

Stress and Coping Strategies of Women Entrepreneurs With Special Reference To Micro Scale Enterprise in Dharmapuri District

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Abstract- *“Women Entrepreneur” is a person who accepts exciting position to come across her individual wants and become economically autonomous. The growth of women entrepreneurs and their involvement to the development of the country is very much visible in India .In a short period of time the number of women entrepreneurs increased all over the world. Women entrepreneurs play a vital role in providing jobs to others in the well-organized sectors and set the trend for other women entrepreneurs to expand. They should be congratulated for the increased participation, utilization of advanced technologies, finding the niche in the export market and investing more in business activities. Women are playing various roles including, mother, wife, and daughter-in-law and so on and they need to strike hard to fulfill the role needs. This article describes various form of stress faced by women entrepreneurs and various coping strategies they adopt for overcoming stress to get success in their company.*

Keywords- women entrepreneur, stress, causes of stress, coping strategies of stress

I. INTRODUCTION

Entrepreneurship is defined as the capacity of an individual to innovate which involves confidence and competence to meet the adverse conditions. However women entrepreneurship development is influenced by many numbers of factors including social, economic and physiological factors that are prevailing in the society. Women are need to be encouraged for the betterment and improvement of Indian economy. Now days due to improvement in technologic many women entrepreneurs are coming out with new creative idea in micro scale enterprises. There are many training programs are available for the development of women entrepreneurship starts from business model chart preparation to getting loans from banks. Many EDIIhubs are now newly formed to support student entrepreneurs also. Thus by considering all the facts the current study was elaborated to assess the motivational factors and understanding the role of stress among women entrepreneurs.

Stress is a kind of global response by organisms real or imaged demand made it is a mental and emotional disruptive and it's an unpleasant annoying condition of mind that includes many things and creates tension and frustration. Many women entrepreneurs create stress in their working place which leads to many mental disorders. According to Nasik (2011) stress is defined as the harmful physical and emotional responses when the requirements of the business do not match the capabilities or the needs of the entrepreneurs.

Since stress is directly related to performance of women entrepreneurs. Therefore an attempt is made to study the causes of stress and the coping strategies to overcome it. This will be more helpful to women entrepreneur to develop self-confidence and that will help to reduce their stress level at an acceptable and optimum level.

According to Dr.Hansselye, one of the foremost experts on the subject, is "the rate of all wear and tear caused by life." Stress may be beneficial or harmful:

1. When a situation provides an opportunity for an individual to achieve something, stress is beneficial.
2. Stress is harmful when an individual is confronted with social, physical, organizational, and emotional issues.

When people are stressed, they must find a new way to cope because they cannot stay in a constant state of tension. Coping refers to how a person responds to a stressful situation. Coping has two main goals: improving one's self or changing one's world. At each point of life, coping refers to a person's active attempts to overcome stress and develop new ways of dealing with new circumstances.

II. LITERATURE REVIEW

Chudhary(1990)An analysis of the relationship between work satisfaction and stress among bank officers found no substantial differences in position stress dimensions between

higher and lower age groups. In both the higher and lower age groups of bank officers, the overall indices of role stress and job satisfaction were found to be negatively correlated.

Cummins (1990) Role conflict and uncertainty, heavy workload, underutilization of expertise, resource inadequacy, and lack of involvement were identified as the key categories of work stressors in the study "work stress and the buffering effect of supervisory support."

Dastur(1990)community of staff Managerial stress is caused by the environment, and perceived control is the second most powerful cause of managerial stress. In this research, role ambiguity was not found to be a major source of stress. As a result, negative community environment and powerlessness may be the leading causes of stress among Indian executives.

Chand and sethi (1997) in the production of work, there are a number of organizational variables to consider. Job-related pressure, task overload, and role conflict all have a significant positive relationship with stress. Function uncertainty, under engagement, and anticipated tension were also encountered.

Rajeshwari and sumangala(1999)expressed the challenges and opportunities in women's entrepreneurship, and explained that women's entrepreneurship allows women to pool their limited capital resources and skills. It paves the way for a more efficient use of resources as well as the mobilization of female human potential.

Khanaka (2000)Stress management is difficult because the person who is stressed is unaware of the particular causes or sources of stress. Stressors or loads are objects or situations that may trigger stress.

Malhotra,et al.(2002)compiled a list of widely used aspects of women's empowerment, based on structures established by various scholars in various fields of social sciences. These structures indicated that women's empowerment should take place on multiple levels, including economic, social, cultural, familial/interpersonal, legal, political, and psychological.

