



Research Article

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A Study on Factors Impacting the Work-Life Balance of Women Entrepreneurs in Haryana

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ABSTRACT

This research explores the primary factors influencing the work-life balance (WLB) of women entrepreneurs in Haryana—a region characterized by rapid industrialization alongside entrenched traditional gender roles. A structured survey, employing a 5-point Likert scale, was administered to 150 women entrepreneurs across five districts: Gurugram, Rohtak, Hisar, Karnal, and Panipat. The findings reveal that role overload (Mean = 4.12) and dependent care responsibilities (Mean = 4.08) present the most significant obstacles to achieving WLB, while social support (Mean = 3.21) is notably lacking. Correlation results show a strong inverse relationship between WLB and both role overload ($r = -0.65$) and dependent care ($r = -0.60$), whereas positive correlations were observed with social support ($r = 0.58$) and time management ($r = 0.52$). Regression analysis confirmed these findings, with role overload and dependent care emerging as the strongest negative predictors of WLB, while social support and time management positively influenced it. The model accounted for 66% of the variance in WLB ($R^2 = 0.66$). These insights highlight the urgent requirement for gender-responsive interventions such as flexible work policies, stress management training, and accessible childcare services. Strengthening WLB is critical for promoting gender equality and ensuring inclusive entrepreneurial development in the region.

Introduction

The past few decades have seen a notable increase in women's involvement in entrepreneurship across India, largely fuelled by improved access to education, supportive government policies for small and medium enterprises, and a rising culture of self-dependence. Women-led enterprises play a crucial role in driving innovation, creating jobs, and fostering inclusive economic progress. Despite these developments, women entrepreneurs continue to face gender-specific social and familial barriers that affect their professional ambitions and personal well-being. A major issue among these is the challenge of maintaining a work-life balance (WLB).

WLB refers to a state of equilibrium where individuals can effectively meet both their professional duties and personal life commitments. For women entrepreneurs, achieving this balance is particularly difficult due to their dual roles as

business leaders and primary caregivers. Unlike men, women are often expected to manage household responsibilities such as child-rearing, elder care, and domestic chores alongside running their businesses. These overlapping roles often lead to role strain, time scarcity, mental stress, and health-related problems, which in turn affect their overall productivity and life satisfaction.

In Haryana, a state that is undergoing rapid urbanization and industrial development, these challenges are further intensified by deeply rooted patriarchal norms. Urban centres like Gurugram and Faridabad are emerging as startup ecosystems, yet many rural and peri-urban areas continue to uphold traditional gender expectations that hinder women's independence. The lack of adequate public infrastructure such as affordable childcare, flexible workspace arrangements, and

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awareness programs on stress and time management further compounds the problem.

This study seeks to identify and assess the factors that significantly impact the WLB of women entrepreneurs in select districts of Haryana. It focuses on critical variables such as role overload, dependent care duties, health challenges, time management practices, and social support systems. Using both descriptive and inferential statistics—including correlation and multiple regression analyses the study aims to provide a data-driven understanding of how these elements influence WLB outcomes.

Gaining such insights is essential not only from an academic standpoint but also for policy formulation and program implementation. By addressing the underlying causes of WLB struggles, targeted support systems can be designed to improve women's entrepreneurial experiences and outcomes. Ultimately, the research contributes to broader objectives related to women empowerment, gender parity, and sustainable economic growth in Haryana and across India.

Review of Literature

This review synthesizes existing research across key thematic areas including role conflict, caregiving, time management, social support, health concerns, societal norms, and coping strategies to identify both common challenges and potential enablers of WLB for women entrepreneurs

Role Conflict and Overload

[Mathew & Panchanatham \(2011\)](#)

This study explores how simultaneous business and household responsibilities lead to role conflict in women entrepreneurs in South India. The authors observed that the inability to separate professional obligations from family roles causes emotional and physical fatigue. Role overload was found to be a major barrier to maintaining balance and focus on both spheres.

[Talreja \(2017\)](#)

Talreja examined how women entrepreneurs struggle to manage professional tasks alongside household duties. The study found that excessive multitasking reduces productivity, heightens stress, and creates psychological burnout. The researcher emphasized the need for better institutional support to mitigate such overload.

