


**FOX'S HEAD OR LION'S TAIL? WORK LIFE BALANCE OF WOMEN ENTREPRENEURS  
IN AGRICULTURE AND FARM VENTURES AND ITS ANTECEDENT EFFECT ON  
QUALITY OF LIFE**

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ARTICLE INFO	<u>ABSTRACT</u>
<b>Article history:</b>	<b>Purpose:</b> The objective of this study was to identify the factors that influence work life balance of women entrepreneurs in the field of agriculture and allied products and how the family demands affect their work-life balance. Further, the paper explores the conflict between parental demand and running a business.
Received 30 Dezember 2021	<b>Theoretical framework:</b> Literature review points out that despite, an increase in the number of women entrepreneurs over the years, according to the (Global entrepreneurship monitor report, 2020), fewer women pursue entrepreneurship due to various challenges of managing personal and business responsibilities and striking the right balance. Work-life balance is frequently examined in the context of human resource management (Etienne St-Jean and Duhamel M.,2020)but not much has been explored in an entrepreneurial context.Hence this study is to investigate and understand the influence of various factors affecting work life balance from an entrepreneurial standpoint.
Accepted 07 February 2022	<b>Design/methodology/approach:</b> Triangulation method was used for the study by utilizing both quantitative and qualitative data. The researchers developed a questionnaire to measure work-life balance experienced by women entrepreneurs with 12 independent variables to measure the dependent variable work-life balance.The sample consisted of 450 women agripreneurs
<b>Keywords:</b>	<b>Findings:</b> The findings reveal that the age of the children is a major determinant of the extent of parental demand a woman goes through in her life and family support systems are critical in reducing overlap and conflict between the life domains. A positive spillover between the domains significantly enhances quality of life of women entrepreneurs.
Blended learning; Management education; Executive education; Bibliometric analysis; Management; Business Education.	<b>Research, Practical &amp; Social implications:</b> We suggest a future research into other Personality traits and macro environmental factors which can have a bearing on work life balance of women entrepreneurs which would enable an inclusive entrepreneurial ecosystem.
	<b>Originality/value:</b> The researchers have concluded that positive spillover between the domains significantly enhances quality of life of women entrepreneurs.
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## CABEÇA DE RAPOSA OU RABO DE LEÃO? EQUILÍBRIO DA VIDA PROFISSIONAL DAS MULHERES EMPREENDEDORAS NA AGRICULTURA E EMPREENDIMENTOS AGRÍCOLAS E SEU EFEITO ANTECEDENTE NA QUALIDADE DE VIDA

### RESUMO

**Objetivo:** O objetivo deste estudo foi identificar os fatores que influenciam o equilíbrio entre a vida profissional e familiar das mulheres empreendedoras no campo da agricultura e dos produtos aliados e como as exigências familiares afetam seu equilíbrio entre a vida profissional e familiar. Além disso, o documento explora o conflito entre a demanda dos pais e a administração de um negócio.

**Estrutura teórica:** A revisão da literatura aponta que, apesar do aumento do número de mulheres empreendedoras ao longo dos anos, de acordo com o (Global entrepreneurship monitor report, 2020), menos mulheres buscam o empreendedorismo devido aos vários desafios de administrar as responsabilidades pessoais e empresariais e atingir o equilíbrio certo. O equilíbrio trabalho-vida é frequentemente examinado no contexto da gestão de recursos humanos (Etienne St-Jean e Duhamel M.,2020), mas não muito tem sido explorado em um contexto empresarial, portanto, este estudo deve investigar e compreender a influência de vários fatores que afetam o equilíbrio trabalho-vida do ponto de vista empresarial.

**Design/metodologia/abordagem:** O método de triangulação foi utilizado para o estudo, utilizando dados quantitativos e qualitativos. Os pesquisadores desenvolveram um questionário para medir o equilíbrio entre trabalho e vida pessoal experimentado por mulheres empreendedoras com 12 variáveis independentes para medir a variável dependente equilíbrio entre trabalho e vida pessoal.

**Conclusões:** As descobertas revelam que a idade das crianças é um determinante importante da extensão da demanda dos pais por uma mulher em sua vida e os sistemas de apoio familiar são críticos para reduzir a sobreposição e o conflito entre os domínios da vida. Uma repercussão positiva entre os domínios melhora significativamente a qualidade de vida das mulheres empresárias.

