

# Work-Life Balance Of Women Entrepreneurs

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**Abstract-** *Work-life balance is a critical issue for women entrepreneurs, especially in developing countries like India. This study analyses the challenges faced by women entrepreneurs in balancing their professional and personal responsibilities using secondary data. It also explores influencing factors such as family support, financial pressure, and time management. The study highlights strategies for improving work-life balance and presents real case studies from India.*

**Keywords:** Work-Life Balance, Women Entrepreneurs, Role Overload, Family Responsibilities, Time Management, Women Empowerment, Work Stress

## I. INTRODUCTION

Women entrepreneurship in India has experienced remarkable growth over the past few decades, largely influenced by socio-economic transformation, improved access to education, and increasing awareness of financial independence among women. Government initiatives such as startup support schemes, microfinance programs, and self-help group movements have further encouraged women to enter the entrepreneurial ecosystem. As a result, women are no longer confined to traditional roles but are actively participating in business sectors ranging from small-scale enterprises to large startups. This shift has significantly contributed to economic development, employment generation, and gender equality in the country.

However, despite these positive developments, one of the most critical challenges faced by women entrepreneurs is maintaining an effective balance between their professional and personal lives. Unlike their male counterparts, women often carry the dual responsibility of managing business activities while simultaneously fulfilling family obligations. This dual burden creates a complex situation where women are required to allocate their time, energy, and attention across multiple domains, often leading to stress and fatigue.

Work-life balance for women entrepreneurs refers to their ability to effectively manage and integrate professional responsibilities such as business planning, decision-making, financial management, and customer relations with personal roles like childcare, household duties, and maintaining

relationships, while also ensuring physical and mental well-being. However, this balance is often disrupted by role overload, where the demands of multiple roles business owner, mother, spouse, and care giver exceed their available time and capacity. The lack of clear boundaries between work and personal life, especially in home-based or digitally connected businesses, further intensifies this challenge. In India, societal expectations that prioritize family over career add to their workload, ultimately affecting their health, productivity, and decision-making.

In conclusion, while women entrepreneurship is expanding, addressing work-life balance through family support, better planning, and supportive policies is crucial for their long-term success and well-being.

## II. OBJECTIVES OF THE STUDY

The present study is designed to examine the concept of work-life balance among women entrepreneurs in a comprehensive manner. The specific objectives of the study are explained in detail as follows:

### 1. To Understand Work-Life Balance among Women Entrepreneurs

The primary objective of this study is to gain a clear understanding of how women entrepreneurs manage and balance their professional and personal lives. Women who run businesses are often required to perform multiple roles simultaneously, including managing business operations, taking financial decisions, and fulfilling family responsibilities. This objective focuses on analysing how effectively women entrepreneurs distribute their time and energy between these roles. It also aims to understand their perceptions of balance, satisfaction levels, and the extent to which they are able to maintain harmony between work and personal life.

### 2. To Identify Challenges Affecting Work-Life Balance

Another important objective of the study is to identify the major challenges that hinder effective work-life balance among women entrepreneurs. These challenges may arise from various sources such as excessive workload, time

constraints, financial pressure, and family responsibilities. In addition, societal expectations and gender roles often place additional burdens on women, making it difficult for them to prioritize their professional growth. This objective helps in recognizing both internal and external obstacles that contribute to stress, role conflict, and imbalance in their daily lives.

### 3. To Analyze Influencing Factors

This objective aims to examine the various factors that influence work-life balance among women entrepreneurs. These factors may include personal, social, and economic aspects such as age, marital status, number of dependents, level of education, type of business, and availability of financial resources. External factors such as family support, access to technology, and government policies also play a significant role. By analysing these factors, the study seeks to understand how different conditions either support or hinder the ability of women entrepreneurs to maintain a healthy balance between their work and personal responsibilities.

