
**IDENTIFICATION OF WORK LIFE BALANCE OF WOMEN
ENTREPRENEURS: A CASE STUDY OF SINDH PROVINCE**

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ABSTRACT

Traditionally, men are associated with entrepreneurship in a society. However, with the increase in civilization; educational pursuits by women and business skills and talent shown by women while a lot of women entrepreneurs have emerged including women entrepreneurship. The mainstream of the business functioned as surrounded by the traditional areas of textile and apparel, education, food, beauty and health sectors. The main objective of this study set up to examine the impact of work-life balance (WLB) on women entrepreneurs in Sindh (e.g., Mirpurkhas, Hyderabad & Sanghar). To achieve this objective information as collected through questionnaire from 500 entrepreneurial women in Sindh (e.g., Mirpurkhas, Hyderabad, & Sanghar). The data gathered and then analyzed by using the SPSS and Eviews software. The five Likert points with respect to 46 statements consisted of six areas. The overall WLB of women entrepreneurs generally counted as the below average. Role overload and Dependent care issues counted as the major challenges faced by these women entrepreneurs. The time management, effective human resource management; and a strong support network can help women entrepreneurs to improve on their WLB rating. This research study would be of a great use to women entrepreneurs in an era of Beautician, Boutiques Owners; a Hand embroidery; Applic Work; Bangle worker, School section head and human resources practitioners in order to understand and help to address the WLB issues confronting Sindh entrepreneurial women.

KEYWORDS: Women Entrepreneurs, Identification of Work Life Balance

INTRODUCTION

Women Entrepreneurs are becoming an essential part of one economy. Expressions for instance mom-preneurs (“home-based” stay

at home moms with businesses) or eco-preneurs (“new market based opportunity” business visionaries basically centered on the becoming environmentally friendly pattern around the world) are effectively hurled around. Thus, it has come to mean any individual with a rational business thought and the assurance to finish by it (Karim, 2012; Rashid et.al., 2015).

BACKGROUND OF THE STUDY

WLB was first mentioned in the 1970s (Agarwal & Lenka, 2015). WLB counted as the one of highly discussed gender literature issues (Seenivasan, 2014). The vast literature found on WLB in developed countries, but lacking of research on this topic in developing countries including Nigeria; and may be a need for adaptation for some of the WLB solutions initiated by the developed countries in Nigeria as a result of Cultural and institutional differences (Akanji, 2015). Reviewing Gaps in Work-Life Research and Prospecting Conceptual Advancement (Lu et.al., 2012). Women constantly contend with more domestic and family responsibilities, despite working outside the home because of expectations that women are primarily home tenders. (Seenivasan, 2014).

According to Helms (1997), women strengthening is actually the genuine boundary which society does not recognize and, therefore; mainstream of women potential stay the unexploited, which can be an incredible asset in monetary development of each economy.

PROBLEM STATEMENT

In Pakistan, a few research studies conducted mainly and focused on the micro-financing, technology, networking problems, barriers etc. Women Entrepreneurs (WE) have been exclusively focused on the sample size from urban areas of Sindh like (e.g., Hyderabad, Mirpurkhas & Sanghar). Therefore; in this study, an attempt is made to understand women entrepreneurship focused at both urban and rural areas. Thus, the results of this study are expected to be applicable and generalized for the selected cities of province of Sindh.

- WLB of Female entrepreneur is ignored.
- The issue of WLB for women entrepreneurs are unnoticed, therefore; addressing them is vitally important for society.

RESEARCH GAP

- In the prevailing household and societal structure; entrepreneurial women are burdened, and find it ever more challenging to balance their work and life roles (Raman, 2015).
- However, there are many studies related to female entrepreneurs are already conducted but, the factors which are affecting the WLB of women entrepreneur is being ignored.
- This research would expect to find out important factors among factors affecting WLB and find out the relationship among them.
- The determinants vitally are important for society.

RESEARCH QUESTION

- What is the role of support network in the determinant of entrepreneurial women's work life?
- What is the impact of time management on balancing entrepreneurial women's work life?
- What is the influence of quality of health on balancing entrepreneurial women's work life?
- What effect of depending care on balancing women entrepreneurs?
- How does role overload the determinant work life balance of women entrepreneurs?

