

Entrepreneurial Stress Management of Women Entrepreneurs

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ABSTRACT

The Government of India defined women entrepreneur is women who run and control an enterprise having a minimum financial interest of 51% of the capital and giving of least 51% of employment. In a developing country like India, the presence of women entrepreneurs is of vital necessity. As women, they have to play a dual role in balancing the society and home. Women Entrepreneur plays a major role in improving the economic status of the country. Women are equally competing with men in earning money. With this view, this pilot study was conducted to identify 30 women entrepreneurs dealing with role stress, its conditions and constraints in Annamalai Nagar, surrounding area of Annamalai University, Cuddalore District of Tamil Nadu. Primary data were collected through interview schedule and cumulative frequency was used as statistical measure and also using secondary data information. In this scenario, this paper focuses on the Stress of women entrepreneurs and look at to know how women's are becoming experts in all business activities and what are the problems faced by them and how they are overcoming it, the motivational factors that led them to start the business. After the start of the business they become strong and their image in the society, administrative and leadership capacity will be increased. But women, when compared to men, have less risk-taking ability it is also considered as an important factor in this investigation. This review paper deals with women entrepreneur stress. As result of the see, the sights women can achieve anything in any field. Stress is a dynamic condition in a person who is confronted with an opportunity, constraint, or demand related to what that person desires and for which the outcome is perceived as uncertain and important. To start an enterprise Education is of no matter. Family support must be there for their improvement. In this paper, it has been proven that women are equally as important as men in personnel management, Finance marketing management.

Key words: *Business Enterprise, Women Entrepreneurs, Entrepreneurial Stress, Constraints, Stress Managements.*

INTRODUCTION

Women entrepreneurs are known as those women who own and operate their enterprises. A Women who initiate, organize and operate a business enterprise. According to government of India (1984) “Women entrepreneur are defined as women who run and control a enterprise having a minimum financial interest of 51% of the capital and giving of least 51% of employment.” Mostly educated women do not want to limit their lives in the four walls of the house. They demand equal respect from their partners. However, Indian women have to go a long way to achieve equal rights and position because traditions are deep rooted in Indian society. In our countries, regions and sectors, the majority of business owner/managers are male (from 60% to 70%). However, there is increasing evidence that more and more women are becoming interested in small business ownership and/or actually starting up in business. In addition, rates of self employment among women are increasing in our countries. Although there are no official statistics relating businesses to the gender of their owner/manager, there is a good deal of evidence to suggest a significant increase in female entrepreneurship. One consequence of this is that women are a relatively new group of entrepreneurs compared with men, which means that they are more likely to run younger businesses^[1].

There is no agreement among researchers with regard to the differences in the characteristics of male and female entrepreneurs. Some groups of researchers agree that there are no differences. But some others state differences. For example Green & Cohen (1995) stated, “An entrepreneur is an entrepreneur is an entrepreneur,” and it should not matter what size, shape, color, or sex the entrepreneur might be. If so, good research on entrepreneurs should generate theory applicable to all. While research shows similarities in the personal demographics of men and women entrepreneurs, there are differences in business and industry choices, financing strategies, growth patterns, and governance structures of female led ventures^[3].

Women enter into business due to lot of push and pull factors like Economic, Emotion etc. But now a days all the push and pull factors have been changed as positive staircases by women entrepreneurs which encourages women to have an independent occupation and stands on their own legs. Usually women entrepreneurs concentrate more on traditional and service sector. But during the last decades they are new with talent pool to start their own destinies in financial sectors, manufacture and in non traditional fields.

METHODS

The pilot study was taken up in Annamalai Nagar, surrounding area of Annamalai University, Cuddalore District of Tamil Nadu was selected as the locale for the present study by using purposive sampling. Thus, thirty women entrepreneurs were selected for the present study. Descriptive type of research design was used. Primary data regarding women entrepreneurs, data were collected through interview schedule and Percentage was used as statistical measure and also using secondary data information. This information collected based on the quantitative and qualitative way.

OBSERVATIONS AND ANALYSIS

In an upward country the presence of women entrepreneurs is of crucial requirement. As women, they have to play a dual role balancing the society and home. The modern women have to visualize a new horizon and identify the direction to make tough decisions. It is something to be note worthy in mentioning that our society started accepting the changing role of a woman in India. Women are playing many roles as professionals, bread-earners in families and as independent thinking individuals like entrepreneur. More often than not, a homemaker is a person who undertakes and cares of her own family and children and emotionally attached to her family. On the other hand, Entrepreneurs are being known that the women who is engaged fully outside home.

Table 1. Nature & Types of Business

SI. No	Nature of Business	Percentage	Types of Business	Percentage
1	Manufacturing	33.00	Tailoring	57.00
2	Service	52.00	Toy making	12.00
3	Trading	15.00	Beauty Parlour	31.00
	Total	100.00	Total	100.00

Source: Computed by the researchers from primary sources

The table 1. Indicates that 57 per cent of respondents belong to Tailoring and 31 per cent belong to beauty parlors and 12 per cent of them belong to toy making type of business and provides information about the nature of business indicates that 52 per cent of respondents belong to service oriented business, 33 belong to manufacturing and 15 per cent belong to trading business. This above information will be useful to identify the relationship between nature of business and stress level.