### 4. To Suggest Strategies for Improvement

The final objective of the study is to propose practical and effective strategies to improve work-life balance among women entrepreneurs. Based on the analysis of challenges and influencing factors, this objective focuses on recommending solutions such as better time management practices, delegation of responsibilities, use of digital tools, and strengthening support systems. It also emphasizes the role of family, society, and government in providing a supportive environment. These suggestions aim to help women entrepreneurs reduce stress, improve productivity, and achieve overall well-being.

## III. NEED OF THE STUDY

The need for this study arises from the increasing participation of women in entrepreneurship and their growing contribution to economic development. Although entrepreneurship offers women financial independence, flexibility, and self-empowerment, it also creates challenges in balancing professional and personal responsibilities. Women entrepreneurs often manage multiple roles such as business operations, household duties, childcare, and caregiving, which leads to role overload, stress, and time constraints.

In the Indian socio-cultural context, women are generally expected to prioritize family responsibilities over their careers, which further intensifies the difficulty in maintaining a proper work-life balance. Additionally, the lack of clear boundaries between work and personal life, especially

in small-scale or home-based businesses, along with limited support systems, affects their physical and mental well-being.

Therefore, this study is necessary to understand the challenges faced by women entrepreneurs in achieving work-life balance and to examine its impact on their health, productivity, and business performance. The findings can help in suggesting measures to improve their overall well-being and support the sustainable growth of women entrepreneurship.

## IV. LITERATURE REVIEW

### 1. Data Analysis & Interpretation Simple Percentage Ratio

**Table 1(Work-life balance Satisfaction)**

Level of Satisfaction	No. of Respondents	Percentage
Highly satisfied	20	20%
Moderately satisfied	45	45%
Dissatisfied	35	35%

**Interpretation:** Majority 45% of young Women entrepreneurs are moderately satisfied, indicating a balanced but not optimal work-life condition.

**Table 2(Working Hours Per Day)**

Working hrs	Respondents	Percentage (%)
Less than 8 hrs	20	20
8 – 10 hrs	50	50
More than 10 hrs	30	30

**Interpretation:**Half of the respondents 50%. Work 8-10 hrs daily, While 30% Works beyond 10 hrs, suggesting a heavy workload.

**Table 3**

Stress Level	Respondents	Percentage(%)
High	30	30%
Moderate	50	50%
Low	20	20%

**Interpretation:** Time management 55% is the biggest challenge, followed by family responsibilities.

**One-way ANOVA**

Significant difference in work-life balance among young women entrepreneurs based on demographic variables

**Hypothesis:**

H<sub>0</sub>: There is no significant difference in work-life balance among different group of young women entrepreneurs.

H<sub>1</sub>: There is a significant difference in work-life balance among different group.

One-way ANOVA Significant difference in the work-life balance of young women entrepreneurs based on marital status

**Table 4 (ANOVA)**

Source of variation	Sum of squares	df	Mean Square	F-value
Between Groups	12.48	2	6.24	4.87
Within Groups	98.32	97		
Total	110.80	99		

**Interpretation:** At a 5% level of significance, the calculated 4.87 is greater than the critical F-value (approximately 3.09). Therefore, the null hypothesis H<sub>0</sub> is rejected.

**Table 5(Person Correlation)**

Analysis significant relationship between work-life balance and variables

Variables	Work-life balance (r-value)
Working hrs	-0.52
Stress level	-0.58
Family Support	+0.61
Business experience	+0.34

**Interpretation:** Influenced by both personal and professional factors.

**Negative influencers:** working hrs, stress

**Positive influencer:** family support, experience

**Simple Linear Regression**

**Table 6 (ANOVA)**

Variables	Coefficient (β)	t-value	P-value
Constant (a)	1.85	4.21	0.000
Family Support	0.62	6.35	0.000

**Interpretation:** The coefficient is positive, indicating that family support has a positive effect on work-life balance.

**2. Work-Life Balance Concept**

Work-life balance refers to the state of equilibrium where an individual is able to effectively manage both professional responsibilities and personal life without experiencing excessive stress or conflict. In the context of women entrepreneurs, this concept becomes more complex due to their dual roles in both economic and domestic spheres.