RESEARCH OBJECTIVES

- To identify the key aspects persuading WLB of entrepreneurial women's
- To measure impact of WLB of women entrepreneurs at workplace
- To determine the significant factors leading toward women entrepreneurs WLB
- To develop a model supporting women entrepreneurs in better managing the WLB

HYPOTHESES

- H1: Support network is significant determinant of entrepreneurial women's work life
- H2: Time management is significant determinant of the work life balance of women entrepreneurs

- H3: Quality of health is significant determinant of work life balance of entrepreneurial women's
- H4: Dependent care is significant determinant of work life balance of entrepreneurial women's
- H5: Role overload is significant determinant of the work life balance of entrepreneurial women's

LITERATURE REVIEW

Review of this chapter summarizes the ladies' enterprise in perspective of Sindh Province.

It is true that Pakistan is a male dominant and somehow conservative society for the free mobility of women. But another fact is that Pakistan's around 40% population and 49% population of Sindh live in urban areas (Pakistan Economic Survey, 2015:16).

Now a days, urban male is accepting the new role of women and allowing her for work; they have started to understand the benefits of two incomes and better future of life. Meanwhile such the changing phase is very difficult for both to face the social pressure for women working outside the home as she is carrying the double burden of work at home and working place while male is facing the behavior of society by receiving discouraging comments from his peers, colleagues, friends and relatives and even family members (Rehman, 2015).

Majority females are working in the selected fields market but have reservations for their females to become entrepreneurs. At parallel many females who are struggling as entrepreneurs but have mostly micro to small level ventures, and are facing the severe problems (Benedikt Koehler, 2011). As many women are not encouraging to take an initiative as entrepreneurs or if start so remaining at small level and having very little growth (Pichler, 2009). The actual benefits which can be enjoyed being entrepreneurs are not availed the writing in order to prove that they have great potential to operate their ventures successfully (Raja, 2016).

In spite of the different strategy activities to enable ladies, conventional sex jobs stay installed in the cultural structure (Grine & Fares, 2015). Standard practices are liable for making sexual orientation differences. It contends that the existence course point of

view that can assist us with comprehension and decipher the beneficial encounters of ladies business visionaries in Pakistan.

According to Sudha, & Karthikeyan (2014), the contentions referenced the above on the components impacting the performance of ladies meanwhile business people showed the vast interest on the sources of capital, environmental factors; character, encouragement factors; and strictness as arbitrators between enterprising orientation and business achievement. Hence, they also think about feature the connection between work in association with business entrepreneurs and religion, as tended to in many strict customs (Kundnani, 2015).

However, the explicit studies connecting business enterprise to a specific religion incorporate the study of which report on how Christianity encourages entrepreneurship by means for prominence on the moral significance of work, and early starting. According to Kalim (2015), contends that a Greek Orthodox entrepreneur with a significant level of religiosity would tend to utilize the strict criteria in her managerial decision- making and practices, even to the detriment of temporary benefit.

Traditional Islam “envisages man's and woman's role as complementary not as competing. Each has certain privileges and duties in accordance with his or her nature” (Rehman, 2011). The natural and traditional role of woman is that wife and mother, “in which she excels by nature and disposition”, and through which she gets the satisfactions as well joys, and the most women of this region wished to experience (Dumbaugh et.al., 2014).

Business women attempt developments or present new things with an end goal to change advancements into monetary merchandise. Drucker (1985) expressed that Entrepreneurship is neither a science nor a workmanship. It is a training. "They could sell and purchase from men". As early as the seventh century, a woman was appointed by the Caliph Umar as "superintendent of the market of Medina" (Ali, 648). These said to be exceptions for the proper sphere of the woman who was the household and the care of children. However, this did not imply subservience to males. The idyllic woman was portrayed as "dependent, innocent and productive" (Poulose & Sudarsan, 2014), but Islam never favored her seclusion in any "extravagant form" (Saleh, 1972; Alolah et.al., 2014).

Broad research distinguished such the factors that upset the progression of ladies in the associations. However, a rare writing exists about elements that encourage such an advancement. As per, there is a need to record endeavors by associations to create ladies directors and experts, and more information about the variables that emphatically impact the headway of ladies in associations, and is required on the grounds. Further, an exploration has for the most part centered around hindrances (Anbhule, (2014). Likewise, in order to focus on the need to underline increasingly positive parts of work and life in hierarchical research. This examination tends increasingly to the positive point of view of ladies at work by giving an audit of the components that add to their advancement (Buchheit, 2016). An extensive writing audit was led by utilizing the descriptors "ladies at work", "ladies' improvement" and "ladies profession advancement". Except for fundamental works, the vast majority of the sources referred to and were under five years of age. Moreover, compositions themselves frequently uncovered extra hotspots for inquiring about, which were sought after utilizing the strategy noted previously. The rise of examples and subjects came about because of an inductive examination of the writing, and the underlying exploration question experienced emphases of refinement as a component of this procedure (Knorr, 2005).

