



# **XAVERIAN JOURNAL OF MARKETING**

**Special Issue on  
“An Entrepreneurship  
The Panacea For  
India’s Economic Growth”**

**Volume : 14**

**Number : 14**

**July 2018**

**ISSN 2278 - 6562**

**XAVERIAN  
JOURNAL OF MARKETING  
(XJM)**

**Volume: 14**

**Number: 14**

**July 2018**

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# A STUDY ON WORK-LIFE BALANCE OF WOMEN ENTREPRENEURS IN TRINELVELI CITY

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## Abstract

In India, entrepreneurship has played vital role and it leads to changing socio-cultural environment and an increase in educational opportunities, 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 balance their work and life roles. Therefore, the major objective of the present study was to develop and validate an appropriate tool to illustrate the work-life balance (WLB) issues faced by women entrepreneurs in trinelveili city. Some women are encouraged to establish entrepreneurial business by factors which are similar to male counterparts unlike majority of men, many women opts entrepreneurship to manage both the domestic and business chores simultaneously along with earning capability with family commitment. Despite of the increasing number of women obligations little attention has been paid towards the actual expectations and true picture of entrepreneurship along with the extent to which entrepreneurship offers an improved work life balance. So the present paper endeavors on the journey of 120 women entrepreneurs as to how they maintain a balance between the household and entrepreneurial work through the questionnaire and offers the reality of their experiences.

**Keywords:** *women entrepreneurs, work-life balance, role overload, dependent care, workconflict*

## I Introduction

Balancing professional and personal life is a challenge for everyone these days; more so, for women. Given the traditional way our society looks up at our women, they are expected to maintain both, their work as well as their family life, perfectly. With the emergence of more and more women as entrepreneurs and businesswomen, it is very important to learn how so many women these days are handling their work and personal life so nicely. Women of the 21st centuries can be easily referred as superwomen! They not only manage a total 9-5 job but also make sure that their home is not falling apart. They deal with both, domestic responsibilities and work-place related stress. They handle business meetings and conferences smoothly and, at the end of the day, have spent quality time with their family.

As the early history of entrepreneurship in India is intimately associated with the country's culture, customs and traditions, entrepreneurship often evolved along with societal etiquette (Rizvi & Gupta, 2009). However, at present, the success of the individual as an entrepreneur depends largely on his or her imagination, vision, innovativeness and risk-taking ability and need not be intertwined with age-old cultural and societal etiquette. Current entrepreneurship is thus centered on creative thinking and the development of new ideas.

However, whether this is the case for women entrepreneurs in India has not been fully explored (Reddy, 1991; Nayyar, Sharma, Kishtawaria, Rana, & Vyas, 2007).

At this juncture, it is worth mentioning that entrepreneurs are different from small-business owners. Garland J. W., Hoy, Boulton and Garland J. A. C. (1984), and Stewart, Watson, Carland J. C. and Carland J. W. (1998) have made it very clear that small business owners are primarily concerned with securing an income to meet their immediate needs, rather than engaging in innovation. On the other hand, entrepreneurs exhibit higher achievement motivation and greater risk-taking ability and typically provide employment to others. In view of these reports and statements, the lingering question is what issues are confronted by women entrepreneurs in India, where entrepreneurship has mainly been considered a male prerogative.

### **Women Entrepreneurship in India**

With the changing socio-cultural environment and increasing educational opportunities, women became aware of their potential to develop entrepreneurial skills. These socio-cultural changes, along with the eagerness of a spectrum of non-governmental organisations (NGOs) to associate with women entrepreneurs, have played a key role in the emergence of female entrepreneurship over the past few decades. Even though gender equality and equal opportunity are constitutional rights in India, different standards of behaviour for men and women still exist, including in the work environment. In rural areas, female participation in employment outside the home is in fact viewed as slightly inappropriate, subtly wrong and definitely dangerous to chastity and womanly virtue (Dube & Palriwala, 1990). Because of these societal standards and beliefs, female entrepreneurship in India is a comparatively nascent phenomenon. Dileepkumar (2006) and Khanka (2010) have reported that Indian women have started becoming entrepreneurs in sizeable numbers only recently, partly due to the formation of various self-help groups (SHGs), support from NGOs, higher levels of education and economic liberalisation. However, despite all of this support for women, female entrepreneurs are still far from on par with men in India.