Women entrepreneurs are required to perform multiple roles such as business management, financial decision-making, childcare, and household responsibilities. This leads to a phenomenon known as role conflict and role overload, where the expectations from different roles exceed the individual’s capacity.

Studies indicate that women experience a higher level of work-life imbalance compared to men because of these dual responsibilities. Research also highlights that work-life balance is not just about time management but also about psychological satisfaction, emotional stability, and overall well-being.

Furthermore, modern research emphasises that work-life balance is dynamic and varies across life stages, business types, and socioeconomic conditions.

**3. Factors Affecting Work-Life Balance**

Several studies have identified key factors influencing work-life balance among women entrepreneurs. These factors are interrelated and significantly impact their ability to manage both personal and professional roles.

**Family Responsibilities**

Family responsibilities remain the most significant barrier to women entrepreneurship. Women are traditionally expected to manage household activities, childcare, and elder

care, which limits the time available for business activities. Studies show that nearly 70% of women entrepreneurs identify family obligations as a major challenge affecting their work-life balance and business growth. This creates role conflict and reduces productivity.

Citation:

Mathew, R. V., & Panchanatham, N. (2011). Work-life balance of women entrepreneurs. *Asian Academy of Management Journal*.

### Time Management

Time management is a crucial operational factor that affects the efficiency of women entrepreneurs. Due to multiple responsibilities, women often struggle to allocate time effectively between business and personal life. Research indicates that women entrepreneurs work extended hours, often exceeding 10–12 hours per day, leading to stress and fatigue. Proper time management can improve productivity significantly and reduce work-life conflict.

Citation:

Taneja, B., & Kumar, P. (2024). Work-life balance of women entrepreneurs in India. *Journal of Informatics Education and Research (JIER)*.

### Health Issues

Health issues arise due to continuous stress, workload, and lack of rest. Studies reveal that around 50% of women entrepreneur's experience health-related problems, including anxiety, fatigue, and burnout. Poor health negatively affects productivity and decision-making ability, creating a cycle of imbalance.

Citation:

Dutta, D., & Radha, T. (2022). Work-life balance among women entrepreneurs. *Journal of Extension Education*.

### Social Expectations

Social expectations and cultural norms act as invisible barriers to women entrepreneurship. In many societies, women are expected to prioritize family over career, which limits their business opportunities. Approximately 60% of women entrepreneur's report facing social pressure and gender-based expectations. These societal norms reduce confidence and restrict growth potential.

Citation:

Rekha, A. K., & Sulochana, R. M. (2024). Work-life balance among women entrepreneurs. *ShodhKosh Journal*.

### Financial Pressure

Financial pressure is a major economic factor affecting women entrepreneurs. Limited access to credit, lack of collateral, and gender bias in financial institutions restrict funding opportunities. Studies show that only 20–30% of women entrepreneurs have access to formal finance, which limits business expansion and increases financial stress.

Citation:

Gautam, S., & Patel, R. (2023). Financial challenges of women entrepreneurs. *JISEM Journal*.

Factor	Impact Level (%)	Nature of Impact	Key Issue
Family Responsibilities	70%	Personal/Social	Role overload
Time Management	65%	Operational	Time constraints
Health Issues	50%	Physical & Mental	Stress & burnout
Social Expectations	60%	Cultural	Gender roles
Financial Pressure	55%	Economic	Lack of funding

## V. FINDINGS

The findings of the study highlight several important insights regarding the work-life balance of women entrepreneurs. These findings are based on the analysis of secondary data and clearly reflect the challenges, influencing factors, and outcomes associated with managing both professional and personal responsibilities.

### 1. Women Entrepreneurs Face Significant Work-Life Imbalance

The study reveals that a large proportion of women entrepreneurs experience difficulty in maintaining a proper balance between their work and personal life. This imbalance arises due to the simultaneous demands of running a business and fulfilling family responsibilities. Unlike structured employment, entrepreneurship often requires flexible and

extended working hours, which makes it difficult to separate work time from personal time. As a result, many women entrepreneurs experience continuous pressure, leading to stress and reduced satisfaction in both personal and professional domains. The absence of clear boundaries between work and home life further intensifies this imbalance.

