs irrespective of their job profile in the corporate or non corporate sector. This impact may be positive and negative both. An entrepreneur chooses entrepreneurial carrier with wide range of expectations. It was found in a study that Men who had partners and families were more satisfied in their career. Women who had partners and families were less satisfied. Single men, less satisfied in their career, single women were more satisfied.

How work-life balance affects productivity has been examined in a number of studies. Kumar et al. (2011), when work-life balance is not maintained, a person begins to experience sense of emptiness and hollowness which is difficult to deal with. In addition, relationships take a beating and the person begins to experience loneliness, depression, despair and cynicism.

Davidson, (2010) stated that Compared to males, females were more likely to be employed as an associate in practice rather than owning their own practice. Overall they found that women faced substantial challenges that limited career

potential and satisfaction. Family responsibilities like child-bearing and child-rearing affected female work life, resulted in more career breaks, and reduced hours upon return to work. They found that almost one third of the women on breaks had been off for more than a year. They also noted that one third of those on breaks either did not intend to return to work or were unsure.

In their study Hossain, Mahboob,(2008) explain that the main motivation for a woman to become an entrepreneur is the need for achievement and independence (to do it alone), job frustration, interest in and recognition of opportunity in the area, previous experience in related field, change in personal circumstances etc.

According to kumar, Mohan, (2011), the fact that employees in huge buildings of prospering Indian firms take home huge pay every month, can paint a rosy picture of their lives in anyone's mind. However, when we take a closer look, we see another reality that is not so bright. In reality, the lives of these individuals are marked by pressures, hectic schedules, and extremely long hours at work which takes a toll on their health, and also relationships at home and social engagements. It is true that there is no substitute for hard work, especially for the Indian professionals who are beginning to make a mark in the global business world. But, striking a balance between work and personal life is equally imperative. After all, one cannot be expected to make a living at the expense the quality of life that all humans deserve.

Hossain et.al. (2008), in the study on women entrepreneurs, found that environmental factors like education and skill, the material resources they own, the opportunities offered by the society and the social norms affect the women entrepreneurs seriously. She concludes, as more and more women are coming out and working outside their homes, Government and NGOs should take initiatives to help them so that they can live a better life and enjoy greater status, independence and success.

Smith et al. (2010) found that a myriad of issues are interwoven in work-life balance; it is a complex matter because people are complex. Consequently, problems associated with work-life balance are complex and there are no simple solutions. Prior research on work-life balance investigates work-life balance issues such as (1) spending high quality time with family members; (2) being able to relax in free time; (3) emotional well-being and health of family members; (4) high quality communication and support; (5) high quality child care and education; (6) satisfaction with work and work load at home.

To evaluate the importance of work-life balance issues to future marketing professionals, Smith et al. (2010) surveyed

100 marketing students at one southwest U.S. University and the study shows that Future marketing professionals consider work-life balance to be important. In deciding on a career, they consider how work-life balance will be affected. Availability of flexible work arrangements is an important consideration in choosing their employer. Future marketing professionals strongly agree that the availability of flexible work arrangements is important to long term job satisfaction and that flexible work arrangements are especially important to employees with children.

Kumar et al. (2011) in their study explains that, the result of work-life imbalance can be seen in a survey on career couples by Team Lease in February 2008. It showed that 54 percent of the respondents felt they were merely "weekend parents. In addition, 34 percent of the working couples surveyed felt that since there were two careers the chances of a divorce were high. Moreover, most participants agreed that working in odd shift hours had a bearing on their marital relationships.

In their study Baumgartner, Schneider (2010), Women in upper management have made many sacrifices to get there, including family time. However, some women have chosen not to let their job be their life. In fact, many report that, while it is not easy, they strive to balance both work and family. Most women agreed that their choices concerning work and family life were personal and not modeled after other working mothers because each situation was unique. Some women even felt supported when putting their family first as coworkers followed suit and declined overtime to spend time with family.

Career of the mumpreneurs

Patricia Lewis (2010), stated that the increasing use of the expression 'mumpreneur' gives rise to the question of how we should interpret its emergence. Is the phrase 'mumpreneur' simply a play on words or is it something more significant? Mumpreneur is a mother and an entrepreneur too who started a business so that she can work while looking after her children. According to Joanne Duberley and Marylyn Carriga(2012), the experiences of one particular subset of women entrepreneurs: those who set up a business in order to enable them to both work and care for young children. These women are an interesting group as they reflect current discourses on lifestyle entrepreneurship and a new approach to 'having it all': pursuing a career and managing to fit with the traditional mother ideology, where a good mother is at home full time with her children. Thus, so called 'mumpreneurship' is presented as a means of overcoming the role conflict felt by working mothers and feelings of being overwhelmed as they continue to take primary responsibility for home and family while working. Writers such as Lewis (2010) claimed that enterprise discourse has entered all spheres of social life, reconfiguring

