

FACTORS INFLUENCING QUALITY OF WORK LIFE – A STUDY WITH REFERENCE TO LEVEL OF AGREEMENT BY WOMEN ENTREPRENEURS

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Abstract

Women entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. Issues are so demanding that it imbalance the family and work life due to job pressure and conflicting interests. A proper work life balance can have positive effects on women entrepreneurs' well-being. Now-a-days, Women entrepreneur plays a key role in opening up new opportunities for promoting growth of the organization through quality of work life. Quality of work life provides opportunity for continued growth and security by expanding women entrepreneurs' capabilities, knowledge and qualifications. This paper attempts to find the factors determining quality of work life of women entrepreneurs. Chi-square test has been used to identify the significant relationship between the demographic profile and the business profile of the respondents. ANOVA is applied to identify the significant difference among the respondents regarding level of agreement towards factors contributing quality of work life based on their demographic and business profile. It was concluded that place of residence, size of the enterprise and legal status of the business are positively influencing the factors contributing towards quality of work life of women entrepreneurs.

Keywords: Women Entrepreneur Quality of Work Life

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1. Introduction

Entrepreneurship is not a male prerogative. Recently a changing socio-cultural environment has occurred and women have started recognizing their inherent talents and business skills. With the help of various governmental and non-governmental agencies, growing numbers of women are joining the ranks of entrepreneurs. However, in the existing familial and societal setup, entrepreneurial women are overburdened and find it increasingly difficult to have better quality of work life. Role overload, manage stress, quality of health, problems in time management, dependent care and lack of family and social support are the major factors influencing the quality of work life of women entrepreneurs in India. Sharing of responsibilities will reduce the work overload and utilize their time for proper planning and decision making, attending the workshops, seminars and conferences conducted by the Entrepreneurship Development Institutes will improve their skill and ensuring family and social support to maintain quality of work life to survive, compete and make their business a success one. This paper focuses on identifying the factors determining quality of work life of women entrepreneurs.

2. Review of Literature

Rajani N. and Sarada D. (2008) revealed that women need for effective enterprise management, a large quantity of co-operation and encouragement in the sphere of activity at all levels in home, in society and from governmental organizations. Rashmi Gopinathan (2010) identified that most of the respondents have brought a change in their financial positions after starting the business which has also brought about a change in the standard of living of the family. This has finally brought about a positive self esteem in the women entrepreneurs. She concluded that there has been empowerment of women entrepreneurs through entrepreneurship development which has brought a positive impact on the lives of the family and improvement in the community and society at large. Jeyakumar A. and Kalaiselvi K. (2012) identified that quality of work life intends to develop and utilize human resource effectively to improve the quality of products, reduce the cost of production and satisfy the workers psychological needs for self-esteem, participation, recognition etc. They also stated that improved quality of work life leads to improved performance and improved performance means not only physical output but also the behavior of the individual in helping his colleagues in solving job related problems, team spirit and accepting temporary unfavorable work conditions without complaints. Jose-Melchor

Medina, Isabel De la Garza and Nazlhe Cheín (2013) opined that women entrepreneurs have forced to find a balance between their jobs and their personal lives. They also analysed the degree of the impact of stress and the working environment on women entrepreneurs' efficient decision-making and job satisfaction. They concluded that working environment impacts positively on women entrepreneurs' efficient decision-making. This means that by having a good working environment, women entrepreneurs are able to have good relationship with workers in order to make decision. Vivekanand Pandey (2013) stated that education is a positive booster in motivating women to venture into entrepreneurship and women entrepreneurs should be provided support from the family as it is a very important motivating factor for them. Ganapathi R. (2014) identified the factors such as the demanding nature of the job, the aging process, the ever increasing work pressure, the constant need to achieve the target, the peer pressure and unsympathetic higher ups are some of the factors which affect the psyche of the women entrepreneurs very much and affect her ability to perform. Deepa Vinay and Divya Singh (2015) viewed that women today are more willing to take up activities that were once considered the preserve of men and have proved that they are second to no one with respect to contribution to the growth of the economy. They concluded that a plan or strategy must be designed and implemented in close collaboration with various development partners in different specialized areas, notably: education, health, human rights as well as environment and energy to enhance their socio-economic status, a pre-requisite of women's empowerment.