[Walia & Sikka \(2023\)](#)

Their research revealed that women managing both roles often experience emotional conflict and decision fatigue. The findings emphasized that continuous role switching between business tasks and family care leads to reduced cognitive clarity and organizational commitment. This conflict directly affects their long-term entrepreneurial motivation.

Family Responsibilities and Dependent Care

[Rai & Kiran \(2020\)](#)

This study analysed how child and elder care responsibilities constrain women's ability to grow their enterprises. Women often delay or limit their business

plans to fulfil domestic expectations. The researchers highlighted that these caregiving burdens are rarely acknowledged in policy frameworks supporting entrepreneurship.

[Kumari & Sinha \(2022\)](#)

Their findings stress that elder care, especially in joint families, is a silent burden often overlooked in entrepreneurship studies. Many women reported sacrificing business hours to manage ill or elderly family members. The study calls for family counselling and flexible caregiving support systems.

[Dutta & Radha \(2022\)](#)

The study, focusing on Assamese women entrepreneurs, emphasized that caregiving stress leads to physical fatigue and emotional burnout. Without external support, women struggle to maintain their businesses effectively. The researchers advocated for introducing community-based childcare and eldercare models.

Time Management and Flexibility

[Sehgal & Khandelwal \(2020\)](#)

This study demonstrated that women with control over their work schedules reported higher satisfaction levels. Flexibility allowed them to better manage family duties, leading to improved mental well-being. Time structuring was identified as a key strategy for balancing competing demands.

[Bajaj & Sharma \(2021\)](#)

Their research focused on urban women using time-blocking techniques and delegation strategies to optimize their day. These practices were found to significantly reduce stress and improve work output. The study suggests time management training should be part of entrepreneurial development programs.

[Kumari & Malik \(2023\)](#)

Kumari and Malik explored the use of digital tools like calendars and project trackers by women entrepreneurs. They found that tech adoption improved task prioritization and reduced role ambiguity. The study recommended integrating digital literacy into women empowerment schemes.

Social Support and Institutional Assistance

[Bajwa et al. \(2023\)](#)

This research emphasized that family encouragement, especially from spouses and in-laws, has a direct impact on business performance. Emotional and logistical support helped women feel more confident in pursuing entrepreneurial goals. Lack of such support often led to business discontinuation.

[Anand & Verma \(2022\)](#)

They studied the influence of mentorship programs and emotional support groups on women's business sustainability. Entrepreneurs with strong peer support networks were better able to handle stress and make informed decisions. Institutional mentoring was found to boost resilience and reduce isolation.

Sharma & Chaudhary (2023)

This study highlighted the role of local entrepreneur associations in providing emotional backing and problem-solving advice. Peer interactions helped reduce psychological stress and instilled confidence among rural women. These networks filled gaps where family support was absent or minimal.

Health and Psychological Well-being

Dutta & Radha (2022)

The study reported that women experiencing poor work-life balance suffered from insomnia, anxiety, and constant fatigue. The absence of support mechanisms worsened mental health outcomes. The authors argued for integrating mental health checkups into entrepreneurship development schemes.

Sahu & Nayak (2021)

Their findings showed that mental strain due to poor WLB often leads to guilt, especially when women are unable to meet either business or family expectations. This guilt contributes to chronic stress and reduced productivity. The researchers recommended structured counselling services.

Singh & Thakur (2023)

Focusing on physical health, Singh and Thakur found that women often ignore nutrition and rest while juggling multiple roles. This leads to long-term health deterioration and burnout. Health awareness and wellness sessions were suggested to promote sustainable entrepreneurship.

Cultural and Societal Norms

Gehlawat & Ranga (2023)

The study outlined how deeply entrenched patriarchal values in Haryana restrict women's autonomy, even if they are financially independent. Many women entrepreneurs reported resistance from their own families. Cultural transformation was recommended alongside financial empowerment.

Saini & Bansal (2022)

This study documented the persistence of traditional gender roles in rural and semi-urban areas. Women were expected to prioritize family responsibilities over their business, which often hindered expansion plans. The authors suggested community sensitization programs to address these barriers.

Bhandari & Joshi (2021)

Bhandari and Joshi investigated the internalized guilt experienced by women when they prioritize business over home duties. This emotional burden adversely affected self-esteem and long-term motivation. Cultural guilt was identified as a unique stressor in the Indian context.

