



## Study of Factors Affecting Work-Life Balance

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### Abstract

When it comes to achieving a healthy work-life balance, women entrepreneurs in Haryana confront substantial hurdles. These challenges stem from cultural expectations, the duties of family life, and the pressures of business. The purpose of this study is to investigate the primary elements that make up their work-life balance, the tactics that they use, and the role that society and governmental assistance play in their lives. The research makes use of a mixed-methods approach, integrating qualitative and quantitative analyses derived from surveys and interviews carried out with female entrepreneurs operating in a variety of industries in the state of Haryana. The findings shed light on the significant impact that family support, financial independence, and workplace flexibility have in determining the appropriate work-life balance for individuals. In addition, the study highlights the significance of technical improvements, policy frameworks, and self-management approaches in the process of reducing the potential for conflicts between work and personal life.

**Keywords:** Work-life balance, women entrepreneurs, Haryana, entrepreneurship etc.

### Introduction

The increasing number of women who are engaging in entrepreneurial endeavours has made a substantial contribution to the growth of economies and the creation of jobs all around the world. The role that women entrepreneurs play in fostering innovation and supporting inclusive growth is important and should not be overlooked. That being said, the twin weight of managing work commitments and personal life presents considerable obstacles, particularly in places where traditional gender norms continue to be entrenched. Haryana, a state located in northern India, is an example of a location in which cultural norms frequently restrict the professional aspirations of women and have an effect on their ability to maintain a healthy work-life balance. The term "work-life balance" refers to the state of having a healthy equilibrium between one's personal responsibilities and professional obligations. The achievement of this equilibrium is frequently made more difficult for female entrepreneurs by a variety of circumstances, including but not limited to family duties, societal conventions, financial restrictions, and insufficient institutional support. Women entrepreneurs, in contrast to their male counterparts, frequently face additional pressure to satisfy family responsibilities, which makes it harder for them to concentrate on their business endeavours. The purpose of this research is to investigate the work-life balance of female entrepreneurs in Haryana, with the objective of identifying the primary obstacles they face and the techniques they adopt in order to effectively manage their multiple jobs.

In recent years, Haryana has seen a rise in the number of female entrepreneurs. This rise may be attributed to a number of factors, including the expansion of educational possibilities, the implementation of government support programs, and the modification of social views. Women





entrepreneurs continue to face challenges in maintaining a healthy work-life balance because to the deeply ingrained expectations of society, notwithstanding the great advances that have taken place. When it comes to their work commitments, women are frequently expected to prioritise their family responsibilities over their professional obligations, which hinders their capacity to grow and maintain their enterprises. The management of time is one of the most significant challenges that women entrepreneurs in Haryana encounter. In order to successfully juggle the responsibilities of running a business and being a housewife, one must be able to effectively schedule and multitask. As a result of the fact that many female entrepreneurs run home-based firms or small-scale businesses, the boundaries between their personal and professional lives are frequently blurred. The absence of regulated work environments makes work-life problems even more difficult to manage, which in turn leads to increased stress and decreased productivity.

Financial independence is another significant issue that plays a role in determining work-life balance. As a result of the challenges that women entrepreneurs frequently encounter in gaining access to credit and investment opportunities, it is more difficult for them to delegate work or hire assistance for their household responsibilities. The growth of a firm can also be hindered by limited financial resources, which places additional strain on women to manage both their professional and familial responsibilities without assistance from outside sources. Despite the fact that the government has taken steps to remove these financial hurdles through programs like the MUDRA loan scheme and the Women Entrepreneurship Platform (WEP), there are still concerns around accessibility and awareness.

Female entrepreneurs in Haryana face a tremendous challenge when it comes to maintaining a healthy work-life balance because of the influence of social expectations and traditional gender norms. Women are frequently expected to conform to societal conventions that place a higher priority on the responsibilities they have to their families than they do on their professional aspirations. When there is a lack of a supportive ecosystem, it frequently leads to increased stress, decreased business performance, and in some instances, complete withdrawal from activities related to entrepreneurship.

### **Definition and Importance of Work-Life Balance**

A work-life balance (WLB) is the capacity to successfully manage one's job commitments while simultaneously maintaining a personal life that is satisfying. Consequently, it guarantees that individuals are able to devote sufficient time and energy to both their professional and personal endeavours without enduring an excessive amount of stress. When it comes to women entrepreneurs, work-life balance is especially important since they frequently have to juggle several duties, such as running their businesses, taking care of their families, and maintaining their own health and happiness.

When work-life balance is achieved, it leads to improvements in both mental and physical health, as well as increased productivity and increased job satisfaction. When entrepreneurs have a work-life scenario that is well-balanced, they are able to concentrate on the expansion of their businesses while still maintaining healthy personal relationships. An imbalance, on the other hand, might result in feelings of exhaustion, health problems, and a decline in performance at work.