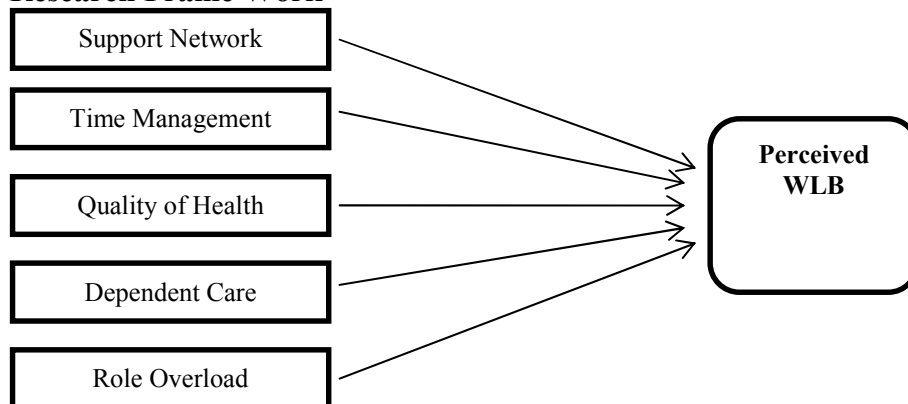
A main quality of dissertations rotating around some of these issues related with some presumption about a deviation between Social Marginal Product and Private Marginal Product. This may regularly be identified with some hypothetical contention about outside economies, albeit some the talks may take an alternate approach, contending dynamic motivating forces gave by flimsiness instead of framing the contention as far as outer economies legitimate. It is the repeating theme concerning SMP and PMP deviations which offers a test to figure some sort of steady expository structure which may include the specific ways to deal with the issues as sub cases (Almgren, 2014).

The predominant literature scrutinized for adopting a restricted strategy towards the comprehension of women enterprise with respect to both growing and developed countries. It doesn't adequately perceive the wide ecological setting where women enterprise is inserted. It is likewise noticed that the utilization of life course hypothesis is in its earliest stages in the field of ladies' business inquire about, with a couple of special cases (Smallbone, 2010).

According to Polkowska (2016) who as of late utilized an actual existence course point of view to look at the dynamic idea of ladies' inspirations implanted in logical factors. They condemned the absence of existing hypotheses to represent structures that oversee business and proposed life course hypothesis as another theoretical system to explore the dynamic connection of individual office and structures over the existence course (José & Hernández, 2016). Having said that business enterprise is socially bound (Rehman, 2015), I contend that life course theory is pertinent particularly since Pakistan said to be amidst a statistic change. Specifically, it is the critical to research how this change is either making or compelling enterprising open doors for women. The existence course approach is significant on the grounds that it causes us to comprehend the rise of business enterprise inside a more extensive setting (Talreja, 2017).

THEORETICAL FRAMEWORK

Research Frame Work



This research finds out that assortment of information on the individuals accomplished by the methods for meetings and perceptions, content example gatherings and get-together records. The cases are selected in the same way as you selected the subject of experience. Primary data is gathered by the two systems interviews (subjective strategy) and surveys (quantitative technique) (Steven & Nova, 2012).

In this research, data were collected from women entrepreneurs of Hyderabad and Mirpurkhas regions. The majority of the women operated within the traditional sectors of boutiques, hand work like embroidery work, appliqué work and apparel stitching, beautician,

catering, and education, food. Data required in this research is collected by using methods of quantitative research. A likert scale based on the questionnaire as used to examine the views of WLB of women entrepreneurs. The five major factors, are being observed for perceived WLB of women entrepreneur.

RELIABILITY STATISTICS DATA

According to field, values between 0.7 and 0.8 of Cronbach's alpha are acceptable values of consistency. In reliability analysis reverse score items made a difference and in extreme cases they can lead to a negative Cronbach's alpha. (Brown, 2002). It is observed that Cronbach's alpha is (QoH) 0.895 that signifies an excessive level of internal consistency (Revelle & David, 2018).

Table 4.1: Cronbach's Alpha

	Cronbach's Alpha	N of Items
Support Network	.629	8
Time Management	.780	4
Quality Of Health	.895	4
Dependent Care	.662	11
Role Overload	.745	8
Perceived WLB	.929	9

DEMOGRAPHIC DATA

Demographic data based on the information relating to the groups of people with respect to the certain attributes including the age, gender, place of residence, and consisted of socio-economic factors such as the occupation, family status, or income. In contrast to data collection in the academic field of demographics, the focus of demographic data in marketing noticed less about data concerning to fertility and mortality, but rather relating to the age, gender and interests.