Table 2. Marital Status & Nature of Family

SI. No	Marital Status	Percentage	Nature of Family	Percentage
1	Married	89.00	Nuclear Family	36.00
2	Unmarried	11.00	Joint Family	64.00
	Total	100.00	Total	100.00

Based on the information provided by the respondents, 89 per cent are married and 11 per cent are unmarried. Table 2 indicates that 58 per cent of respondents belong to Joint family and, 42 per cent belong to Nuclear family. This information will be useful to identify the relationship between marital status, nature of family and stress level.

Table 3. Experience of the Entrepreneurs

SI. No	Experience	Percentage
1	Below 5 Years	33.00
2	6 – 10 Years	54.00
3	Above 10 Years	13.00
	Total	100.00

Based on the information provided by the respondents 33 per cent of respondents have up to 5 years of experience and 54 per cent of respondents have between 6 to 10 years of experience and 13 per cent respondents have more than 10 years of experience.

Table 4. Turnover and Profitability of Business

SI. No	Level	Turnover	Profitability
		Percentage	
1	Extremely Satisfied	21.00	13.00
2	Satisfied	67.00	69.00
3	Not Satisfied	12.00	18.00
	Total	100.00	

Source: Computed by the researchers from primary sources

Turnover indicates that 21 per cent of the respondents are extremely satisfied, 67 per cent are satisfied and 12 per cent of the respondents are not satisfied. Profitability indicates that 10 per cent of the respondents are extremely satisfied, 76 per cent are satisfied and 14 per cent of the respondents are not satisfied, this information aim to identify the relationship between stress level and profitability.

Table 5. Growth and Development of the business

SI. No	Opinion	Percentage
1	Extremely Satisfied	21.00
2	Satisfied	62.00
3	Not Satisfied	17.00
	Total	100.00

Source: Computed by the researchers from primary sources

Based on the information provided by the respondents that indicates that 21 per cent of the respondents are extremely satisfied, 62 per cent are satisfied and 17 per cent of the respondents are not satisfied.

Entrepreneurial Stress

Stress is a dynamic condition in a person who is confronted with opportunity, constraint, or demand related to what that person desires and for which the outcome is perceived as uncertain and important.

Stress is the known as the ‘silent killer’ all over the world ^[5]. Along with it its corrosive companies come knocking on every door. It is an inevitable concomitant of organizational life. Its source in an organization is task or role related. An organization being a network of roles performed in interconnected positions is dynamic in nature. The complex and dynamic environment in which organizations have to exist adapt themselves and grow, add to further stress at work ^[6].

Stress is our body’s way of responding to any kind of demand. It can be caused by both good and bad experiences [4]. When people feel stressed by something going on around them, their bodies react by releasing chemicals into the blood. These chemicals give people more energy and strength, which can be a good thing, if their stress is caused by physical danger. But this can also be a bad thing, if their stress is in response to something emotional and there is no outlet for this extra energy and strength [2]. This paper will discuss different causes of stress, how stress affects women entrepreneur, some common facts about how stress affects women entrepreneur and How to Overcome the Stress.

Causes of Stress

Various diverse things can cause stress – from physical (such as fear of something dangerous) to emotional (such as worry over family or job.) Identifying what may be causing stress is often the first step in learning how to better deal with stress. Some of the most common sources of stress are: The phrase “fight or flight” before. This is a common response to danger in all people and animals. When one is afraid that someone or something may physically hurt, body naturally responds with a burst of energy so that will be better to survive the dangerous situation (fight) or escape it all together (flight).

Internal Stress it is one of the most important kinds of stress to understand and manage. Internal stress is when people make themselves stressed. This often happens when we worry about things we cannot manage or put ourselves in situations we know will basis us stress. Some people become enthusiastic to the kind of hurried, tense, lifestyle that results from being under stress. They even look for worrying situations and feel stress about things that aren’t stressful.

Environmental Stress is a response to things around that cause stress, such as noise, crowding, and pressure from work or family. Identifying these stresses and learning to avoid them or deal with them will help lower stress level.

Entrepreneurial Women Stress

Stress is the single non-specific effect of the body to a demand made upon it. Each person experiences a few form of stress or the other and in many cases, the stress or the adverse reaction, to the demand of the situation gets reduced with the passage of time or when one gets used to the situation. Organizational stress, resulting from the demands of the work environment is one such psychological situation. Several factors contribute for the increasing stress level of these women entrepreneurs.