3. Scope of the Study

Women of Virudhunagar District during the beginning period marked the existence in the business related to homemade products like pickles and papads. But later the focus was shifted towards the entrepreneurial activities related to the micro, small, medium and large scale enterprises related to the manufacturing, trading and service sector. Hence the present study is geographically limited to Virudhunagar District.

4. Objectives

- To know the demographic and business profile of the women entrepreneurs.
- To examine the strength of factors influencing quality of work life.

- To measure the significant difference between profile of the respondents and their level of agreement towards factors influencing quality of work life.

5. Research Methodology

The present study is descriptive and analytical based on both primary and secondary data. The study is mainly based on primary data obtained from a questionnaire designed on the basis of the objectives and open discussion with the women entrepreneurs. The secondary data were collected from books, journals, reports, dissertations and websites. Proportionate sampling technique has applied to collect the data. The collected data were subjected to statistical analysis by using Percentage Analysis, Descriptive Statistics such as Mean and Standard Deviation and Analysis of Variance.

6. Analysis and Interpretation of Data

DEMOGRAPHIC AND BUSINESS PROFILE OF THE RESPONDENTS

Table 1

Demographic Profile of the Respondents

Descriptive	Particulars	No. of Respondents	Percentage
Place of Residence	Rural area	116	26.6
	Semi- urban area	237	54.2
	Urban area	84	19.2
	Total	437	100.0
	OC	8	1.8
	BC	360	82.4
	MBC	61	14.0
	SC	8	1.8
	Total	437	100.0
Technical Knowledge	Type Writing	89	20.4
	Designing	51	11.7
	Tailoring	220	50.3
	Beauty Therapy	32	7.3
	Computerised Accounting	45	10.3
	Total	437	100.0

(Source: Primary Data)

It is revealed from the Table 1 that a majority of 54.2 per cent of the respondents is residing at semi-urban area whereas the respondents from rural area constitute 26.6 per cent to the total. A vast majority of 82.4 per cent of the respondents belong to Backward community. Most of the respondents (50.3 %) have the technical knowledge of tailoring.

Table 2**Business Profile of the Respondents**

Descriptive	Particulars	No.	of Percentage
Size of the	Micro (2-9 employees)	52	11.9
	Small (10-49 employees)	195	44.6
	Medium (50-249 employees)	186	42.6
	Large Scale (more than 250)	4	0.9
	Total	437	100.0
	Less than 3 years	111	25.4
	3-6 years	67	15.4
	6-9 years	84	19.2
	9 years and above	175	40.0
	Total	437	100.0
Market Coverage	Local	313	71.6
	Regional	91	20.8
	National	25	5.7
	International	8	1.9
	Total	437	100.0

It is clear from the above Table 2 that most of the respondents (44.6 %) have small size business enterprise, the business units of 175 respondents (40.0 per cent) are in existence for more than 9 years. A majority of 71.6 per cent of the respondents have their business only in local market.

DESCRIPTIVE STATISTICS OF FACTORS INFLUENCING QUALITY OF WORK LIFE

DESCRIPTIVE STATISTICS OF ECONOMIC FACTORS

Economic factors play a major role in influencing entrepreneurship and quality of work life. The mean score for each item is calculated to know their level of influence and the results are given in the Table 3.

Table 3**Descriptive Statics of Economic Factors**

S.No.	Items	Mean	Standard Deviation
1.	I have my own premises to run my business	4.0892	1.23177
2.	I have easy access to information to exploit business opportunities by ICT gadgets	3.4508	1.02960
3.	My business is productive and progressive	3.8055	1.04538
4.	Basic facilities/utilities to run business are adequate	3.8490	1.07945
5.	Working capital requirements are easily manageable	3.5789	1.06069
6.	Adequate infrastructure is available	3.9405	1.09046
7.	I have access to necessary inputs (raw materials)	3.8032	1.10781

It is obvious from the Table 3 that all the items under economic factor are at the level of agreeable. The statement, “I have my own premises to run my business” got the highest mean score of 4.0892 and the least mean score of 3.4508 is assigned for the statement, “I have easy access to information to exploit business opportunities by ICT gadgets”.

DESCRIPTIVE STATISTICS OF SOCIAL FACTORS

Society is a dominant factor in the movement of women when they move for economic growth. Social factors play a major role in influencing entrepreneurship and quality of work life. The mean score for each item is calculated to know their level of influence and is presented in the Table 4.