**Pesquisa, implicações práticas e sociais:** Sugerimos uma pesquisa futura sobre outros traços de personalidade e fatores macroambientais que podem ter influência no equilíbrio da vida profissional das mulheres empreendedoras, o que permitiria um ecossistema empresarial inclusivo.

**Originalidade/valor:** Os pesquisadores concluíram que as repercussões positivas entre os domínios melhoram significativamente a qualidade de vida das mulheres empreendedoras.

**Palavras-chave:** Aprendizagem combinada, Educação em gestão, Educação executiva, Análise bibliométrica, Educação em gestão, negócios.

## ¿CABEZA DE ZORRO O COLA DE LEÓN? LA CONCILIACIÓN DE LA VIDA LABORAL Y FAMILIAR DE LAS MUJERES EMPRESARIAS EN LA AGRICULTURA Y LAS EXPLOTACIONES AGRÍCOLAS Y SU EFECTO ANTECEDENTE EN LA CALIDAD DE VIDA

### RESUMEN

**Objetivo:** El objetivo de este estudio era identificar los factores que influyen en el equilibrio entre el trabajo y la vida privada de las mujeres empresarias en el ámbito de la agricultura y los productos afines y cómo las exigencias familiares afectan a su equilibrio entre el trabajo y la vida privada. Además, el documento explora el conflicto entre las exigencias de los padres y la gestión de un negocio.

**Marco teórico:** La revisión de la literatura señala que, a pesar del aumento del número de mujeres empresarias a lo largo de los años, según el (Global entrepreneurship monitor report, 2020), son menos las mujeres que se dedican a la actividad empresarial debido a los diversos retos que supone gestionar las responsabilidades personales y empresariales y lograr el equilibrio adecuado. El equilibrio entre el trabajo y la vida privada se examina a menudo en el contexto de la gestión de los recursos humanos (Etienne St-Jean y Duhamel M.,2020), pero no se ha explorado mucho en un contexto empresarial, por lo que este estudio investigará y comprenderá la influencia de varios factores que afectan al equilibrio entre el trabajo y la vida privada desde una perspectiva empresarial.

**Diseño/metodología/enfoque:** Para el estudio se utilizó el método de la triangulación, empleando datos cuantitativos y cualitativos. Los investigadores elaboraron un cuestionario para medir el equilibrio entre el trabajo y la vida personal experimentado por las mujeres empresarias con 12 variables independientes para medir la variable dependiente equilibrio entre el trabajo y la vida personal.

**Conclusiones:** Los resultados revelan que la edad de los hijos es un determinante importante del grado de exigencia de los padres en la vida de una mujer y que los sistemas de apoyo familiar son fundamentales para reducir el solapamiento y el conflicto entre los ámbitos de la vida. Los efectos positivos entre dominios mejoran significativamente la calidad de vida de las mujeres empresarias.

**Consecuencias sociales, prácticas y de investigación:** Sugerimos que se realicen investigaciones futuras sobre otros rasgos de personalidad y factores macroambientales que puedan influir en la conciliación de la vida laboral y familiar de las mujeres empresarias, lo que permitiría un ecosistema empresarial inclusivo.

**Originalidad/valor:** Los investigadores llegaron a la conclusión de que los efectos indirectos positivos entre dominios mejoran significativamente la calidad de vida de las mujeres empresarias.

**Palabras clave:** Aprendizaje combinado, Educación en gestión, Educación ejecutiva, Análisis bibliométrico, Educación en gestión, negocios.

## INTRODUCTION

The increasing demand and need for quality time in personal and professional lives have put forward the question of balancing personal and professional life. Work-life balance as a concept, a struggle, or a mirage has been discussed over the years, with soul comforting recipes to achieve the same from time to time and discussions has been around employees of different genres. Women have become partners in economic activity in most nations due to sociocultural change yet, they do not use their jobs as an excuse to shirk family duties, labor at home, or social activities (Tausig, M. & Fenwick, R., 2001). Entrepreneurship is considered as an alternative approach to achieving that balance, based on the flexibility and title of "own boss." In comparison to organizational employees, there are no defined barriers between work and family in self-run businesses, which may appear to be a greener pasture. Entrepreneurs must divide their time and energy between their business and personal lives. For an entrepreneur, predetermined working hours are not applicable. Women choose self-employment because it gives them greater control over their work and personal life (Rehman, S., Roomi, M., 2012). Women look forward to having more flexible work schedules, which allows them to pursue their passions while also caring for their children and other family and social obligations but there is a range between the endpoints of integration and segmentation where the Work-Life is located, according to (Machung A. 1989). It is a constant struggle for women to create the perfect expected image at work and home as they juggle multiple responsibilities. The assumption that a woman's primary responsibility is to take care of her family is historical. Yet, we are continuously bogged down by the gender inequality in the division of labor at home or work. In India, despite growth-oriented projects to promote gender and social inclusiveness, a wide gender disparity prevails in the socio-economic sphere resulting in a tragic waste of human potential that could have solved the persisting problems of poverty in the country. According to the ministry of statistics and program implementation's sixth economic census, women account for 14% of total entrepreneurship, with Kerala ranking second with 11.5 percent of women-owned businesses. This study examines the factors that influence work life balance of