**Women entrepreneurs** spend most of their time juggling the demands of a successful career and the demands of a personal life. Most women that find themselves in a position of power understand exactly what it means to try and balance a career and a personal life and feel like they are constantly failing. Although most women believe that, achieving the elusive idea of work-life balance, there are examples out there that can actually prove it is possible. Managing a career and a family and being satisfied with both can be a reality.

There are certain steps every woman can take in order to manage and balance these two aspects of her life. However, before women actually take those steps they need to think about one thing. Work-life balance is something that can constantly change, regarding the time period we are talking about. For example, a young woman who has a personal life but no family can find it a lot easier to balance about personal life and her career. That same woman, 5 or 10 years later is going to have to give priority to a family. The way she's going to balance her work life and her personal life is going to be very different. The first thing you need to do is understand exactly what kind of process you are supposed to follow, based on your current position in the workplace and the kind of personal life you have back home. Are you single or are you married? Are you a mother? All of these details will play a very important role in figuring out the right plan to balance your life.

Now, after you have done that, it is time for you to break things down and see exactly what kinds of steps you will be able to take. If you do not know where to start perhaps we might recommend you start with the following steps:

- **Know your rights:** company policies can actually cover their needs in certain cases. Especially women. For example, have you ever thought about the fact that, there might be a possibility for you to work from home? If you are a mother this can most certainly make things a lot easier for you. It will help you balance your personal life while working.
- **Stop using technology when you're at home:** Although technology can most certainly make our lives a lot easier, it is not always able to help us control our lives. You use technology on a daily basis. You use the computer in the office. You use your smartphone all the time. Don't do that when you are with your family. Turn off your computer and put away your phone. Remember, the time you spend with your family is valuable.
- **Don't take too many responsibilities in the office:** If you have completed your work hours, do not stay late. Go straight home and spend time with your friends and your family. There is always someone else that will be able to run the PTA or serve on a committee, after hours.
- **Know your limit:** Every woman wants to believe that she is Supergirl. Every woman wants to be able to give it 100% and always succeed. Real life is not that kind and not that easy. Nobody can commit to 100% and be successful. You will have to choose either your personal life or your work life if you do that. You need to know your limit. Do as much as you know you can and don't overburden yourselves. Or at least, if you are, do it for your family and your personal life.
- **Your private time belongs to you:** Yes, this might be quite rational for most women out there. But there are some women that, do not understand how important it is to keep their private time completely their own. When your phone rings in the afternoon and it is about work, simply don't pick it up. You will deal with the work issues in the morning. From the office don't bring your work home.
- **Take breaks when you can:** this is a common mistake for many entrepreneurs. Not just women. Although they do have a few days during the year during which they can take a break, they usually continue working. Working during your days off is not going to make a difference and it is definitely not going to help you balance your work life and your personal life.

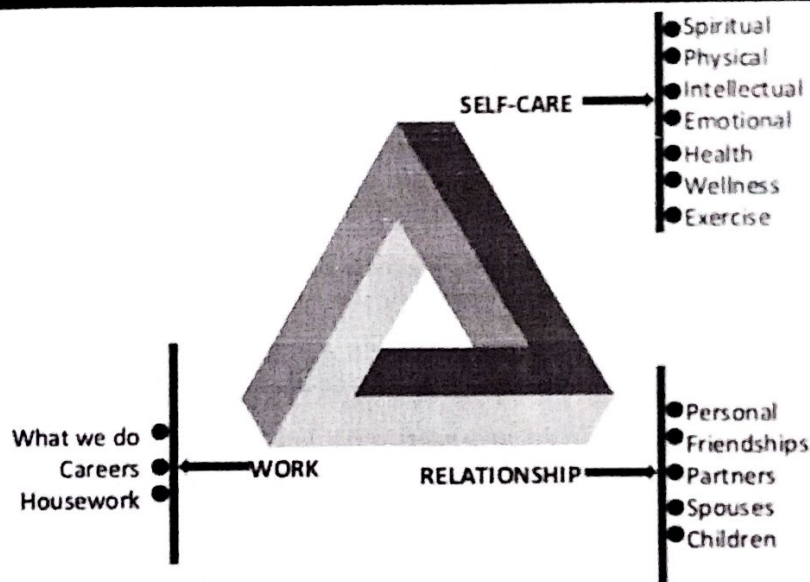
These steps might seem simple but most women do not follow them. You don't have to do them all together. Start with the one that seems easier to do. When you get accustomed to it, move onto the next one. Always remember that your private life belongs to you, not to your business. If you focus on what you want and how important your personal life is then you will definitely be able to balance a successful career and an amazing personal life. It will take a while; perhaps even longer than what you might think. It is not an easy process but it is definitely something you can achieve. Just be persistent and try for the best.

