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Work-Life-Balance of Women Employees and Women Entrepreneurship

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Abstract: Work-life balance is considered to be important for both, business practice and academic research. The literature shows that work-life balance is a central issue affecting wellbeing, as family and work are the most important elements of everyone's life. Any competing demands of work and family life cause conflict and negatively affect the wellbeing of women entrepreneurs. This paper focused on assessing the impact of work-life balance determined by work-family conflict and family work conflict on.

I. INTRODUCTION

My research will be related to the “Work-Life-Balance of Women Employees as well as Women Entrepreneurs”. In this firstly, I throw light on the meaning, need as well as the importance of the “Work-Life-Balance” and then I gave the little introduction of the Women Entrepreneurs and Women Employees and the ways are being demonstrated through which my this research will be completed.

Work-Life Balance

The formulation “work-Life Balance” is made by three contrasting words i.e. work, Life and balance.

1. “Work” means an activity entail mental or physical effort done in order to pull off result.
2. “Life” means a state of being energetic.
3. “Balance” means a state of equilibrium.

So, having the different specimen of each expression this clause turned into a notion. This abstraction outlines the ideal situation of all people while working. Means, up to what extent people can maintain the level of prioritization between his professional and a personal life. This term demonstrate the positive collision as well as help in altering the prioritization level of all important aspects of a person while working. People cope up their day to day activities. As work-life balance is an impossible feat because it is sturdy as well as necessitates steadiness between numerous activities on daily basics. Various activities like:

1. Making time for family, friends
2. Community participation
3. Spirituality
4. Personal growth
5. Self-care and other personal activities
6. Demands of the workplace

Hence, work-life balance is a “cycle” in which a person keeps on performing their activities and through this he can't pursue any kind of goal but keep nourishing their personal as well as professional life. Executing all the tasks at once is artful piece of work and to have a successful and right balance our career experts share tips also because of its importance in individual's lives. “Work-Life Balance” helps to know the satisfactory level and involvement level of individual between the multiple roles of life and this balance is fundamental as this help us in reducing the stress at both physical as well as mental level. “Work-Life-Balance” is the brew of 2 concepts i.e. narrow and broader and it is constantly evolving because of its need as well as great significance in an individual life.

Need For Work-Life-Balance

- ✚ ***For reducing stress:*** chronic stress is one of the most common health issue in their workplaces as it leads to many other problems too such as hypertensions, pains and heart problems and having this stress can give the negative impact on the work performance so, work-life-balance is an important aspect in bringing the healthy work environment as well as for reducing stress and prevents burnouts in workplace.
- ✚ ***For Managing the Time:*** work-life-balance helps in managing our time into our professional life and personal life as both needs our time and having a proper balance will help you in enjoying the journey “Life”.
- ✚ ***For plotting some personal time:*** Having the lots of families and work responsibilities many people can't able to find time for themselves but by maintaining a good work-life-balance they can plot some of the personal time in which they can do the things that they love like- time for exercises, enjoyment with your friends, family.
- ✚ ***For reducing health problems:*** A busy demanding career, allows you to work every time and that can affect your well being as it is mentioned by researcher that many of the people who extra work have heart-related problems but if you look after yourselves by maintaining the balance will help in reducing the health problems and also ensures more efficiency in work.
- ✚ ***For good morale while working:*** Good morale is needed for bringing the efficiency in work and it can be attained only when we can maintain a perfect work-life-balance. Many of the organizations are helping their employees in maintaining these by providing flexibility in work and in many more ways.

Importance of Work-Life-Balance

- ✚ ***To Increase Productivity:*** with the help of work-life-balance we can manage our manager schedule as well as perform the tasks of administrative work and all these good management in work help in carrying out good productivity in work.
- ✚ ***To Reduce Absenteeism:*** when staff will be absent from their work due to some reasons then it begins to become a problem so, maintaining and understanding the reasons of absenteeism will help in reducing the absenteeism of employees from their working.
- ✚ ***To Ensure Physical and Mental Health:*** work-life-balance helps in ensuring good physical as well as mental health as this allows to manage some time for yourselves also.
- ✚ ***For Boosting the Employee Engagement:*** This balance helps in boosting the employee engagement by managing all the work and activities and it is assumed that having an engaged workforce will lead to your people going extra mile for you and becoming loyal for the brand as well as for product.
- ✚ ***To Reduce Burnouts:*** we all get stressed from time to time which is unavoidable sometimes but there are chance in workplace for avoiding these by making efforts such as taking time for off and by leaving work at work.

