
A STUDY ON WORK LIFE BALANCE ISSUES OF WOMEN ENTREPRENEURS

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ABSTRACT

Many women entrepreneurs are now emerging because of financial needs and social needs. At the same time some women take this profession as a self achievement. The work life balance is seen as a women issue because as per our traditional practices, woman is the primary responsible person for the family to the day to day activities of the family. So, the women have to manage their family as well as the work in a successful way. There are 100 women entrepreneurs taken for the study. Married women entrepreneurs only taken for this study. This study aims to find the issues faced by the women entrepreneurs and to suggest some ways to improve the work life balance.

Keywords: Women entrepreneurs, Work life balance.

INTRODUCTION

Many women entrepreneurs are recently emerged and contribute to the growth of our nation. Nowadays there are many women operating their own business for their financial and social needs and some women take this profession as a self achievement. The increasing demand in the society, cost of living and expenses for children's education etc. pushes the women to earn and share equally in the financial needs of the family. But, as per our tradition woman is the sole responsibility person for the family and childcare, cooking and other household activities. This twin role of the women in work and family coincide with each other leads to imbalance.

The women entrepreneurs faced lot of struggles and issues in their work and life. This role conflict of the women causes stress and affects their health. If it happens continuously it leads to poor efficiency of women in both work and family. This present study aims to find the issues and stress faced by the women entrepreneurs and also to give some remedial measures to reduce stress and maintain work life balance.

REVIEW OF LITERATURE

Vossenber (2013) in her paper "Women Entrepreneurship Promotion in Developing Countries: What explains the gender gap in entrepreneurship and how to close it?" addresses the persistence of gender gap in entrepreneurship and the best ways to promote women entrepreneurship. This paper reveals that current women entrepreneurship promotion policies undoubtedly benefit individual women but when the gender bias in the context in which entrepreneurship was embedded; efforts may remain in vain and without any significant macroeconomic or social impact. **Hariharaputhiran**(2014) in the paper "Women Entrepreneurship Scenario In India" endeavours to study the concept of women entrepreneur. The transformation of social fabric of the Indian society, in terms of increased educational status of women and varied aspirations for better living, necessitated a change in the life style of Indian women. Women were competed with man and successfully stood up with him in every walk of life and business is no exception for this. These women leaders are assertive, persuasive and willing to take risks. **Sharif** (2015) in the paper "Glass Ceiling, the Prime Driver of Women Entrepreneurship in Malaysia: A Phenomenological Study of Women Lawyers" aim to present some findings on the construct of glass ceiling in organizations and its role in driving women professionals in Malaysia to venture into business as entrepreneurs. The researcher used the qualitative method known as "phenomenology" to explore the phenomenon of glass ceiling. **Humbert and Brindley** (2015) in the paper "Challenging the concept of risk in relation to women's entrepreneurship" aims to challenge the myth of risk-averseness among women entrepreneurs and analyses risk in the context of gender. The paper develops an understanding of risk among women entrepreneurs in their socio-economic context. It challenges the view point of seeing women entrepreneurs as risk-averse and thus leading to low-growth prospects for their business ventures.

STATEMENT OF THE PROBLEM

The women entrepreneurs were recently emerged and contribute for the economic growth of the country and also to satisfy their financial and social needs of the family. At the same time they have the family responsibilities and child care and it leads to role conflict. This role conflict of women entrepreneurs disturbs their work life balance and causes stress.