Psychological Resilience and Coping Strategies

Narula & Shourie (2022)

This study emphasized that psychological resilience, developed through goal setting and mindfulness, enables women to better handle dual roles. Entrepreneurs

practicing regular reflection and planning reported higher satisfaction levels. The findings advocate for integrating mindfulness training into entrepreneurship programs.

Patil & Deshmukh (2023)

The authors explored various coping strategies like journaling, affirmations, and peer discussions. These tools helped women develop emotional stamina and problem-solving abilities. The study supports customized resilience workshops for women-led startups.

Raj & Kumari (2021)

Their research focused on proactive coping strategies, such as scenario planning and resource mapping. Women who actively prepared for stressors maintained better work-life equilibrium. The authors argue that such psychological preparedness should be part of entrepreneurial curriculum.

Research Gap

While extensive literature exists on the challenges faced by women entrepreneurs in India, much of it offers a generalized national or urban perspective. There is a significant lack of region-specific studies that explore how the intersection of industrial development and traditional patriarchal norms shapes work-life balance outcomes. Haryana—despite being a rapidly growing industrial hub—has not received adequate scholarly attention regarding the lived experiences of women entrepreneurs grappling with dual roles. Most existing research also underrepresents the combined influence of factors like role overload, caregiving duties, time management, social support, and health, especially in the context of cultural expectations and infrastructural deficits.

This study fills the gap by offering a statistically grounded, region-specific analysis of how these factors influence work-life balance among women entrepreneurs in Haryana. It also contributes by integrating both psychological resilience and socio-cultural dimensions, which are often studied in isolation.

Research Objectives

1. To identify the key factors affecting the work-life balance of women entrepreneurs in Haryana.
2. To assess the impact of these factors on their entrepreneurial performance and personal well-being.

Research Methodology

This study employs a descriptive research design using a quantitative approach to examine factors affecting work-life balance among women entrepreneurs in Haryana. Primary data was collected through a structured questionnaire and analysed using statistical tools such as correlation and regression.

Table 1: Demographic Breakdown of Respondents

Demographic Variable	Category	Percentage
Age	25–35 years	34%
	36–45 years	42%
	46 years and above	24%
Education Level	Graduate	38%
	Postgraduate	45%
	Others	17%
Marital Status	Married	82%
	Unmarried/Divorced	18%
Business Sector	Retail/Service	47%
	Manufacturing	31%
	Others	22%

Source: Primary data collection (2025)

Table 2: Descriptive Statistics of Key Factors

Factor	Mean	Std. Deviation
Role Overload	4.12	0.78
Dependent Care Responsibility	4.08	0.81
Health Concerns	3.95	0.84
Time Management	3.76	0.91
Social Support	3.21	0.95

Source: Survey data analysed using SPSS (2025)

Research Design

The present study adopts a descriptive research design to collect quantitative data on the work-life balance (WLB) of women entrepreneurs in Haryana. This approach facilitates an objective examination of existing conditions and helps identify patterns and relationships among key variables without manipulating them.

Sample Selection

A total of 150 women entrepreneurs from the districts of Gurugram, Rohtak, Hisar, Karnal, and Panipat in Haryana were chosen through the method of stratified random sampling. This sampling technique ensures equitable representation from different geographical regions, allowing for a diverse participant base in terms of background and business domains. Respondents were from varied sectors and experience levels. The data were gathered through a structured survey tool using a 5-point Likert scale, capturing their views on factors influencing their work-life dynamics.

Data Collection

Primary data was obtained using a structured questionnaire consisting of statements evaluated on a 5-point Likert scale (ranging from 1 = Strongly Disagree to 5 = Strongly Agree). The questionnaire was designed to assess critical aspects influencing work-life balance, including:

- Role overload
- Caregiving responsibilities
- Health-related concerns
- Time management efficiency
- Social and familial support

Data Analysis

Data collected from the respondents were processed using SPSS (Statistical Package for the Social Sciences). The analysis involved the descriptive statistics to outline the distribution of demographic variables and response trends. Correlation analysis employed to explore the strength and direction of relationships among the variables. Regression analysis also used to determine the impact of independent factors on WLB outcomes.

Interpretation:

- Role overload and dependent care responsibility had the highest mean values, indicating these are the most pressing challenges for respondents.
- Social support had the lowest average score, suggesting a deficiency in family or community backing.