## 2. Family Responsibilities are the Main Challenge

One of the most prominent findings is that family responsibilities act as the primary barrier to achieving work-life balance. Women are traditionally expected to take care of household duties, childcare, and elder care, which consume a significant portion of their time and energy. Even when women are actively involved in business, these responsibilities do not reduce, leading to a double burden. This creates a situation where women must constantly prioritise between family and business, often sacrificing business growth or personal well-being. The study indicates that without adequate support from family members, managing both roles becomes extremely challenging.

## 3. Time Management Plays a Crucial Role

Time management emerges as a key factor influencing work-life balance among women entrepreneurs. The ability to effectively plan, organise, and prioritise tasks determines how well women can handle their multiple responsibilities. Poor time management leads to delays, increased workload, and stress, while effective time management helps in improving productivity and reducing pressure. Women entrepreneurs who adopt structured schedules, set priorities, and delegate tasks are more likely to maintain a better balance. Therefore, time management is not only a skill but also a critical strategy for achieving work-life harmony.

## 4. Social and Family Support Improves Balance

Another important finding of the study is the positive impact of social and family support on work-life balance. Women entrepreneurs who receive support from their spouses, family members, and social networks are better able to manage their responsibilities. Support in the form of shared household duties, emotional encouragement, and assistance in childcare significantly reduces stress levels. In addition, social support such as networking, mentorship, and community encouragement enhances confidence and business performance. The study clearly shows that strong support systems act as a buffer against stress and improve overall well-being.

## 5. Health Issues Arise Due to Stress

The study also finds that poor work-life balance leads to various health issues among women entrepreneurs. Continuous stress, long working hours, and lack of rest negatively impact both physical and mental health. Common health problems include fatigue, anxiety, sleep disorders, and burnout. These health issues not only affect personal well-being but also reduce productivity and decision-making ability in business. Over time, unmanaged stress can lead to serious health complications, further worsening the imbalance. Therefore, maintaining good health is essential for sustaining both personal life and business success.

## VI. SUGGESTIONS

### 1. Time Management Training

Providing proper time management training can help women entrepreneurs plan their daily activities more effectively. By prioritising tasks, setting schedules, and avoiding unnecessary workload, they can reduce stress and improve overall efficiency in both personal and professional life.

### 2. Government Support

Government initiatives such as financial assistance schemes, subsidies, and entrepreneurship training programs play an important role in supporting women entrepreneurs. These measures help reduce financial pressure and provide the necessary skills and resources to manage businesses successfully.

### 3. Family Support

Support from family members is essential for maintaining work-life balance. Sharing household responsibilities and providing emotional encouragement can reduce the burden on women entrepreneurs, allowing them to focus better on their business activities.

### 4. Use of Technology

The use of digital tools and technology, such as online platforms, automation software, and mobile applications, can help women entrepreneurs manage their work more efficiently. Technology reduces manual effort, saves time, and improves productivity.

### 5. Awareness Programs

Awareness programs aimed at promoting gender equality and women's empowerment can help change societal attitudes. These programs encourage equal sharing of responsibilities and create a supportive environment for women entrepreneurs to grow and succeed.

## VII. CONCLUSION

Work-life balance is a major challenge for women entrepreneurs in India despite growing opportunities and benefits like flexibility and financial independence. Managing both business and family roles often leads to role conflict, stress, and reduced well-being. Key factors causing imbalance include family responsibilities, time constraints, financial pressure, social expectations, and health issues, with family duties and societal norms placing the greatest burden on women.

However, balance can be achieved through effective time management, task prioritization, and strong family support in sharing responsibilities and providing encouragement. Government initiatives such as financial aid, skill development, and supportive policies, along with the use of technology, also help reduce challenges and improve productivity.

Overall, work-life balance is a multidimensional issue that requires support from individuals, families, society, and policymakers. Creating a supportive and equal environment can improve women entrepreneurs' well-being, productivity, and long-term success, contributing to economic and social development.

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