Table 4**Descriptive Statistics of Social Factors**

S.No.	Items	Mean	Standard Deviation
1.	I have a better social acceptability	3.8787	1.16974
2.	I have a better contacts (networks) with outsiders	3.6957	1.00973
3.	I have no prejudice or class biases	3.3982	1.08018
4.	The society attitude towards my products/services is positive	3.8032	1.20689
5.	The attitude of other employees towards my business is positive	3.5584	1.19993
6.	I have a positive relationship with the workforce	3.6682	1.15426
7.	I never encounter harassments in registering and operating my business	3.6545	1.10132
8.	I am often seen as a role model	3.6224	1.11155
9.	I am interested in taking lead roles in public activities	3.4439	1.16315
10.	I interact with my stakeholders for the betterment of the business	3.6247	1.13175
11.	I find it difficult to allot time for social life	3.4622	1.20647

It is enumerated from the Table 4 that all the items under social factor are at the level of agreeable. The statement, “I have a better social acceptability” got the highest mean score of 3.8787 and the least mean score of 3.3982 is assigned for the statement, “I have no prejudice or class biases”.

DESCRIPTIVE STATISTICS OF LEGAL FACTORS

Women entrepreneurs have to follow multitude of legal issues to run the business without any

interruption. Legal factors play a major role in influencing entrepreneurship and quality of work life. The mean score for each item is calculated to know their level of influence and the results are given in the Table 5.

Table 5
Descriptive Statistics of Legal Factors

S.No.	Items	Mean	Standard Deviation
1.	I am aware of the problems in the locality	3.5561	1.25606
2.	I never delay to adhere the legal provisions like licensing, filing of returns	3.8169	1.21095
3.	Registration of movable/immovable properties are done with due care	3.6842	1.02985
4.	I possess immovable properties in business name	3.3959	1.06714
5.	I have no legal, institutional and policy constraints	3.3776	1.16397
6.	I have never faced unfavourable legal and regulatory environments	3.3204	1.17812
7.	Tax levied on my business is reasonable	3.5904	0.97407

Table 5 depicts that all the above seven variables under legal factor are at the level of agreeable. The statement, “I never delay to adhere the legal provisions like licensing, filing of returns” got the highest mean score of 3.8169 and the least mean score of 3.3204 is assigned for the statement, “I have never faced unfavourable legal and regulatory environments”.

DESCRIPTIVE STATISTICS OF ADMINISTRATIVE FACTORS

Women entrepreneurs have a formalized administrative structure, a clear division of labor, delegation of power and authority to manage and run the business successfully. Administrative factors play a major role in influencing entrepreneurship and quality of work life. The mean score for each item is calculated to know their level of influence and the results are given in the Table 6.

Table 6**Descriptive Statistics of Administrative Factors**

S.No.	Items	Mean	Standard Deviation
1.	I have access to necessary technologies	3.8879	1.19201
2.	I have necessary liaisons in all government sectors	3.7895	1.08644
3.	I exercise due care in inventory management	3.5355	1.03682
4.	I exercise due care in employee retention	3.7140	1.08709
5.	My employees are allowed to participate in managerial decision making	3.3547	1.23781
6.	I am interested to view the business reports of my enterprise periodically	3.3593	1.31033
7.	I actively participate in outside professional networks like associations	3.4828	1.14652
8.	I periodically appraise the performance of all employees/departments	3.5744	1.28936

It is vivid from the Table 6 that all the items under administrative factor scale are at the level of agreeable. The statement, “I have access to necessary technologies” got the highest mean score of 3.8879 and the least mean score of 3.3547 is assigned for the statement, “My employees are allowed to participate in managerial decision making”.

DESCRIPTIVE STATISTICS OF PROFESSIONAL FACTORS

Entrepreneurship and quality of work life have also been influenced by professional factors. Professional factors entail special education, skill and satisfy customer expectation too. The mean score for each item is calculated to know their level of influence and the results are given in the Table 7.