women entrepreneurs and how the family demands affect their work-life balance. Further, the paper explores the conflict of parental demand in running a business. The authors attempt to understand the paradox of work-life balance experienced by women entrepreneurs in Kerala and enablers of sound work-life balance.

## LITERATURE REVIEW

### Work-Life Balance

Numerous researches have been undertaken on socio demographic and personality characteristics influencing women entrepreneurs' decision to pursue an entrepreneurial career and comparison to male entrepreneurs (Mari, M., Poggesi S. et al., 2015). Women entrepreneurs are frequently confronted with family and household duties intertwined with their venture related responsibilities, the entanglement of family and work can lead to a poor work-life balance, which is frequently discussed in the context of salaried employees. Work-life balance is frequently examined in the context of human resource management (Etienne St-Jean and Duhamel M., 2020). Work-life balance is a concept that work and personal life should be viewed as complementary rather than competitive spheres in one's life. This can be accomplished by viewing work as a two-way process in which both domain demands are considered (Lewis, S. et al., 2007). Women consider business entity as a part of interconnected systems she engages with and not standalone economic units. Hence women have a holistic and collective view of work and family, making it essential to understand the work-life balance experienced by women entrepreneurs (Jennings, J. & McDougald, M., 2007). According to (Pickering, D. I., 2006) an individual performs various roles distributing time, attention and commitment to work role and family role which often results in a conflict between domain priorities because role behavioral overlap cannot be avoided in many circumstances. For, women fulfilling family expectations appears to be more valuable than it is to men (Coleman, S. & Robb, A., 2009; Powell, G.N. & Eddleston, 2013), which is one of the key reasons why women face difficulty in prioritizing and meeting the demands of their personal and professional lives (Duberley, J. & Carrigan, M. 2013; Mari, M., et al., 2016). The tension between the demands of job and family life is the outcome of a woman having to fulfill two conflicting and demanding responsibilities simultaneously (Greenhaus, J. H. & Beutell, N. J., 1985). Moreover, women are considered primary caregivers in most cultures (Martins et al., 2002). When it comes to the struggle between job and family life, women are more diverse than males. (Hakim, C., 2003). To minimize the conflict between the domains and increase the performance of their business venture, women should have accessibility to integrated public

and private support services like child care, elder care facilities, etc. (Mari, M., Poggesi, S. & De Vita, L., 2016). The goal of this research is to study the topic of work-life balance from an entrepreneurial standpoint.

### **Women entrepreneurship**

Emerging economies follow a high-growth trajectory primarily due to entrepreneurial activity. As the economy opens up, new areas of economic activity offer immense possibilities. Despite, an increase in the number of women entrepreneurs over the years, according to the (Global entrepreneurship monitor report, 2020), fewer women pursue entrepreneurship. According to the preference theory (Hakim, C., 1998), women are divided into three groups based on their choice of employment. Home-centered women whose primary choice is raising children and taking care of family and do not prefer to work. Another category are those women who are work-centered and like building a flourishing career and often choose to be childless. The third category is the adaptive group, the largest who strives to balance work and life, thereby creating an equilibrium between the two. They strive to create a work-life balance.