Despite being fact that the role of women has undergone a paradigm shift in the past years in terms of better access to higher education, employment, political empowerment and economic independence. Although women have succeeded in overcoming all these hurdles that hampers their growth prospects but their role and position in terms of parenting and homemaking remains unchanged (Winn 2004).

The time and energy required for playing domestic roles often creates conflicts between the women domestic and entrepreneurial role. Many studies have revealed that family life had a dramatic impact on the progress of female entrepreneurs irrespective of their job profile in the corporate or non corporate sector. The female chooses entrepreneurial carrier with wide range of expectations. The present paper aims to understand and identify the factors that create conflict between the work life balances and to present a more realistic picture of the same. Conceptual Framework of Work Life balance "You will never feel truly satisfied by work until you are satisfied by life!" -Heather Schuck (Founder and CEO of Glamajama)

Work life balance is a term used to describe the balance between the domestic responsibilities and entrepreneurial role. It was coined to denote the unhealthy lifestyle that people are living and way they were choosing their work over their personal life thus ignoring other relevant areas of life such as friends, families and hobbies etc. In other words it is all about efficiently managing the juggling act between the job and other responsibilities that are important to us. Clark (2000) has defined balance as "satisfaction and good functioning at work and home with a minimum of role conflict." Further visualizing that although it is difficult to alter several aspects of work and home, but an individual can make some efforts to manage the balance and minimizes the gap between them in order to create a desired balance.

## WORK LIFE TRIANGLE



## II. Women Entrepreneur and Work Life Balance

The personal and professional life of women can be simply termed as the two sides of the same coin. In our Indian traditional culture women by birth play variety of roles such as being a sister, daughter etc, while after being grown up when she is married it is the traditional fact being followed in India that a women not only marries from a man but his entire family and she is expected to handle all the domestic/household chores in an efficient manner apart from their professional responsibilities even if she is into some business or job

profile. But as we all know that "Life is not a grand harmony; conflicts do arise. The role conflict arises since they have to perform numerous tasks in at least three capacities i.e. being an employee or owner, a wife and a mother. Besides managing their business work they have to look after the domestic responsibilities too e.g. looking after the husband, parents and children too. Especially married women had to play a much responsive role in by devoting equal time in order to satisfy all the parties. If they are unable to discharge their duties in an efficient manner their family will be unhappy.

Such a disparity between an individual and her surrounding environment will results in stress when there is alleged failure to face the constraints or demand encountered which will further cause imbalance, violent behaviour and coping mechanism. Thus coping mechanism is the ultimate resort to remove the stress which can often be termed as work life balance in other context.

#### **a) Review of Literature**

In the year 1991, Rita Sood shared her view in the book. "Changing Status and Adjustment of Women": This book describes about women belonging to lower middle income and lower income families are normally taking up job essentially due to economic compulsions. Some of the women employees expressed their view that they are working for their soul satisfaction rather than due to economic necessity. In the year 1992, Simon shared her views in the paper. "Parental Role Strains, Saliency of Parental Identity and Gender differences in Psychological Distress": This study describes that parent's role stress has a differential impact on the men and women's level of psychological distress. The main argument is that the quality of parent child relationship will have a greater impact on women's distress than on men's because family role identified for women are stronger as compared to men and they are considered more socialized than men to feel the responsibility of their family relationship. In the year 1995, Anup. K. Singh and Punam Sahgal shared their views in the paper. "Men and Women in transition Patterns of Stress, Strain and Social Relations": This study reveals that men experienced greater role erosion than women, single carrier have higher well being and working women display higher irritability, anxiety and depression. In the year

