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## A STUDY ON FACTORS INFLUENCING STRESS AMONG WOMEN ENTREPRENEURS IN MADURAI DISTRICT

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If People Are Doubting How Far You Can Go, Go So Far That You Can't Hear Them Anymore

- Michele Ruiz, President & CEO, Ruiz Strategies

### Abstract

*The Architect of Modern India, Pt. Jawaharlal Nehru said, "You can tell the condition of a nation by looking at the status of its women". Therefore, the status of the country is depending upon the status of the women. Indian society consists of people belonging to almost all kinds of religious beliefs. In every religion women are given a special place and every religion teaches to treat women with respect and dignity. But somehow the society has so developed that various types of ill practices, both physical and mental, against women have become a norm since ages. The reasons for such behaviour against women are many but the most important one are the male superiority complex and patriarchal system of society. Though to eliminate these ill practices and discrimination against women various constitutional and legal rights are there but in reality there are a lot to be done especially enhancing their economic independence and empowering them. Due to changing environment, changing technology, improved social and economic conditions, women also need to work and earn income. Thus women resources are also to be exploited. Women need not seek job from others but also she can create one for herself. Indian Government encourages women to go for self employment. By becoming an entrepreneur, woman can be self employed and provide employment to others also.*

**Keywords:** Women Entrepreneurs, Entrepreneurship, Stress Factors, Motivational Factors.

### Introduction

Entrepreneurship is the process of starting a business, typically a startup company offering an innovative product, process or service. The entrepreneur perceives an opportunity and often exhibits biases in taking the decision to exploit the opportunity. The exploitation of entrepreneurial opportunities includes design actions to develop a business plan, acquire the human, financial and other required resources, and to be responsible for its success or failure. Entrepreneurship may operate within an entrepreneurship ecosystem which includes government programs and services that support entrepreneurs, entrepreneurship resources, entrepreneurship education and training and financing.

Defining the term entrepreneurship is challenging researchers have done so by describing the elements it embodies from their own research perspectives rather than adopting a specific definition for the term itself. For example, from an economist perspective, financial matters measured in terms of monetary gain and business growth is seen as being at the heart of

entrepreneurship. From psychological perspective, attributes, values and the presence of specific traits are seen as inherent in entrepreneurs. According to management view, entrepreneurship is perceived as a process of organizing existing resources in marketable products or services. Whilst these disciplines acknowledge the role of other factors, the specific field of study dominates the entrepreneurial model or definition, suggesting that entrepreneurship can be perceived according to the eye of the beholder.

Although entrepreneurship has generated considerable academic interest, there is a lack of an agreed definition of entrepreneurship and a concern over what entrepreneurship constitutes as a field of study. Like many other disciplines of study, there is growing concern that entrepreneurship as a discipline is fragmented among specialists who make little use of each other's work. Definitions of entrepreneurship are abound. Some of the developmental definitions of entrepreneurship will be explored in this study so as to capture the complexities, especially when gender is

considered. This is not an attempt to cover all the definitional issues in the literature, but to focus on those that are relevant to this thesis.

Schumpeter defined “entrepreneurs as individuals who exploit market opportunity through technical and/or organizational innovation”.

He also described the entrepreneur as the innovator who introduces something new into an economy. This may involve a new product, a new method of production or a new material supply or a new industry structure, and the carrying out of the new organization of any industry, such as the creation of a monopoly position or the breaking up of a monopoly.

The main idea in Schumpeter’s definition of entrepreneurship is an innovating entrepreneur who is the actor and translator of inventions and new ideas into commercial production. Schumpeter made the entrepreneur the focal point of and key to the economic development and growth. It is the entrepreneurs who put together new combinations, and whose actions have consequences on the basis of their organizational skills, their creativity as decision makers, and their use of distinctive opportunity into profitable ventures. Entrepreneurship is mostly about risks, innovation, creative thinking and entrepreneur is the one who creates and innovates something recognized around perceived opportunities by accepting risks and failures.

Before the 20th century, women were operating businesses as a way of supplementing income. In many cases, they were trying to avoid poverty or making up for the loss of a spouse. The ventures that these women undertook were not known as entrepreneurial at the time; many of them usually had to bow to their domestic responsibilities. Even though female entrepreneurship and the formation of women business networks is steadily rising, there are a number of challenges and obstacles that female entrepreneurs face. One major challenge that many women entrepreneurs face is the traditional gender-roles society may still have on women. Entrepreneurship is still considered as a male-dominated field, and it may be difficult to surpass these conventional views. Other than dealing with the dominant stereotype,

women entrepreneurs are facing several obstacles related to their businesses. As a result, they are facing various problems in the field of their occupation. In this context, the present study highlights to study the Stress of Women Entrepreneurs in Madurai District.

### **Review of Literature**

Manivel, in his study titled “Entrepreneurship Development in Kerala Scheme for Sustained Growth”, mentioned that managerial incompetence is a major hindrance for young women entrepreneurs who start their venture with lot of dreams. Another main problem is the lack of support from financial institutions for the budding entrepreneur.

Poonam Vatharkar has studied the women entrepreneurs are a significant part of the global expedition for sustained economic development and social progress. In India, planning commission, central and state government recognises that women should be in the mainstream of economic development. In particular the development of small scale enterprises for women is seen as the appropriate way to attack the poverty at grassroots level by generating income. Industrial policy of government of India has high lightened the need for entrepreneurship programs for women to enable them to start small scale industries. Even after 65 years of independence women in India are struggling for entrepreneurial freedom. That is why women as an entrepreneurial resource have not been widely recognized in India.