Indian women today are exploring new frontiers like never before. Women's choice of self-employment (Etienne St-Jean and Duhamel M., 2020) as a career is related to job dissatisfaction and lack of work-life balance (Schjoedt, L., 2013). Entrepreneurship is a viable backup plan for working mothers and a neoliberal alternative which can be pursued by all women (Vracheva, V. & Stoyneva, S., 2020). Many women have solid entrepreneurial ambitions, but they are confronted with issues of gender bias, cultural bias, and lack of resources (Sabrina, K., 2019). As women get involved in economic activity and experience equality, they develop industry-specific skills and knowledge to engage in entrepreneurial activity (Shane, S. et al., 2003; Vracheva, V. & Stoyneva, I., 2020). This further enables access to loans and funding from numerous sources for startup activity, thereby reducing the male-female gap in entrepreneurial activity. This often delimits their feeling of achievement at enterprise and work levels. Due to role overload, women also neglect their health and personal hobbies, resulting in work-life balance concerns. It is vital to comprehend how the two domain roles affect entrepreneurial success and how the mediating effects of spillovers like Child care, role overlap, workplace factor, and the moderating effect of familial support affect the balance between work and family roles.

Kerala, the southernmost state of India, has always been on the national map for being the only state where women's education is given utmost importance. This has enabled them to explore new frontiers. Though women in Kerala had been part of the state's economic growth

they have been not initiated to agrarian economy as stakeholders due to the patriarchal system. Over the last 15 years' women in Kerala have been actively engaged in agripreneurship –they are trying new techniques of farming and exploring new supply chains. Studies conducted by (Inagak, K. & Fukuyo, J. H., 2020) in Japan narrates how education and pre careers have helped women in rural agricultural ventures to be effective decision makers and how various state led programs have empowered them. In Kerala also many women are generating revenue from terrace gardens and community agricultural initiatives. The Government of Kerala has come up with various schemes and policies to support these women agripreneurs. The state's dependency on neighboring states for agricultural produce is heavy, be it for food or fodder, the increasing reports on heavy pesticide laden fruits and vegetables and poor quality meat products transported and sold in the state of Kerala has driven the state to take proactive measures to encourage its citizens to 'Grow what they Eat'. Women centered programmes and quota allocation for women in agriculture are intended to address the socioeconomic and gender disparity that women face in the industry. Though urbanization has been catching on, Kerala is relatively traditional and conservative in family structure and culture. As a family-centered society, women are caught between pursuing their goals and fulfilling their domestic roles as wife and mothers.

### **Quality of life (QoL)**

Individuals' views of QoL may be seen as a complex construct containing a variety of factors that contribute to QoL. According to (Felce, D. and Perry, J., 1995), QoL displays various aspects of life like emotional wellbeing, social interactions, physical wellbeing, growth and development of an individual, leisure experience and how one enjoys these various domains of their life (Neal et al., 1999). There are many factors that impact the quality of life of the entrepreneurs namely time spent with the family, health fears or wellbeing or social factors and these factors may sometimes have an impact on the way a startup is managed (Weiermair, K. & Peters, M. 2012). Similarly, decision-making in SMEs is an important component at many micro levels; one significant factor affecting these business decisions, particularly in Small Medium Enterprise (Love, L. L. & Crompton, J. 1999). The terms "well-being" and "quality of life" refer to a person's outlook on life (Neal et al., 1999). Hence to be successful entrepreneurs somewhere we need to improve our quality of life around us and create an environment by empowering individuals based on trust and integrity, as the term "wellbeing" is frequently used to define the aspects or facts that make up a person's existence.

## METHODOLOGY

This study intends to determine factors that influence work-life balance and the influence of parental demands on work-life conflict, and how it affects work-life balance of women entrepreneurs in agribusiness and farm ventures, Further perception of women agripreneurs regarding the impact of work life balance on their quality of life is explored.

### Sampling

The sample consists of women entrepreneurs involved in agribusiness and farm ventures from 6 districts of Kerala. Women enterprises that have completed 5yrs were chosen for the study. The sample size consisted of 450 women agripreneurs, 65 samples were drawn from Thiruvananthapuram, 70 from Palakkad, 35 from Malapuram, 54 from Kozhikode, 118 from Ernakulum, and 108 from Kottayam districts. The data relating to the sample was collected from Kerala state farming corporation and Agricultural department. The information was gathered over six months with the help of enumerators and the researchers themselves, utilizing a structured questionnaire and in-depth interviews.

### Tools for Data Collection and Analysis

Triangulation method was used for the study by utilizing both quantitative and qualitative data. The researchers developed a questionnaire to measure work-life balance experienced by women entrepreneurs using 12 independent variables to measure the dependent variable work-life balance. The items were mainly considered from earlier research to enhance the questionnaire's validity and examine comparisons with previous studies. However, specific questions were included to gather data keeping in mind the socio-economic context of Kerala. The Cronbach's alpha coefficient was calculated for each item and sub-items in the instrument, and items with a value less than .7 were eliminated to ensure the reliability of the instrument. The final items returned the following values Perceived domain priority (.759), the overlap between the domain (.756), Support systems at home (.734), Domestic work arrangement (.766), sacrificing one role for another to meet domain demand (.871), feeling of conflict (.745), Exhaustion and stress (.717).