Table 4.3: Age

	Age	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<20 years	28	5.6	5.6	5.6
	21-30 Years	104	20.8	20.8	26.4
	31-40 Years	119	23.8	23.8	50.2
	41-50 Years	125	25.0	25.0	75.2
	>50 Years	124	24.8	24.8	100.0
	Total	500	100.0	100.0	

Age demographic profile with respect of the majority (e.g., 25.0%) women were from the age group from 41-50 years followed by the age group of greater than 50 years in which 24.8% respondent belonged. It pointed out the majority of respondent were senior and held substitution. Experience in running their respective entrepreneur venture. However the least participation of the respondent were from age cohort less the 20 years. Where 2.6% percent and 23.8 of the respondent belonged to the age group of 21-30 year 31-40 respectively.

Table 4.4: Marital Status

Marital Status	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Married	213	42.6	42.6	42.6
Valid Unmarried	287	57.4	57.4	100.0
Total	500	100.0	100.0	

In demographic profile with respect of respondent majority (57.4%) of women entrepreneur as unmarried and (42.6%) respondents indicating married women entrepreneurs

Table 4.5: Children

Children	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	307	61.4	61.4	61.4
Valid No	193	38.6	38.6	100.0
Total	500	100.0	100.0	

In demographic profile with respect of respondent majority (61.4%) of women entrepreneur possessed children and (38.6%) respondents women entrepreneurs having no children.

Table 4.6: Qualification

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Primary	92	18.4	18.4	18.4
Valid Matric	122	24.4	24.4	42.8
Valid Intermediate	135	27.0	27.0	69.8
Valid Bachelor	107	21.4	21.4	91.2
Valid Post Graduate	44	8.8	8.8	100.0
Total	500	100.0	100.0	

In demographic profile with respect of respondent majority (27.0%) of women entrepreneur showed the Intermediates education and (8.8 %) respondents women entrepreneurs possessed the post graduate education.

Table 4.7: Profit Position

Profit Position	Frequency	Percent	Valid Percent	Cumulative Percent
Profit	330	65.9	65.9	66.0
Valid Break Even	127	25.3	25.3	91.4
Lose	43	8.6	8.6	100.0
Total	500	100.0	100.0	

The majority of respondents of this study who were running in the profit; however, the small minority of the firms indicated the loss. Further, the 25% of respondents indicating breakeven in the financial profit.

Correlation is a factual measure that demonstrates how much, however; two variables change together. A positive association demonstrated how much those components reduce or decrease in parallel meanwhile a negative relationship showed the amount one variable increments and the various extents (Zaid, 2015). The fact is when the vacillation of one variable consistently predicts a comparable modification in another; there's regularly an inclination to see that implies that the adjustment in one causes the adjustment in the other. Be that as it may, relationship doesn't suggest causation. There is a possibility that some obscure factor impacts the two factors comparatively.

Relationship is a quantifiable method that can show whether and how explicitly matches of components related in this pattern. Dismissing how this affiliation is extremely evident while the information may contain the unpredicted associations. This may be familiar with the way and expect; there are affiliations, yet don't comprehend which are the most grounded. A shrewd affiliation evaluation can incite an inexorably undeniable view of the information. Connection is Positive or direct when the qualities increment together, and Correlation is Negative when one value diminishes as the different increments, thus called reverse or opposite relationship (Zaid, 2015).

Table 4.8: Correlation

Correlations		Perceived_WLB	Support_Network	Time_Mgt	Quality_of Health	Dependent_Care	Role_Overload
Perceived_WLB	Pearson Correlation	1	.248**	.149**	.375**	.328**	.279**
	Sig. (2-tailed)		.000	.001	.000	.000	.000
	N	500	500	500	500	500	500
Support_network	Pearson Correlation	.248**	1	.393**	.177**	.134**	.449**
	Sig. (2-tailed)	.000		.000	.000	.003	.000
	N	500	500	500	500	500	500
Time_Mgt	Pearson Correlation	.149**	.393**	1	.282**	-.058	.265**
	Sig. (2-tailed)	.001	.000		.000	.197	.000
	N	500	500	500	500	500	500
Quality of Health	Pearson Correlation	.375**	.177**	.282**	1	.214**	.275**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	500	500	500	500	500	500
Dependent_Care	Pearson Correlation	.328**	.134**	-.058	.214**	1	.224**
	Sig. (2-tailed)	.000	.003	.197	.000		.000
	N	500	500	500	500	500	500
Role_Overload	Pearson Correlation	.279**	.449**	.265**	.275**	.224**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	500	500	500	500	500	500