### **Evolution of Work-Life Balance**

The concept of work-life balance has developed throughout the course of time, particularly in response to developments in technology, shifting relationships in the workplace, and societal upheavals. When I was younger, my personal life and my professional life were considered to be two distinct realms, and my professional responsibilities were dominated by my tight work schedule. On the other hand, as a result of globalisation and the transformation brought about by digital technology, work has become more fluid, thereby blurring the barriers between personal and professional life.





During this period of progress, women entrepreneurs have been presented with both possibilities and problems. Despite the fact that technology makes it possible to work from home and offers flexibility, it also leads to the assumption that one must be available at all times, which makes it more difficult to differentiate between personal and professional time.

### Factors Affecting Work-Life Balance

Due to a multitude of circumstances, including family duties, financial restraints, social expectations, workplace flexibility, and overall well-being, one of the most significant problems that women entrepreneurs in Haryana face on a daily basis is the achievement of a work-life balance.

- **Family Responsibilities:** Women entrepreneurs confront a number of problems, one of the most significant of which is the assumption that they will perform their company commitments in addition to their domestic responsibilities. When it comes to Haryana's traditional gender roles, women are frequently the major carers. They are the ones who are responsible for managing home duties, caring for children, and taking care of elderly people. As a result of this dual burden, stress levels rise, weariness sets in, and there is less time available for commercial operations.
- **Financial Constraints:** Access to financial resources is essential for the development of a business and has a big impact on the balance between work and personal life. A significant number of female entrepreneurs in Haryana have challenges while attempting to obtain loans, investments, or credit as a result of systemic discrimination in the financial sector, a lack of collateral, and poor financial knowledge. Because of this, individuals frequently have to rely on their own personal resources or informal borrowing, which adds to the stress that they are under financially.
- **Social Expectations and Gender Norms:** The work-life balance of women entrepreneurs in Haryana is heavily impacted by the cultural and societal expectations that may be found in the state. The deeply embedded patriarchal standards demand that women should prioritise the obligations of their families over their goals for professional advancement. There is a possibility that women who attempt to break these conventions by concentrating on their enterprises would be subjected to criticism, a lack of support, or even social loneliness.
- **Workplace Flexibility:** The ability to maintain a healthy work-life balance requires a significant amount of flexibility in one's work schedule. In addition to experiencing lower levels of stress and improved personal well-being, female entrepreneurs who are able to set their company hours, operate from home, or delegate responsibilities report positive outcomes. Many of the enterprises that are operated by women in Haryana, on the other hand, are built on inflexible models that require them to be physically present and to work long hours.
- **Health and Well-being:** Women entrepreneurs face challenges to their physical and emotional health as a result of the fact that they must oversee both their work and personal commitments. Working long hours, not getting enough rest, being stressed out, and not having enough time for self-care are all factors that contribute to health problems such as exhaustion, anxiety, and chronic illnesses. As a result of time restrictions, many female entrepreneurs fail to prioritise their health and instead concentrate only on fulfilling their duties to their families and their businesses.
- **Lack of Support Networks:** There is a strong correlation between having access to mentorship, opportunities for networking, and professional counsel with the success of many entrepreneurs. It is unfortunate that a significant number of female entrepreneurs in Haryana do not have access to robust professional networks because of the existence of societal barriers and discrimination based on gender. It is more difficult for women to seek guidance, build their businesses, and find ways for





maintaining a healthy work-life balance because there are not enough business forums and mentorship programs that are specifically geared towards women.

- **Technological and Digital Divide:** Many women company owners in Haryana struggle with digital literacy and access to technology, despite the fact that digital tools and technology have the potential to significantly improve the efficiency of businesses and the work-life balance of their employees. They have a limited understanding of internet business platforms, digital marketing, and e-commerce, which hinders their capacity to develop their operations and embrace flexible work arrangements.
- **Government and Policy Support:** The MUDRA lending scheme, the Women Entrepreneurship Platform (WEP), and a variety of state-level funding programs are all examples of government efforts that play an important part in providing assistance to female entrepreneurs. On the other hand, the success of these initiatives is hindered by deficiencies in policy execution, a lack of awareness, and difficulties in the bureaucratic process. It is possible to greatly improve the work-life balance of female entrepreneurs by strengthening legislative support, boosting accessibility, and increasing outreach.

### Conclusion

Understanding work-life balance is crucial for women entrepreneurs in Haryana to navigate the complexities of managing their businesses and personal lives. By addressing cultural expectations, workload management, financial constraints, and workplace flexibility, they can create a balanced lifestyle. Government support, technological advancements, and community initiatives will play a pivotal role in shaping a future where women entrepreneurs can thrive without compromising their well-being. However, more concerted efforts are required at multiple levels to ensure that women entrepreneurs receive adequate support. Policymakers should work towards strengthening financial aid programs, increasing awareness of available resources, and implementing initiatives that encourage family support for women in business. Companies and business networks should create mentorship and training programs to equip women entrepreneurs with better time management and stress reduction strategies.

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