### Hypothesis

H1: Familial demand has a significant positive relation with work-life balance among women entrepreneurs

H2: Women entrepreneurs with children below eight years of age experience significant work-family conflict.

Descriptive statistics were used to analyze the demographic data relating to women entrepreneurs. Principal Factor analysis determines the factors affecting work-life conflict from work and family domains and its significance in creating a state of conflict between the domains. Multiple Regression model is used to analyze how predictor variables influence work-life balance. Qualitative frame work of study using in depth interview and focus group interviews were conducted to explore the impact of work life balance on quality of life of these agripreneurs. The research questions to understand antecedents of work life balance on Quality of life of women entrepreneurs were focused on Objective indicators and subjective evaluation psychological models, Social health, social cohesion and social capital model.

## RESULTS AND DISCUSSION

### Factors Affecting Work-Life Balance

Table 1 Factors affecting the work-life balance of women entrepreneurs

Factors		Components		Variables	Factor Loadings		
1	Family role and support for business	1	Family role and support from family	Taking decisions beneficial to business over family	0.711		
				Support from the family in business engagements	0.844		
				The extent of Equal consideration of business by family	0.792		
				Encouragement by a family for business development & innovations	0.796		
				Support of Parents in Law for the business	0.65		
2	Support for domestic work	2	Domestic work-related support	Domestic work: Full-time helper	-0.87		
				Domestic work: Part-time helper	0.786		
				Domestic work: Self & spouse	0.719		
				Domestic work: Self	0.728		
		3	Support from extended family	5	Support from Parents	Support: Parents-in-law	0.936
						Domestic work: Parents In-law	0.921
			Priority between family and	4	Priority to family	Giving priority to family	0.808
Taking decisions beneficial to family over business	0.722						



	business domain	6	Family responsibility	Elder care	0.734
				Support: Spouse	-0.546
		7	Motherhood	Child care	0.648
				Caring for a sick adult	-0.615
4	Other support	8	other support	Domestic work: others	-0.835

Source: Primary Data

To understand the factors that predominantly affect the work-life balance of women entrepreneurs, factor analysis and the rotated component matrix of the factors were derived as shown in Table 1. Factor loadings with a value above 0.40 or higher are considered high, and hence only those have been retained. Further, Family role, support for business and domestic work, priority between family and business domain as factors influencing work life balance were coded as base factors, keeping this as the base, factor analysis was done and four factors with eight components were extracted namely, the first factor Family role and support from family has two components family role and support for business with five variables namely, Taking decisions beneficial to business over family (0.711), family support in business engagements (0.844), Extent of Equal consideration given by to business by family (0.792), Encouragement by family for business development & innovations (0.796) and support from parents in law (0.650), second factor support for domestic work has three components domestic work related support with four variables, support from extended family with two variables, support from parents which includes two variables which are essential in ensuring that daily household work flows seamlessly and decision making is not delayed at home which provide quality of life to all family members, the third factor priority between family and business domain has three components namely priority to family, Family responsibility and motherhood and fourth factor is additional support which includes support from friends, neighbors, employees and well-wishers.

### **Work-Family conflict and the spillover effect**

The workplace expectations and family role expectations can impede an individual's ability to balance the domains. (Nanda, A., 2015) noted that women experience more work-life conflict than their male counterparts. (Schmidt, 2011) In her study found that age of children was a significant factor contributing to negative spillover among females. Hence age was taken as a variable for this study. Woman who have caregiving responsibilities like childcare or elderly care experience home-to-work negative spillover than non-caregivers. According to (Yen, W. M., 2007) numerous researches, mothers with children experience a significant

negative home-work spillover. However, there is no agreement on the magnitude of such negative spillover regarding children's age and number. Based on the studies stated above, we examined the extent to which parental demand causes work-family conflict among women entrepreneurs and if the children's age have an impact on work-family conflict.