**, Correlation is significant at the 0.01 level (2-tailed).

Pearson correlation applied in order to determine the correlation of the all independent variables with the dependent variable. Inter-relationships among independent variable have also been established. The results showed that the quality of health variable has the strongest positive correlation with PWLB, as followed by the dependent care that is the serious concern for the employees. Therefore, the supervisor has to advise the policy which may be aimed to improve the Quality

of health (e.g., on-side working location there should be mini hospital which should provide health to employees in case of medical emergency). Secondly, organization should provide the insurance scheme to the employee. So that it can get health service and keep maintaining their health condition. The strong relationship between PWLB and QoH is highly significant with two tailed test. Important to note that QoH strongly correlated with Time mgt and Role overload. Indicating that employees who better manage their times and work tend to be healthier at the workplace. Furthermore, Role overload and support network are also driving PWLB for better. Both variables are illustrating the moderate correlation with dependent variable. The Time mgt variable is shown the weak correlation with PWLB. All the interdependent variables are positively correlated and statistically significant with PWLB indicating that these independent variables are the important determinant of PWLB.

CONCLUSION

In this investigation, the communication between the business and family life of female business visionaries inspected in this way. Consequences of this examination demonstrated that the ladies imagined that being business people influenced their jobs in family life contrarily while decidedly influencing their jobs in social, monetary and singular life and that it doesn't influence their interest in family choices: they experience the ill effects of contentions between the job of business person and the different jobs (e.g., spouse, mother and housewife) and that the job of business visionary generally clashes with the job of being a housewife (Ufuk & Özgen , 2001).

The demographic profile data of women entrepreneurs included Age, Marital Status, Children, Qualification, and Profit Position. This study resulted that 25% women entrepreneurs were from the age group from 41-50. It showed that the majority of respondents were senior and held substitutional and practiced in running their personal entrepreneur venture.

This study revolved the marital status of respondent like 57.4% of women entrepreneurs were unmarried and run their venture successfully. Another finding of this study as observed 61.4% married women entrepreneurs having children and she took care them and managed own business ventures peacefully. This study also identified the qualification of respondents is that 27.0% intermediate

and also operating their businesses in the different regions. An encouraging the findings of this study based on the majority of respondents of this study were running their business in the profit like 65.9% and women's entrepreneur supported their family successfully.

The outcome of this study showed that the quality of health variable has the strongest positive correlation with PWLB, followed by dependent care is the serious concerning for the employees. Therefore, the supervisor has to advise the policy which may be aimed to improve the Quality of health (e.g., on-side working location there should be mini hospital which should provide health to employees in case of medical emergency). Secondly, organization should provide the insurance scheme to the employee. So that it can get health service and keep maintaining their health condition. The strong relationship between PWLB and QoH is highly significant with two tailed test. Important to note that QoH strongly correlated with Time mgt and Role overload. Indicating that employees who better manage their time and work tend to be healthier at the workplace. Furthermore, Role overload and support network are also driving PWLB for better. Both variables are shown moderate correlation with the dependent variable. The Time mgt variable shown as the weak correlation with PWLB. All the interdependent variables are positively correlated and statistically significant with PWLB indicating that these independent variables are important determinant of PWLB.

Generally, Work-Life Balance (WLB) of the entrepreneurial women's being generally satisfied. Role of overburdened and Reliant on care issues are the significant challenges faced by these professionals. The negative means shown from their level of agreement with each of the factors (Role Overload, Entrepreneurial Related Health Issues, Dependent Care Issues, Long Hours of Work and Support Network) not relating to WLB indicated that they majorly agreed that all these factors impact WLB.

RECOMMENDATIONS

To attain WLB, every female worker should set the objectives to excel both in family and career life. Every woman should plan, organize and set boundaries that can be used at both workplace and in the family. Both career and family needs should be attained (Sudha, & Karthikeyan, 2014). Entrepreneurship is a vital in the Global setting. It contributes to the Gross household manufactured goods of a homeland.

Women become more and more important in entrepreneurship world. Some factors inhibit women entrepreneurs in achieving WLB. These include gender bias, lack of collateral in obtaining loans, (because women do not have their properties), improper guidance; lack of capacity building, poor network; ability to multitask, planning; delegation; organizing and effective communication help women entrepreneurs to achieve their goals. Time management, effective human resource/ employee supervision, and a strong support network can also help female women entrepreneurs to improve on their WLB rating (Lappegård & Goldscheider, 2017).

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