Syed Shah Alam and Fauzi Mohd Jani discovered that that most of the women entrepreneurs are middle-aged, married and are concentrating on the service industry. Independent and being their own boss is an important implication through this study. The survey shows that women entrepreneurs do have more problems when they enter into the business especially while starting a new venture.

### **Statement of the Problem**

The women entrepreneurs are playing multi faced roles in both their business and family and the amount of

work related pressure is always very common. Therefore an attempt is made to study the impact of professional stress on the performance of women entrepreneurs. It is very significant for an entrepreneur to assess the level of stress among them and take steps to reduce or increase stress to acceptance level which will help to control entrepreneur's absenteeism, low productivity and health care expenses and as a result performance will improve. This is very useful to women entrepreneurs to develop coping techniques and strategies that will help to reduce their stress level at an acceptable and optimum level. Though there is a large volume of literature about stress there is still a need for deeper analysis for complex relationship between the environmental factors, the personal characters of the individual and the interaction and the environment. Fried pointed out that our knowledge concerning the issues of work related stress – its causes and effects as well as mechanism utilised to cope with or overcome it – appears to be incomplete.

### Scope of the Study

The present paper attempts to unfold stress of women entrepreneurs in Madurai District. Women confront role demands at home and at the work place. It is worthy to probe in to the role system of working women especially that of the women entrepreneurs. Role demands may obviously act as incredible stressors. Women may have to cope with stress, resulting from a set of new roles emerging from their work without abdicating their traditional roles.

### Significance of the Study

Although there are many studies available about women entrepreneurs and their stress, there exists necessity for Government and the related sponsoring institutions to look into factors causing and leading to stress and encourage the young women entrepreneurs to venture out enterprises, who in turn will render their full support towards national economy. The findings of the research will help both the women entrepreneurs in India in general and Madurai District in particular to control stress and maximize their productivity in business.

### Objectives of the Study

1. The following are the objectives of the present study
2. To test the model fit position of the selected data
3. To determine the problems causing stress among women entrepreneurs in Madurai district
4. To evaluate the motivational factors that relieve stress among women entrepreneurs
5. To provide necessary findings, suggestions and conclusion

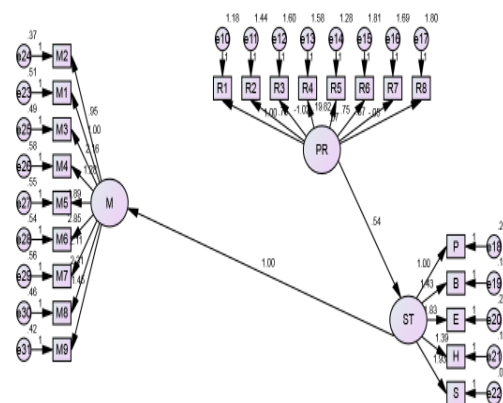
### Hypothesis

- There is no association between problem and stress of a women entrepreneur
- There is no association between motivational factors and stress of a women entrepreneur

### Model Fit Summary

Variable	Values
Chi-square test	1.581
P-Value	0.000
GFI	.992
AGFI	.906
CFI	.982
RMR	.004
RMSEA	.063

### SEM Chart



### Findings

All factor loading value is greater than 0.5 so the SEM is accepted.

- From the above chart it is noted that the problem would increase by 0.54 and has influenced every unit in increasing the stress for a women entrepreneur and this coefficient value is significant at 1% significant level.
- The main factors to relieve stress among women entrepreneurs are motivational factors like potential, technical and business knowledge.

### Suggestions

The most important goal of the research paper is to find out the problems faced by the women entrepreneur and the stress factor has a significant positive impact on stress related consequences such as physiological outcomes, behavioural outcomes, and emotional outcomes and on personal habits. Women entrepreneurs in general reported higher job stress.

- Based on the research paper the researcher suggests that a women entrepreneur has to be effective in time management by planning day in advance, dropping useless pursuits and delegating responsibilities.
- Habits such as writing a diary to release the pent-up feelings or talking to a close friend may be helpful to get relieved of a stressful situation.
- Humour therapy is a best medicine to reduce the stress. It also keeps an individual to stay healthy and feel younger.
- They have to give importance to their diet which helps them stay healthy, avoiding junk foods and frequent coffee as stress relievers.. Having more of fresh fruits and vegetables is also a good destressor.
- Being an *entrepreneur* means needing to be productive. Adequate sleep and regular exercises help to keep fit and avoid stress. Inadequate sleep leads to mood swings, forgetfulness, and lack of focus that can impact work, behavior and decision making of women entrepreneurs.

### Conclusion

Women are generally perceived as home makers with little to do with economy or commerce. But this picture is changing. In Modern India, more and more women are taking up entrepreneurial activity especially in medium and small scale enterprises. Even as women are receiving education, they face the prospect of unemployment. Indian government recognizes the need for women to be part of the mainstream of economic development.

### Abbreviation

	Motivating Factors (M)		Problem Factors (PR)
M1	Desire to be Independent	R1	Social attitude and support
M2	Inspired by success stories	R2	Marketing difficulties
M3	Financial assistance	R3	Bureaucratic officials
M4	Traditional / Family Business	R4	Lack of Management skills
M5	Urge to achieve	R5	Scarcity of raw materials
M6	Market potential	R6	Seasonal demand
M7	More dependents in family	R7	Technology adaptation
M8	Technical & Business knowledge	R8	Infrastructure
M9	Support from family members		

ST	Stress
P	Physical Outcomes
B	Behavioural Outcomes
E	Emotional Outcomes
H	Personal Habits
S	Job Stress

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