Table 2 The extent of the family demands on business experienced by women entrepreneurs with mean score and test of significance

Variables	Mean	SD	T	Sig.
Impact of Family demand creating business involvement problem	3.33	0.88	7.746	0.000
Impact on familial demand on concentration at work	2.98	0.81	-0.535	0.593
Time allocation to meet both domain demands	1.92	0.81	-27.398	0.000
family support	2.24	0.66	24.270	0.000

Source: Primary Data

The variables relating to parental demand and its impact on business involvement and work-family conflict indicates that family demand has a significant impact on involvement in business needs as well as time management between the two domains of business and family ( $p < 0.05$ ), however, family demands do not have any significant impact ( $p > 0.05$ ) on concentration in business decisions. The extent of work-family conflict is below average as the mean value (2.24) indicates; however, the work-family conflict experienced by women is significant as  $p < 0.05$ . Hence we tried to explore the parental aspects and how it impacts the work family conflict of the sample.

The decision to have children comes with its demands and challenges. With the need to balance the demands of work and family, life changes. Parents are forced to deal with an unending number of activities to nurture their children, ranging from arranging childcare, cooking meals, and sleepless nights with infants to teenage and adolescent troubles. Table 2 indicates that women entrepreneurs have the responsibility of managing a home and business simultaneously; many times, responsibilities at home limit their involvement in the business sphere. The significance test returns a value less than 0.05, indicating that the family demands often limit a women entrepreneur's involvement in the business. The ability to prioritize and allocate time logically to family and business is often an arduous task; often, women tend to give primary importance to family than men even when there are crucial matters related to

business, such as not attending a business meeting. Test of significance returns a value less than 0.05 ( $p < 0.05$ ), indicating that this significantly impacts the business, the extend of family support and efforts to build and sustain the business, returns a value less than 0.05 indicating that complementary efforts and support from family has a significant effect on the determination of the extent of work-family conflict faced by women entrepreneurs.

Table 3 Model summary of the regression for the parental demand on work family conflict

Model	R	R Square	Adjusted R Square	Std. the error of the Estimate	Durbin-Watson
1	0.349	0.122	0.101	0.641	
4	0.343	0.117	0.103	0.641	2.124

Using the back ward selection method of regression in the first model, four variables of parental demand and business are considered together as shown in Table 3. The coefficient of determination is 12.2 percent (0.122), indicating that these four variables of parental demand determine 12.2 percent of work-family conflict. The second regression model considers only the variables that were significant in the first and eliminated the ones that were not significant, indicating that these variables influence work-family conflict only by only 11.7 percent (0.117). The Durbin-Watson value is found to be 2.124. The result suggests no significant auto correlation in the dependent variable, one of the vital regression analysis assumptions. Here the first model with four variables, namely of day to day involvement in family and business, Impact of family commitments on concentration at work, Time management between the domains, and the complementary efforts of the family to support business, are valid in determining the parental demand of women entrepreneurs hence this model can be used in work-family conflict studies.

Table 4 Coefficients of the initial regression model for the effect of age of women entrepreneurs on parental demand on work family conflict

Parameters	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.261	0.247	-	9.143	0	-	-
A1: 1 if up to 45 years, 0 otherwise	0.002	0.101	0.001	0.02	0.984	0.428	2.336
A2: 1 if 46 to 55 years, 0 otherwise	-0.09	0.086	-0.067	-1.044	0.297	0.518	1.93

Age

No. of children	-0.762	0.255	-0.584	-2.993	0.003	0.055	8.079	
Less than 8 years	0.531	0.267	0.26	1.992	0.057	0.124	8.071	
Age of children	8 to 18 years	0.592	0.248	0.602	2.384	0.018	0.033	9.303
	Above 18 years	0.581	0.245	0.652	2.369	0.018	0.028	8.014
	Family and business involvement problem	-0.007	0.039	-0.009	-0.169	0.866	0.804	1.243
	Family and impact on concentration at work	0.181	0.045	0.218	4.056	0	0.73	1.37
	Time allocation to meet both domain demands	0.091	0.042	0.109	2.157	0.032	0.824	1.214
Parental demand	Complimentary efforts from family to support business	-0.103	0.038	-0.13	-2.674	0.008	0.896	1.116

Source: Primary Data

In above table 4, we have used dummy variables as categorical variables cannot be used; hence A1 and A2 are dummy variables used for the analysis. The analysis indicates that the age of the women entrepreneurs does not have a significant relationship between parental demand and work-family conflict as the significance level indicates a value above 0.05. The beta coefficient value for women between the ages of 46-55 years is (-0.090), indicating that as age increases, work-family conflict decreases, primarily due to less child and household-related responsibilities.