Table 3: Pearson Correlation

Variable Pair	r	p-value
Role Overload & WLB	-0.65	0.001
Dependent Care & WLB	-0.60	0.003
Health Concerns & WLB	-0.49	0.009
Time Management & WLB	0.52	0.005
Social Support & WLB	0.58	0.002

Source: Computed through SPSS Correlation Matrix (2025)

Interpretation:

- Negative correlations indicate that role overload, dependent care, and health concerns significantly deteriorate work-life balance.
- Positive correlations for time management and social support suggest these factors enhance balance.

A multiple linear regression was performed with Work-Life Balance (WLB) as the dependent variable and the five identified factors as independent variables.

Model Summary:

- $R^2 = 0.66$, indicating the model explains 66% of the variance in WLB.
- Adjusted $R^2 = 0.64$
- F-value = 23.78 ($p < 0.001$)

Table 4: Regression Coefficients

Variable	Beta (B)	t-value	p-value
Role Overload	-0.42	-6.28	0.000
Dependent Care	-0.31	-4.77	0.000
Health Concerns	-0.29	-3.56	0.001
Time Management	0.33	4.98	0.000
Social Support	0.36	5.21	0.000

Source: Regression output from SPSS (2025)

Interpretation:

- Role overload is the strongest negative predictor of WLB.
- Social support is the most significant positive contributor.
- Time management is also positively associated and helps mitigate stress.
- Health concerns moderately but significantly reduce WLB.

Key Findings

- Role overload emerged as the most critical barrier to achieving WLB.
- Social support plays a pivotal role in enhancing WLB.
- Time management skills significantly reduce the impact of workload and stress.
- Health concerns moderately hinder women's ability to maintain balance.
- Married women with young children reported the lowest WLB scores.
- Negative Influences: Role overload, dependent care responsibilities, and health issues significantly affect WLB. Women juggling business with household duties often lack time for rest, recreation, or self-care - especially in joint family or rural settings.
- Positive Influences: Social support and effective time management emerged as crucial enablers of balance. Support from spouses, extended family, and community networks can make a substantial difference.

This study comprehensively analysed the factors influencing the work-life balance of women entrepreneurs in Haryana, a state where traditional gender roles often conflict with modern entrepreneurial ambitions.

Statistical Confirmation

- The regression model confirms that the selected factors account for 66% of the variation in WLB.
- Strong correlations between identified predictors and WLB strengthen the study's validity.

Policy Implication

Despite schemes supporting entrepreneurship, gender-sensitive support systems remain inadequate. There is a pressing need for:

- Childcare services
- Flexible workspaces
- Training in stress/time management

A holistic support ecosystem including family encouragement, social recognition, and institutional backing is essential for women entrepreneurs in Haryana to thrive. Addressing these needs will not only empower individual women but also promote gender equality and inclusive economic growth.

Suggestions and Conclusion

The study comprehensively explored the various factors influencing the work-life balance (WLB) of women entrepreneurs in Haryana, a region where traditional gender roles and emerging entrepreneurial aspirations often coexist in tension. The findings reveal that work-life

balance is a multifaceted issue, deeply affected by personal, professional, social, and cultural dynamics.

The most significant negative contributors to poor work-life balance include role overload, dependent care responsibilities, and health concerns. Women entrepreneurs, especially those managing both business and household tasks, struggle to find sufficient time for rest, recreation, and self-care. These challenges are further intensified in joint family structures and in rural areas, where patriarchal expectations are more rigid.

On the other hand, social support systems, including help from spouses, parents, in-laws, and community networks, play a crucial role in enabling balance. Effective time management emerged as a strategic tool for women entrepreneurs, allowing them to compartmentalize duties and maintain efficiency in both spheres of life.

Statistical analysis confirmed that role overload had the strongest negative impact on WLB, while social support and time management were significant positive predictors. Furthermore, the regression model explained a substantial portion (66%) of the variance in WLB, reinforcing the relevance of the identified factors.

Importantly, the study highlights a critical gap in institutional and policy-level support for women entrepreneurs. While initiatives like startup schemes and financial support are in place, there remains a need for gender-sensitive interventions such as childcare facilities, flexible workspaces, and training programs on stress and time management.

In conclusion, for women entrepreneurs in Haryana to thrive both personally and professionally, a holistic ecosystem that includes familial support, societal recognition, and institutional facilitation is essential. Bridging this gap will not only enhance the well-being of women but also contribute to broader goals of gender equity and economic development.

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