Table 6. Character wise women entrepreneurial stress (Qualitative)

SI. No	Aspects		Stress Level
1	Marital Status	Married	High & Medium
		Unmarried	Low
2	Nature of the family	Nuclear Family	High & Medium
		Joint Family	High
3	Nature of business	Manufacturing	High
		Service	Medium
		Trading	Low

4	Types of business	Tailoring	High
		Toy making	Low
		Beauty Parlour	Medium & High
5	Experiences	Below 5 Years	High & Medium
		6 – 10 Years	High
		Above 10 Years	Medium & High
6	Turnover	Extremely Satisfied	High
		Satisfied	High & Medium
		Not Satisfied	Low
7	Profitability	Extremely Satisfied	High
		Satisfied	High & Medium
		Not Satisfied	Low
8	Growth and Development	Extremely Satisfied	Medium
		Satisfied	High
		Not Satisfied	Low

Source: Computed by the researchers from primary and secondary sources

Entrepreneur is a multidimensional economic factor which tends a person to organize the business of his own and to run profitably using all the qualities of leadership, decision making and managerial caliber etc. Work related stress arising from multiple roles at home and at paid work place of the women entrepreneurs. Women are doing too much work at home for too little in return and the workload at home makes women quite irregular at organizational work.

Women could not spend more time at their organizational work due to the interference of their family members. The family members do not give proper recognition for the achievements of women. Women get very little support in organizationally related activities from their family members. Members of the family are not interested in understanding and appreciating organizational work related needs. They do not show interest and willingness in their work at home.

Women entrepreneur's business is risky and often ends up in failure. Service sector is meant only for women entrepreneurs, sometime after the death of husband or father women starts as an entrepreneur. Nowadays women are ready to face all sorts of risk and failures. As they show more interest in business they are ready to tackle the problems faced by them. Not only the academic knowledge but the training and experience they get from their own failures helps them to turn out all the myths.

Problems in Women's Entrepreneurship

Women entrepreneurs look precise problems in situation up in big business that is different from those faced by male-owned businesses. Like young entrepreneurs, women may have particular problems with raising finance and may have had less chance than most men to accumulate the confidence, skills and contacts necessary to start and run a successful business. In addition, gender discrimination by finance and support providers, customers or employees may be an issue ^[7].

Feminine entrepreneurship and women's contribution to economy and employment are growing on a constant basis. However, it is true that women, compared to men, still lack

equality in terms of using their own initiatives in business, participating in hierarchically high positions. Inadequate way in information which is directly connected to limited obstruction women have in groups and relations that would offer them better, more direct and quick information in terms of programs, subsidies and new methods of management and business administration that would improve female entrepreneurship.

Various Stress Causing Factors, Challenges and Issues

Women entrepreneurship is neglected in the society. They show lower participation compared to men. They choose or show interest toward education and other service sectors which give less importance to economic development and growth. Equal opportunity is not given to women compared to men in utilizing the benefits of various policies provided by the financial institutions. Lack of Women entrepreneur networks is a major challenge, cooperation and partnership between national and international networks is not that much easy to women entrepreneurs. Even though the resistance power remains strong in women they are not able to face greater difficulties in accessing commercial credit and bidding on government contracts.

Women require strengthening the statistical base for carrying out gender-related cross country comparative analysis and longitudinal studies of the impact of important development and policies. To make the business successful and profitable the entrepreneur should know all the Tits and Tact's of marketing. As this area is mainly dominated by male and women with adequate experience fail to make a dent. As we are in Patriarchal society male entrepreneur are preserved and idea of women entrepreneurial activities is considered as a distant dream.

Overcome the Entrepreneurial Stress, Challenges and Issues

Increasing the ability of women to participate in the Labour force suring them that equal rights and treatment is given in the work place. Better educational facilities and schemes should be provided to the women. State Finance Corporations and financing institutions should permit by statute to extend purely trade related finance to women entrepreneurs. Governmental schemes to motivate women entrepreneurs to engage in small scale and large-scale business ventures.

Women have less access to vocational and technical training. In fact, women on average have less access to education than men, and technical and vocational skills can only be developed on a strong foundation of basic primary and secondary education ^[8]. This characterized by low enrolment among women in education, high dropout rates and poor quality of education, adequate training program to improve their management skills. Vocational training is given to improve their understanding in production process and production management. District industries centre and Single window agencies should make use of assisting women in their trade and business guidance.

Conclusion

Since Women entrepreneurs play an effective role for contributing to the economic development of the country we society should help the women entrepreneurs to overcome the obstacles like type of education, lack of management skills, patricidal society access to finance etc. Even though each and every woman in India is given equal opportunity in all the way by the government it is not utilized by all the women especially the rural women. So it is

hoped that this review article not only discuss about the stress, challenges and issues but also the routes to overcome stress, challenges and issues.

During the past few years female entrepreneurship has been developed into a dynamically upcoming phenomenon on a global level. The variety of enterprises that women develop contributes to the stability and sturdiness of local economies and designates a new role for them in the rapidly changing economic circumstances. On a local level, and particularly in agricultural areas, entrepreneurship has been considered to be the medium through which women can access labor market and achieve full integration in the process of an accomplished local development. As result of the research, women can achieve anything in any field. To start a enterprise Education is of no matter. Family support must be there for their improvement. In this study it has been proven that women are equally important as men in personal management, Finance marketing management.

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