Table 5 Coefficients of the initial regression model for the effect of Age of children and parental demand on work family conflict

Parameters	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.217	0.224		9.9	0		
No. of children	-0.747	0.253	-0.572	-2.954	0.003	0.056	7.834

Age of children	Less than 8 years	0.516	0.264	0.252	1.95	0.062	0.126	7.948
	8 to 18 years	0.569	0.247	0.578	2.305	0.022	0.033	9.922
	Above 18 years	0.556	0.244	0.624	2.281	0.023	0.028	5.638
Parental demand	Family and impact on concentration at work	0.179	0.042	0.215	4.274	0	0.829	1.207
	Time allocation to meet both domain demands	0.094	0.042	0.113	2.247	0.025	0.829	1.207
	Complimentary efforts from family to support business	-0.104	0.038	-0.131	-2.766	0.006	0.933	1.072

Source: Primary Data

The number of children affects work-family conflict, which means that the number of children significantly impacts parental demand and affects work-life balance ( $p < 0.05$ ) as shown in Table 5. The beta coefficient value is -0.747, indicating that women entrepreneurs with more than one child have fewer work-life balance issues. A further interview with few women entrepreneurs revealed that siblings manage things themselves together; sibling bonding is an aspect highlighted by many women entrepreneurs in this case, hence child responsibility does not create a negative impact on handling business. Age of children influences how parental demand affects work-family conflict significantly, as all age groups in the sample returned a value ( $p < 0.05$ ). Women entrepreneurs with children between 8 and 18 age group face a maximum level of conflict as the beta coefficient is 0.592. For every one unit rise in the predictor variable i.e., age of children, work family conflict increases by 0.592 is significant. This is mainly because children are growing, handling teenage children demands a high level of involvement at home. Whereas with children below eight years returned a value of 0.062 ( $p > 0.05$ ) hence we conclude that it does not have a significant impact on work-family conflict. This can be attributed to the committed support systems at home in Kerala, specifically with parents or parents-in-law to support them; others have paid help at their disposal; hence though the impact is significant, it is relatively minor. Hence, we reject the hypothesis that women entrepreneurs with children below eight years face significant work-family conflict. Parental demand has a significant impact on concentration at work ( $p < 0.05$ ) as well as time management between the two domains ( $p < 0.05$ ), and the beta coefficient shows a positive value indicating that an increase in predictor variables increases work family conflict. However,

the involvement of family to compliment the efforts of women entrepreneurs in building her business returns a beta coefficient value (-0.103), indicating that an increase in the predictor variable reduces the extent of work-family conflict by (-0.103), it can be understood that strong family support is crucial in determining the work-life balance and reducing conflicts in both domains and interactions between the domains.

### **Antecedents of work life balance on QoL of women entrepreneurs**

The enquiry into quality of life was based on in depth interview method, the researcher chose 5 women entrepreneurs from agribusiness and farm ventures from the sample for participating in the survey based on prior consent. Qualitative study using in depth interviews makes the study more realistic and confirms the information captured using quantitative techniques. According to (Creswell, J.W., 2018) the ideal number of participants is four and not more than 20. Hence we chose five participants. Semi structured interview questions were framed and validated with experts and the target population. Semi structured interview format was used to ensure comfortable participation. The interviews were recorded and transcribed to draw conclusions.

### **Women entrepreneurs' interpretation of quality of life**

When asked about the perception about quality of life, there was consensus amongst the participants that it a state of life where an individual enjoys financial and emotional wellbeing that ensures good standard of living. Merlin who runs an orchid farm and hails from velayani, Trivandrum made an interesting observation that quality of life is dynamic, as an entrepreneur engaged in farming and sale of orchids and its value added products the market ups and down, the price fluctuations also affects return on investment which negatively impacts quality of life as availability of funds affect disposable income unlike salaried women, health has also become an important aspect with lifestyle changes. Another participant who runs a Micro greens venture and consultancy firm said "life is a total expression of our existence and it is a interplay of personal, family, our venture, employees working with us hence quality of life will be an outcome of how well and happy these personal and work fronts are functioning. If an employee is going through some personal hard ships I don't think I would say I am experiencing positive quality of life as we are not corporate agriculture firms and our employees are like our family, it is also dependent on how well we are able to balance our business responsibilities and family responsibilities that all are happy". Mrs.Sarala vasudevan who is involved in farming of

medicinal plants and making value added herbal products for therapeutic purposes who is also an ayurvedic (Indian traditional medicine) practitioner said:

*“Quality of life for me is about my accomplishment as a business woman and a medical practitioner, it is where I am trying to preserve and promote the farming of medicinal plants which can bring holistic wellness among community. I am continuously trying to innovate new methods of therapeutic and alternate use and promotion of herbal formulations. I derive a lot of satisfaction when I get positive feedback from my customers and patients and that’s what make feel happy and contented, so that’s what I would relate to quality of life”.*

The above statements clearly bring to light the influence of objective indicators of quality of Life stated in (Hass, B. K., 1999) as one of the five criteria that measures quality of Life. Objective indicators are standard of living, health and wellness services and socio economic structures the subjective indicators (Brown, J. et al., 2004) of relatedness and happiness, the morale, life satisfaction and balance are also important to ensure quality of Life.

### **Perception of work life balance and its effects on quality of life**

The second question posed to the participants was to understand the perception of work life balance on Quality of Life. Interestingly the participants had bought many aspects of work life balance and its impact on quality of life. We also got an active response from the women’s collective farming venture *Penmitra* stakeholders.

### **Personal and work domain spillover and quality of life**

The participants were very vocal about this aspect of Life. One of the participant who hails from Cochin and is involved in promoting Terrace gardens and vertical gardens in urban areas through her venture *My backyard* said:

*“. I often find that in my juggle to balance my family responsibilities and client, I do not find time to spent on my personal care and interests, though my venture is my first interest and passion we have other interests as well right? Often I tend to ignore my health issues. But the plus point for me is that my husband is very supportive and always doubles up my role at home especially, when I travel to other cities to meet clients. Overall I would say quality of life is dependent on how well we can strike a balance between our venture, family and ourselves because often women ignore herself to make things look better but in the long run we will have a second thought was the journey worth as I didn’t find time for myself”.*

Another participant we interviewed was Rosamma from Idukki district in Kerala, a sexagenarian and an active agriculturist who have hectares of cardamom and vanilla cultivation and addressed as 'fragrance merchant' by her villagers said:

*"I have three children during their growing years it was tough for me as my husband was in the armed forces and away, I had to ensure that children were well taken care of and also rush to the plantation to oversee the work happening there. I had to go to government offices to get subsidies and other benefits given to women farmers. Though my parents were supportive, my in laws were not at all happy with my way of working. Once my husband took voluntary retirement and joined me in farming things eased out but initially, he was not happy about me spending long hours in the plantation. Ever since my children have grown up I would say I started enjoying my work as they helped me in finding new markets and help set up a unit to make cardamom and vanilla essence, and enhance my self-esteem, So for me work life balance does have an impact on quality of life and for me its at its positive best at the age of sixty."*

Another participant said:

*"I feel irritated and stressed when there is a trouble at my work front and often results in taking it on children and husband at home and feel guilty about it later, this creates a lot of stress at home and affects wellbeing as well as the quality of life"*.

This supports (Hass,B.K.,1999; Andrews 1986) observation that Personal, work and social domain interactions determine quality of life.. Self-esteem is identified as an aspect of ideal work life balance which is also important for good Quality of Life. Social networks and social cohesion (Kawachi,I. and Berkman,L. 2000) determine the extent of positivity and support the women receives from society and her neighborhood in her entrepreneurial pursuits and this affects her work life balance and decides on her quality of life.

## CONCLUSION

The study unfolds the factors influencing women entrepreneurs in running their home and business ventures while maintaining a work-life balance. Supporting systems like parents, parents-in-law, spouse, and full-time helper in managing household work is highly significant in determining work-life balance. This reinforces (Chrisman,J.J.,et al., 2005) that support from husband or extended family in decision making through active advice and feedback, emotional support (King et al., 1995), financial support through funding (Aldrich,H., et.al, 2003; Agosti, M.T. et al., 2017) can enable positive work life balance. The age of children has a significant influence as women entrepreneurs with teenage children face maximum work-family conflict.



Engaging children in business activities and decision-making will hone their entrepreneurial skills and give them a real-world perspective of problem-solving. The involvement of family to complement the efforts of women entrepreneurs in building their business reduces the extent of work-family conflict. It can be understood that strong family support is vital in balancing work life by reducing conflicts and interactions between the domains. Good quality of life is a consequence of positive work life balance and a harmony between the self and surroundings each individual belongs to. Further research can be carried out on exploring the impact of family involvement and support in innovation and scalability of women-run agriventures.

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