Wood and wood (2004) Stress is described as a physiological reaction to a situation that poses a threat to an individual and necessitates some sort of change. When a person no longer has full control of what happens in their lives, they feel stress.

Gyllensten(2005)When researchers looked into the role of gender in workplace stress, they discovered that women registered higher levels of stress than men. However, according to some reports, there is no gender gap. Multiple positions, a lack of career advancement, sexism, and

stereotyping have all been identified as causes of workplace stress.

Natrajan (2006) India outperforms all other countries in a variety of information technology fields that require complete mental activity. Mental stress can cause mental strain and can also lead to mental illness, which has been explained in a variety of ways. Overload puts a strain on the mind, which is a part of the body. In addition, psychiatric care will go a long way toward avoiding mental illness, according to this report.

Singh SP(2008) discussed the logical and influencing factors that contribute to the advancement of women in entrepreneurship, as well as the barriers to their development, which include gender inequality, social unacceptance, family responsibility, and a lack of contact with successful entrepreneurs. He then went on to discuss the remedial steps that can be taken to improve the climate for fostering women entrepreneurship.

Kokila m and subhashini R (2010) Women play a variety of roles such as mother, wife, daughter-in-law, and so on, so they must also play the position of chief executive in their businesses. In light of these considerations, a conceptual study was conducted to discover women entrepreneurship and the stress they face.

Prachitapatil and yogeshdespande (2017) Women entrepreneurs make a significant contribution to the country's economic development; it is also our responsibility as a community to assist women entrepreneurs in overcoming obstacles. Women experienced more tension as a result of the pressures and expectations from home and work, which at times resulted in greater tensions as they strive to fulfill several roles, resulting in stress and ambivalence overload that may leads to low work life balance. As a result, it is hoped that this article will not only address stress, challenges, and issues, but also methods for overcoming specific challenges and issues in order to reduce stress.

Anandamurugan (2010)a healthy family unit establishes tools to deal with stressors, mitigating stress for the whole family. Issues that stress families may be individual stressors that affect the whole family, such as school suspension, addiction, mental illness, or physical illness, or a family crisis.

Wustemann(2012)It is about emotional intelligence and bottom-line pressures in the supermarket, and the article claims that the training has raised morale and improved the quality of work life while also lowering stress levels slightly.

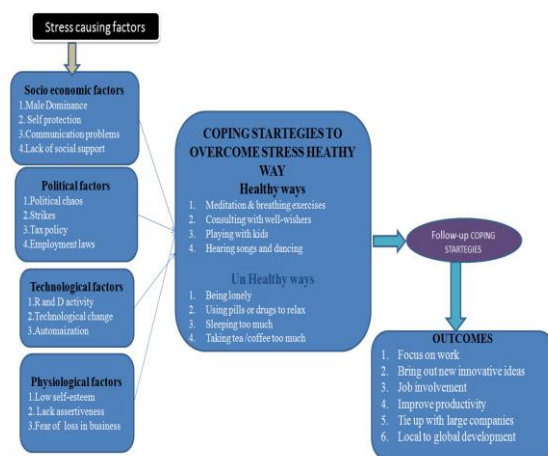
Subhasheeh Bhattacharyya (2006) this brought to light the fact that repeated stress puts a lot of strain on the body's organs. As a result, the computer will be exposed to wear and tear. Recently, the number of people suffering from heart disease has risen. Some of the stress management strategies used includes physical exercises, networking, therapeutic approaches, and occasional meditation sessions.

Daga and Hussian(2001) A study of working women's social and family role stress and social support discovered the impact of social support on social and family role stress.

III. RESEARCH METHODOLOGY

This paper examined a number of journal articles in order to develop a conceptual framework for combining stress factors and coping mechanisms to boost self-confidence and achieve success among female entrepreneurs. We suggest a model for the betterment of women entrepreneurs and to bring more data to light through secondary data collection and an exhaustive analysis of various journals and articles.

IV. FRAMEWORK



V. DISCUSSION AND CONCLUSION

This paper presents a conceptual study in stress management. The review has been made around fifteen papers related with stress management. Since women entrepreneur plays a vital role in economic development of our country. So, society also needs to motivate them to overcome all the struggles like education, technical skill, financial skill, management skill etc.,. Government of India is providing many funds to develop them but due to lack of skill, lack of family and society support they are not aware of that and not utilizing that. Performing dual role i.e., taking care of their personal and professional life may leads to low work life balance. So, this is hoped that this paper not only discuss

about the causes of stress, challenges and issues but also shows the track to overcome those challenges and issues to be successful in their career.

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