Table 7**Descriptive Statistics of Professional Factors**

S.No.	Items	Mean	Standard Deviation
1.	I adhere to ethical norms while making decisions	3.7025	1.19184
2.	I adhere to time schedule while making decisions	3.8581	1.10587
3.	I take one step at a time, relying on my past experience and choose an alternative which is pragmatic	3.8330	1.01458
4.	When I make a tough decision, I prefer to work with intellectual people	3.6133	1.19406
5.	I make decisions by considering all of the implications	3.5400	1.15392
6.	I am well organized in work	3.7277	1.19306
7.	I am willing to change ideas based on new information	3.5950	1.18796
8.	There is proper mechanism to monitor customer satisfaction	3.5721	1.21060
9.	There is proper mechanism for employees grievances redressal	3.5561	1.16315
10.	I believe that my organization is free from unfair trade practices	3.6659	1.12031

It is found from the Table 7 that all the items under professional factor scale are at the level of agreeable. The statement, “I adhere to time schedule while making decisions” got the highest mean score of 3.8581 and the least mean score of 3.5400 is assigned for the statement, “I make decisions by considering all of the implications”.

SIGNIFICANT DIFFERENCE AMONG THE RESPONDENTS TOWARDS FACTORS INFLUENCING QUALITY OF WORK LIFE

Place of Residence and the Level of Agreement towards Factors Contributing to Quality of Work Life

Place of residence being rural, urban or semi-urban plays a major role in getting awareness about business environment, political and legal issues influencing business, applications of technological advancement and the like. Hence its role is studied with the help of ANOVA analysis by formulating the null hypothesis and the results are presented in the Table 8.

H₀: “There is no significant difference among the respondents regarding the level of agreement towards factors contributing to quality of work life based on place of residence”.

Table 8

Place of Residence and the Level of Agreement towards Factors Contributing to Quality of Work Life – Results of ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Economic factors	Between Groups	39.860	2	19.930	26.552	0.000
	Within Groups	325.755	434	0.751		
	Total	365.615	436			
Social factors	Between Groups	31.307	2	15.653	19.355	0.000
	Within Groups	351.001	434	0.809		
	Total	382.308	436			
Legal factors	Between Groups	36.069	2	18.035	16.275	0.000
	Within Groups	480.929	434	1.108		
	Total	516.998	436			
Administrative factors	Between Groups	21.483	2	10.742	13.598	0.000
	Within Groups	342.831	434	0.790		
	Total	364.315	436			
Professional factors	Between Groups	35.042	2	17.521	21.235	0.000
	Within Groups	358.093	434	0.825		

		Sum of Squares	df	Mean Square	F	Sig.
	Total	393.136	436			

It is understood from the Table 8 that the p value of economic factors (0.000), social factors (0.000), legal factors (0.000), administrative factors (0.000) and professional factors (0.000) is less than the acceptance level of 0.05. Hence the null hypothesis framed for this analysis is rejected and it is concluded that there is a significant difference among the respondents regarding the level of agreement towards economic factors, social factors, legal factors, administrative factors and professional factors contributing to the quality of work life based on place of residence.

Social Status and the Level of Agreement towards Factors Contributing to Quality of Work Life

Social status is the position or rank of a person or group, within the society. Women entrepreneurs can earn their social status by their own achievements. The significant difference among the respondents towards the factors contributing to quality of work life has been studied by formulating the following null hypothesis and the results are shown in the Table 9.

H₀: “There is no significant difference among the respondents regarding the level of agreement towards factors contributing to quality of work life based on social status”.

TABLE 9

Social Status and the Level of Agreement towards Factors Contributing to Quality of Work Life – Results of ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Economic factors	Between Groups	10.673	3	3.558	4.340	0.005
	Within Groups	354.942	433	0.820		
	Total	365.615	436			
Social factors	Between Groups	25.181	3	8.394	10.177	0.000
	Within Groups	357.127	433	0.825		
	Total	382.308	436			
Legal factors	Between Groups	10.819	3	3.606		

	Within Groups	506.180	433	1.169	3.085	0.027
	Total	516.998	436			
Administrative factors	Between Groups	28.832	3	9.611	12.404	0.000
	Within Groups	335.483	433	0.775		
	Total	364.315	436			
Professional factors	Between Groups	8.818	3	2.939	3.312	0.020
	Within Groups	384.318	433	0.888		
	Total	393.136	436			

It is understood from the Table 9 that the p value of economic factors (0.005), social factors (0.000), legal factors (0.027), administrative factors (0.000) and professional factors (0.020) is less than the acceptance level of 0.05. Hence the null hypothesis framed for this analysis is rejected and it is concluded that there is a significant difference among the respondents regarding the level of agreement towards economic factors, social factors, legal factors, administrative factors and professional factors contributing to the quality of work life based on social status.