- ✦ **Ensures in Improving Mindfulness:** Mindfulness means when we develop ourselves in controlling our focus and ability to concentrate on task at hand. As this shows the dedication towards our work and improves productivity in our work. This improves our work-life-balance too by prioritizing all important work.
- ✦ **To become more rounded individual:** Performing the perfect work-life-balance between work life and personal life will make a “rounded individual” because of managing all the activities and tasks efficiently.
- ✦ **Bringing efficiency in maintain the personal and social identity:** This balance will also helps in generating the good personal and social identity as through this we can make time for everyone.

Women’s EMPLOYment

Women’s employment refers to the work that is being done for earning profit in which women are engaged. In earlier times, women’s were not having the access of employment but recent studies says that women’s are working and showing their talents as well as skills in their workplaces. They are making the great balance in their life and they help in building an inspiring work culture by bringing in healthy competition, fostering teamwork and thereby, helping a company to grow up to their full potential. Women’s workforce is becoming a necessity as they are extraordinary on both micro and macro level. On a micro level, employed women’s becomes financially independent and have the great control on their lives and this all encourages them to stand against all the physical as well as emotional abuse, to handle all the society issues and pressure on their own. They also help in bringing the additional income for their families and through which they can enjoy higher quality of living. On a macro level, greater participation of all the citizens i.e. women in the workforce is good for all the economy as more the citizens will earn more the chances of developed country.

Women’s Entrepreneurship

Women entrepreneurship refers to the establishing, organizing, initiating and operating the business enterprise. Self-employed women are one of the confident, creative and innovative who desires the economic independence individually and simultaneously, creates the opportunities for employment for others. In modern countries, this women self-employment is growing rapidly. This term “women entrepreneur” focuses on the section of female population who venture out into different kinds of sector as well as activities. In India, they are also fast emerging as potential entrepreneurs and it is an extension of kitchen activities and succeeded their male counterparts. Their business and industry are also showing many of the advantages so, that’s why entrepreneurship by women is gaining much of significance these days and their hard work, efficiency, and intelligence giving them more scope.

II. REVIEW OF LITERATURE

Work-life-balance

Meenakshi et.al(2013) outlines the concept of work-life-balance by framing the definition of this phrase as well as importance in current scenario. They also draw our attention towards the effects of poor work-life-balance. Some suggestions were also mentioned to ameliorate this balance. Reviews from all employees were taken for completion of their study. Dhas (2015) demonstrates the historical perception of human resource professionals. In their study they include all the possible solutions for achieving the good work-life-balance to gain a competitive advantage in their marketplace. Some of the factors like- global competition, family and personal values were capitalized using work-life initiatives as work-life-balance gives the broader view of life. Arora &Wagh (2017) focused in telling the importance of a healthy work-life-balance. All the initiatives as well as strategies, techniques used by the organizations were also mentioned in their research as healthy work-life-balance reduces the stress and we can give time to our families as well as to our hobbies and so on. Varghese (2018) highlights the work-life-balance of female faculty members and how they manage their work life as well as their professional life. Gragnano et.al (2019) focused in investigating the importance of other non-working domains besides the family in work-life-balance by

particularly considering the health. In their study they investigate the importance of work-family balance and work-health balance regarding their job satisfaction. Hjalmsdottir (2019) concludes the positive impact of work of females (mothers) during COVID-19. They highlights that females of Iceland are handling better their work life as well as professional life during pandemic. Uddin (2019) outlines the work family issues of working women in socio-culture context. They also explore the various challenges faced by the working women and strategies adopted by women to manage their work- family obligations but during COVID-19 this provides the flexibility as well as effectiveness in managing their work-life responsibilities.

Women Entrepreneurship

Goyal & Prakash(2011) outlines the concept of women entrepreneur and reasons for becoming the women entrepreneurs. They also explain the causes for slow progress of women entrepreneurs in India. Fewer suggestions, schemes for promotion as well as development for women entrepreneurs are also mentioned in their research. Kumbhar (2012) highlights the issues regarding women's entrepreneurship in rural in India. Their findings reveal that there is lack of balance between family and career obligations of women. Some major problems were also mentioned regarding successful women entrepreneurship development in India like- poor degree of financial freedom, lack of professional education, low ability to bear risk. Singh (2014) highlights the concept of women entrepreneur by mentioning the recent trends as well as issues by developing in various fields. They also tell the way of eliminating and reducing the hurdles of women entrepreneurship through the study of SWOT according to Indian context and for surviving in the globalised world. Agarwal & Lenka (2017) outlines the importance of entrepreneurship for the nationals of the country as it helps in leading the growth process of the country without doing gender biasness. Many of the development programs as well as plans are implementing for encouraging the women entrepreneurship in India. Sajjad et.al (2019) highlights the relation between the women entrepreneurship and economic development as contribution of this entrepreneurship is still invisible and needs to be properly investigated. **Setini (2019)** focused in examining the role of societal capital for women entrepreneurship whether this factor is becoming the supporting factor or the hindering factor for the creative industry of women entrepreneurship. They also check the roles in innovating as well sharing the information in this industry of women entrepreneurship.

