

**WORK-FAMILY CONFLICT AND FAMILY-
WORK CONFLICT OF WOMEN
ENTREPRENEURS IN THE INFORMAL SECTOR
IN INDIA**

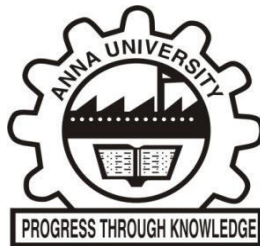
A THESIS

Submitted by

SHOBHANA N

in partial fulfillment of the requirements for the degree of

DOCTOR OF PHILOSOPHY



**FACULTY OF MANAGEMENT SCIENCES
ANNA UNIVERSITY
CHENNAI 600 025**

SEPTEMBER 2020

5.4 CONCLUSION

The informal sector is considered a pivotal feature that contributes to the economic growth of our nation. Women entrepreneurs' contribution to the informal sector is sizeable and should be studied. Being a woman, juggling work and home domains naturally results in work-family conflict as well as family-work conflict. In this research, the impact of the various challenges, namely, economic factors, family-related factors, gender-related factors, and technical-legal factors on work-family and family-work conflicts was studied. Entrepreneurial leadership was taken as the mediating variable to check whether its mediation impacted the relationship between challenges faced by women entrepreneurs in work-family and family-work conflicts.

Primary data was collected from 680 informal women entrepreneurs in the state of Tamil Nadu, as it tops in the share of women entrepreneurs in the informal sector in India. The sampling design employed was disproportionate stratified sampling with primary data being collected from Chennai, Coimbatore, Madurai and Tiruchirappalli, the first four most populous cities of Tamil Nadu. The collected data was analyzed using the statistical tools chi-square, Student t-Test, ANOVA, correlation analysis hierarchical regression, multiple regression and structural equation modelling. The main findings of the study depict that amongst the four challenges, family-related factors impacted work-family and family-work conflicts the most. The next was gender-related factors. An interesting fact is that economic and technical-legal factors did not have much impact on work-family and family-work conflicts, though the study was conducted in India, a developing country. It was found that of all the challenges considered individually, lack of spousal support followed by gender discrimination had a great impact on work-family and family-work conflicts.

A unique aspect of this study was that when entrepreneurial leadership was the mediating variable, it reduced the impact of challenges on work-family and family-work conflicts. This definitely implies that with entrepreneurial leadership

skills, women entrepreneurs can effectively control the impact of challenges on work-family and family-work conflicts.

It can be seen there are two ways to manage work-family and family-work conflicts, namely, with coping strategies or nurturing entrepreneurial leadership skills. Some coping strategies are to have programs for the upliftment of women, with compulsory education for the girl child and a gendered public procurement policy by the Government to help women entrepreneurs overcome such challenges. Role sharing strategies, home location of business operations can be effective in reducing the intensity of such challenges. Awareness regarding Family orientation programs and details of the various government schemes can be provided to all women entrepreneurs. Other than these, effectively using online portals and mentoring, peer support programs can help women entrepreneurs overcome their challenges, and in turn reduce work-family and family-work conflicts. To nurture leadership skills among women entrepreneurs, leadership development programs could be devised by the government. Women entrepreneurs with less work-family conflict are better prepared to become successful in their ventures and to contribute to the economic development of the nation. Though challenges are inevitable, with their manifestations as work-family or family-work conflicts, effective utilization of the schemes from the Government with the nurturing of leadership skills can mitigate conflicts that arise in the work-family domain.

5.5 SCOPE FOR FUTURE RESEARCH

Extension of this study to other states in India

- The study can be extended to other states as well for better generalization of the findings.

Comparative studies can be conducted

- A comparative study of women entrepreneurs in the organized sector can be conducted to identify the differences experienced by women in the two sectors.
- A similar study of male entrepreneurs in the informal sector can be conducted to depict the differences experienced between male and female entrepreneurs in the informal sector.

Mediation of Entrepreneurial Leadership could be explored deeply

- The mediation of entrepreneurial leadership can be explored regarding the direct and indirect effects of each component.

Other variables can be used to study women entrepreneurs in the informal sector

- The work-family and family-work enrichment aspects of women entrepreneurs can be studied.

A longitudinal study can be conducted

- The findings are about a particular period. The same study conducted after a short period may depict different results with the intensity of the challenges faced by the respondents differing with changes over time.