Technical Knowledge and the Level of Agreement towards Factors Contributing to Quality of Work Life

Technical knowledge is a necessary tool to be a successful women entrepreneur. The significant difference among the respondents towards the factors contributing to quality of work life has been studied by formulating the following null hypothesis and the results are shown in the Table 10.

H₀: “There is no significant difference among the respondents regarding the level of agreement towards factors contributing to quality of work life based on technical knowledge”.

TABLE 10**Technical Knowledge and the Level of Agreement towards Factors Contributing to Quality of Work Life – Results of ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Economic factors	Between Groups	40.091	4	10.023	13.301	0.000
	Within Groups	325.524	432	0.754		
	Total	365.615	436			
Social factors	Between Groups	24.454	4	6.114	7.380	0.000
	Within Groups	357.854	432	0.828		
	Total	382.308	436			
Legal factors	Between Groups	24.370	4	6.093	5.343	0.000
	Within Groups	492.628	432	1.140		
	Total	516.998	436			
Administrative factors	Between Groups	44.251	4	11.063	14.932	0.000
	Within Groups	320.063	432	0.741		
	Total	364.315	436			
Professional factors	Between Groups	40.318	4	10.080	12.342	0.000
	Within Groups	352.817	432	0.817		
	Total	393.136	436			

It is evident from the Table 10 that the p value of economic factors (0.000), social factors (0.000), legal factors (0.000), administrative factors (0.000) and professional factors (0.000) is less than the acceptance level of 0.05. Hence the null hypothesis framed for this analysis is rejected and it is concluded that there is a significant difference among the respondents regarding the level of agreement towards economic factors, social factors, legal factors, administrative factors and professional factors contributing to the quality of work life based on technical knowledge.

Size of the Enterprise and the Level of Agreement towards Factors Contributing to Quality of Work Life

A size or standard, which is usually stated in terms of number of employees. The following null

hypothesis has been formulated to test the significant difference among the respondents towards the factors contributing to quality of work life and the results are depicted in Table 11.

H₀: “There is no significant difference among the respondents regarding the level of agreement towards factors contributing to quality of work life based on size of the enterprise”.

TABLE 11

Size of the Enterprise and the Level of Agreement towards Factors Contributing to Quality of Work Life – Results of ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Economic factors	Between Groups	17.184	3	5.728	7.118	0.000
	Within Groups	348.431	433	0.805		
	Total	365.615	436			
Social factors	Between Groups	10.964	3	3.655	4.262	0.006
	Within Groups	371.343	433	0.858		
	Total	382.308	436			
Legal factors	Between Groups	17.836	3	5.945	5.157	0.002
	Within Groups	499.162	433	1.153		
	Total	516.998	436			
Administrative factors	Between Groups	23.312	3	7.771	9.867	0.000
	Within Groups	341.002	433	0.788		
	Total	364.315	436			
Professional factors	Between Groups	15.161	3	5.054	5.789	0.001
	Within Groups	377.975	433	0.873		
	Total	393.136	436			

It is enumerated from the Table 11 that the p value of economic factors (0.000), social factors (0.006), legal factors (0.002), administrative factors (0.000) and professional factors (0.001) is less than the acceptance level of 0.05. Hence the null hypothesis framed for this analysis is rejected and it is concluded that there is a significant difference among the respondents regarding the level of agreement towards economic factors, social factors, legal factors, administrative factors and professional factors contributing to the quality of work life based on size of the enterprise.

Period of Existence in the Business and the Level of Agreement towards Factors Contributing to Quality of Work Life

Period of existence in business is the experience that a woman entrepreneur gains while working in a specific field or occupation. The following null hypothesis has been formulated to test the significant difference among the respondents towards the factors contributing to quality of work life and the results are depicted in Table 12.

H₀: “There is no significant difference among the respondents regarding the level of agreement towards factors contributing to quality of work life based on period of existence in the business”.