individual identities and constructing workers both in the public and the private sector, as responsible, self-reliant, independent, risk taking entrepreneurial beings. The suggestion is that the desire and opportunity to create a self-reliant, independent, dynamic, enterprising identity is available to everyone. On the basis of their study Baumgartner et al. (2010), explains that Participants described conflicts that professional women face when trying to manage both a career and family life and offered advice for doing so. In regard to conflicts between career and family, all but one of the participants struggled with time management. The guilt of motherhood emerged as a second conflict. One participant sends her three children to day care and struggles with “Am I doing the best for my kids?” In the words of another participant, when it comes to child care and household responsibilities, “If it has to get done, women have to do it.”

Duberlay and Carriga (2012), after interviewing 20 mumpreneurs examined that some women are not ‘proper’ entrepreneurs, as their main focus lies with their family. Rather, we would argue that these women are a particular type of entrepreneur at this point in time. They are using entrepreneurship as a route to try to sustain a certain lifestyle and identity which allows them to meet their desire to maintain a business career with their desire to fulfill a particular version of being a good mother. It seems likely that the mumpreneur role will be transformed as their children grow and their responsibilities as mothers change. Some women, mumpreneurship provides ‘a stop gap with status’, in a role that allows them to be both economically relevant in a more credible career than other part-time work would confer, and to be a good mother until the children are older.

Work life balance policies and flexitime

As the younger generation of Indian employees are offered great pay with it comes more work pressure which also takes a toll on their relationships and life itself. Indian women and senior employees suffer the most. The employees need to realize that they need to balance work and life for both success at the workplace and a fulfilled life. Organizations can only facilitate, but the initiative should be taken by the employee. There are many measures that companies can take to ensure work-life balance, such as employee benefits like child care facilities, video conferencing to reduce travel, not scheduling work events during school holidays and so on. Kumar et al. (2011). Another measure to reduce the problem of balancing work and family life is the Work life balance policies i.e. Flexitime policy. Flexitime is a flexible hours schedule that allows workers to alter workday start and finish times. In contrast to traditional work arrangements that require employees to work a standard 9 a.m. to 5 p.m. day, flexitime typically involves a "core" period of the day during which employees are required to be at work (e.g., between 11 a.m. and 3 p.m.), and a "bandwidth" period within which all

required hours must be worked (e.g., between 5:30 a.m. and 7:30 p.m.). The working day outside of the "core" period is "flexible time", in which employees can choose when they work, subject to achieving total daily, weekly or monthly hours within the "bandwidth" period set by employers. Flex-time is defined from the perspective of workers as a structure of market work time consistent with their preferences on a daily or weekly basis. From the perspective of employers, flexibility connotes a structure of work time consistent with their preference to customize work time by shifting or extending the timing of the workday.

Flex-time also serves as a non-wage employee benefit that is not subject to taxation. This may explain some the observed occupational differences in the distribution of flex-time, when it is offered by employers for recruitment and retention purposes. Indeed, it may be surprising that the supply of flex-time is not omnipresent in occupations whose high pay would place its incumbents in higher tax brackets and thus increase the relative value they attach to flex-time. (Golden et al. 2007).

It is important to maintain the balance between work and family life. Given the considerable influence of the absence of WLB on employees and organisations, initiatives aimed at supporting employees with WLB problems have become more popular and commonplace in organizations. WLB policies improve the autonomy of workers in coordinating and integrating the work and non work areas of their lives. (Downess, Koekemoer, 2011).

III. METHODOLOGY

The research type is Exploratory research. The data for the study is collected from secondary sources which include journals, research papers, books, etc.

IV. RESULTS AND DISCUSSION

Studies on women entrepreneurs shows that some women working on upper management have made many sacrifices to get there, including family time. However, some women have chosen not to let their job be their life. Also handling family and life together is not easy for a number of women entrepreneurs. But now days with the help of internet work from home is possible. Flex time policies are also supporting working women in some organizations.

V. CONCLUSION AND FUTURE SCOPE

The survey of the literature available on women entrepreneurs draws the picture of women entrepreneurs and how the entrepreneurs deal with the challenges which come in their journey of entrepreneurial journey. This study also presents opportunities for future research. Research needs to

explore the degree to which organizations support career and family. The lack of support creates a dilemma for women who attempt to balance both family and career. It is clear that advancing the status of women in the workplace depends on functional and efficient ways of creating a balance. on the first page.

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Authors Profile

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