Women Employment

Waris &Viraktamath (2013) highlights the gender gaps and list of the strategies that were made in tewelth five year plan of the government for the women empowerment in the sectors of economy i.e. manufacturing, service, tertiary sectors. They also focused in increasing the women's employability in formal sector. Bhattacharya (2014) outlines their research in illustrating the effect of "spouse violence". Their findings states that women who are married and who experience the spousal violence are more likely to employ themselves in some work and want to earn on their own for earning cash and living their life on their own.. Alonso (2016) highlights the meta-analysis of gender differences in scores of Structural Behavioral Interviews (SBI) and their research demonstrates the positive and fair results in presenting the equal employment level for both men and women. Some of the implications for practicing the personal selection are also explained. Byrne (2018) focused on role model female entrepreneurs in exploring the representation of women entrepreneurs and entrepreneurs. In this they explain how these women succeeded in becoming successful entrepreneurs in their society. Implications of policy makers are also presented in their research. Dean & Jayachandran (2019) highlights their research in revealing that higher financial incentives like HLC (Hippo campus Learning Centre) can change the restrictive gender norms by changing the families attitudes towards the women employment or not. Janis & Zulkpli (2019) focused in exploring the SWOT (strength, weakness, opportunities and threats) of women employment in industry 4.0 manufacturing sector as this SWOT analysis gives the deep insight of women employment in Industry 4.0 of manufacturing sector.

III. NEED FOR STUDY

India is developing country and developing more by bringing new advancements in one way or the other such as digitalization, new technologies are being adopted by the people of Indians and in 21st century, Indian women are also not limiting themselves towards household purpose only. They are advancing their life by working either as employees or becoming a successful entrepreneur. By reviewing the literature we can concludes that perception of society is getting positive and helping them to look forward in becoming a working women as this helps in ameliorate the standard of family due to additional income. Government is also making many of the policies for women employment as well as entrepreneurship and they are also trying to eliminate all the gender differences also as this helps in development of the whole nation and improves the economy. It is been previously shown by researcher that women work tremendously than men because of their good skills, talents as well as intelligence and that's why they are becoming successful in the fields of entrepreneurship as well as in becoming the employees of different kinds of organizations. They are also becoming the role model for other women after becoming the successful in their work life. Newer era draws our attention towards the study of working women as entrepreneur and working women as employees in different organizations and their work-life-balance as they have to perform all the activities of professional life as well as personal life so, we need to study their balance means, up to what extent they are managing and their satisfaction level while bringing the balance between their lives as an "Entrepreneur" and as an "Employee". Maintaining the Work-Life-Balance is crucial in every one life and everyone has a different ways for maintaining.

IV. LITERATURE GAP

These days, the notion "Work-life-balance" is getting great significance because of its importance from many researchers and it is crucial in managing all the activities while working and if we want to enjoy the "Journey of life" we need to ameliorate this balance. Published literature have shown the positive impacts and the growth regarding the working women as an employee as well as entrepreneur but no research has been done in finding the work-life-balance between working women. Many of the articles were listed in telling the SWOT analysis of women as an both employees and entrepreneur as well some policies made by our government for enhancing were also there, and how women are becoming the role model for others by becoming successful in their respective fields. Therefore, goal of the study is mainly focused in outlining the work-life balance between a "Women employee" and "Women Entrepreneurs". In this study we mainly check the balance between their work life and personal life up to what extent they are satisfied and can manage their both of life and can perform all the tasks effectively and efficiently.

V. DISCUSSION AND CONCLUSION

In the light of the present research, it is evident that issue of work-life balance is persistent because of various factors such as work culture/environment, HR policies, job insecurities, compensation packages and so on. Employees undergo severe stress while balancing their work and personal life, which influences their performance not only in their work place but on domestic front as well. Employee should set the goal and excel in both career and family, to achieve balanced work-life. It involves the efforts of a number of partners like the employee, the organization for which the employee works.

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