TABLE 12

Period of Existence in the Business and the Level of Agreement towards Factors Contributing to Quality of Work Life – Results of ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Economic factors	Between Groups	2.544	3	0.848	1.011	0.387
	Within Groups	363.070	433	0.838		
	Total	365.615	436			
Social factors	Between Groups	9.572	3	3.191	3.707	0.012
	Within Groups	372.735	433	0.861		
	Total	382.308	436			
Legal factors	Between Groups	11.351	3	3.784	3.240	0.022
	Within Groups	505.647	433	1.168		
	Total	516.998	436			
Administrative factors	Between Groups	5.970	3	1.990	2.405	0.067
	Within Groups	358.344	433	0.828		
	Total	364.315	436			
Professional factors	Between Groups	20.840	3	6.947	8.079	0.000
	Within Groups	372.295	433	0.860		
	Total	393.136	436			

Table 12 point out that the p value of social factors (0.012), legal factors (0.022), and professional factors (0.000) is less than the acceptance level of 0.05. Hence the null hypothesis

framed for this analysis is rejected and it is concluded that there is a significant difference among the respondents regarding the level of agreement towards social factors, legal factors and professional factors contributing to quality of work life based on period of existence in Business. Whereas there is no significant difference among the respondents regarding the level of agreement towards economic factors (0.387) and administrative factors (0.067) contributing to the quality of work life based on period of existence in business.

Market Coverage and the Level of Agreement towards Factors Contributing to Quality of Work Life

Using area, market can be local, regional, national and international markets. The following null hypothesis has been formulated to test the significant difference among the respondents towards the factors contributing to quality of work life and the results are depicted in Table 13.

H₀: “There is no significant difference among the respondents regarding the level of agreement towards factors contributing to quality of work life based on market coverage”.

TABLE 13

Market Coverage and the Level of Agreement towards Factors Contributing to Quality of Work Life – Results of ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Economic factors	Between Groups	0.405	3	0.135	0.160	0.923
	Within Groups	365.210	433	0.843		
	Total	365.615	436			
Social factors	Between Groups	0.385	3	0.128	0.146	0.932
	Within Groups	381.922	433	0.882		
	Total	382.307	436			
Legal factors	Between Groups	2.072	3	0.691	0.581	0.628
	Within Groups	514.926	433	1.189		
	Total	516.998	436			
Administrative factors	Between Groups	13.291	3	4.430	5.465	0.001
	Within Groups	351.024	433	0.811		

		Sum of Squares	df	Mean Square	F	Sig.
	Total	364.315	436			
Professional factors	Between Groups	4.457	3	1.486	1.655	0.176
	Within Groups	388.679	433	0.898		
	Total	393.136	436			

The results of the Table 13 visualize that the p value of administrative factors (0.001) is less than the acceptance level of 0.05. Hence the null hypothesis framed for this analysis is rejected and it is concluded that there is a significant difference among the respondents regarding the level of agreement towards administrative factors contributing to the quality of work life based on market coverage of business. Whereas there is no significant difference among the respondents regarding the level of agreement towards economic factors (0.923), social factors (0.932), legal factors (0.628) and professional factors (0.176) contributing to the quality of work life based on market coverage of business.

7. Suggestion

- The women entrepreneurs in the study are have been selling their products in the local market only. There are some institutions like National Small Industries Corporation Limited, Small Industries Development Corporation, Small Industries Service Institutes and so on which provide marketing assistance and export promotion service. The abovesaid institutions provide opportunities for participating in National and International Trade Fairs and Exhibitions not only to exhibit and market their products but also to get an exposure to the National and International markets. The Women entrepreneurs can avail such platforms to expand their market at National and Inter National level.
- The women entrepreneurs can also expand their business horizon technologically to the ever-shrinking equipped global scenario through e-business.
- Majority of the women entrepreneurs in the study area have established Micro, Small, and Medium sized enterprises. They are advised to expand their business units to large scale, thereby they could avail the economies of large scale production.

➤ Women entrepreneurs from SC/ST community are very meager in number. So the Government should take adequate measures to identify the competent women from SC/ST community through EDPs and provide financial, technical and marketing assistance to promote entrepreneurship among them.

8. Conclusion

Women entrepreneurs today have their own opinion, are self assured, able to withstand all risk and are efficient managers. In spite of dual responsibilities, many women plan their lives very skillfully and succeed in filling these dual roles in a smooth way. The experience gained outside her home enables her to enrich family relationships through new outlook on tradition in a changing world. By continuously seeking connection with the world of science and culture, she can become a better organizer and help to promote growth. Promotion of women entrepreneurship moulds the future generation of women and it will also solve the upcoming unemployment problem. The researcher concluded that place of residence, legal status of the business and size of the enterprise are positively influencing the factors contributing towards quality of work life of women entrepreneurs.

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