1996, Eknath, Suryaprabha, Kopay shared their views in the paper. "Married working Asian Indian women stress involved in caring for children working outside the home": The study reveals that moderate to high levels of stress is observed in cases of women with younger children and women whose husbands did not help with household responsibilities. In the year 2005, Louise Heslop shared views in the paper. "How Single and Married Women organize to get the food on the table every day: Strategies, Orientations, Outcomes and the Role of Convenience foods": The study have examined that the work and family results, for example, part impedance, anxiety strain and life fulfilment are identified with a few procedures and introduction. In the year 2006, Lan Day shared views in the paper. "Wearing out the work ethic: Population ageing fertility and work life balance": The studies have shown that arrangements focused on expanding parental leave and youngster consideration procurement advances a more prominent adaptability in occupation.

In the year 2010, Krishna Reddy and Vranda expressed their view in the paper "Work Life Balance among married women employees" The analysis in the paper discuss the issue

of Family Life and Work family struggle are more prone to apply negative impact in the family area, bringing about lower life fulfilment and more prominent clash inside the family.

In the year 2010, Niharika and Supriya expressed their view in the paper "Gender differences in perception of work life balances" The analysis in the paper the work based variables and family related components that are considered to add to work life equalization. Work based variables are flexi time, alternative to work low maintenance and flexibility to telecommute and the family related variables are tyke care office and adaptability to deal with crises at home. In the year 2013, Mani.V shared her view in "Work Life Balance and Women Professionals" According to the researcher, the paper highlights the central point impacting the work life parity of Ladies Experts in India. For Example Part Clash, Absence of Acknowledgement, Authoritative Governmental issues, Sex Separation, Elderly and Youngerly consideration issues, Nature of well being, Issues in Time Administration and Absence of Fitting in social well being. In the year 2013, G.Shiva shared his view in "Study on Work Family Balance and Challenges faced by working women" Accoring to the researcher, "Ladies experts in high position in their office have return from office in right time, cook, clean and take care of their family issues. This makes them more push and prompts some wellbeing issues. The main source of anxiety emerges in light of correspondence with prevalence.

#### **b) Research Question**

- What factors are responsible for the conflicts between the domestic and entrepreneurial role?
- How the perception/attitude of family members does affects the working of the women entrepreneur?

**c) Need of the Study** Since women career expectations are crashed by the social expectation as our society bared women with several demands and they are expected to play variety of conflicting roles. At the same time the stresses of both the domestic and entrepreneurial responsibilities generate work family conflicts Greenhaus and Beutell, 1985. To maintain the balance between the work and family life is very essential for their career and sustainability in the market. Several researches reveal the fact that work life conflicts and imbalance are some of the causes of poor health and impaired well being. Hence the present study seeks to identify the dual conflicting domestic and entrepreneurial role and assess the need for maintaining work life balance.

#### **d) Research Objectives**

1. To understand the perception/attitude of family members towards the work of women entrepreneur.
2. To evaluate the dual conflicting responsibilities between the domestic and entrepreneurial role.
3. To give suitable suggestions to minimize the dual role conflicts and managing the balance between the work and family life efficiently.

### **III. Research Methodology**

The concerned study is based on the field work survey method. For the purpose of the study a sample of 120 women entrepreneurs will be selected randomly from the trinaveli city as sample respondents being engaged in the business of beauty parlor, fancy store, readymade clothes, food processing etc. The primary data are collected through the questionnaire

whereas the secondary data are collected from the several research reports, journals, websites and DIC has been found of great relevance in selecting the women entrepreneurs

#### IV Analysis and Interpretation

##### Role of Conflict expressed in terms of percentage

Sl No	Factors	SA	A	NO	DA	SDA
1.	Satisfied Present annual income of entrepreneur	40	27	20	8	5
2.	Less time to attend functions	50	37.5	6.25	3.75	2.5
3.	Do you think that all family members are inconvenience due to your business	12.5	12.5	36.25	28.75	10
4.	Are you able to manage your role in family	47.5	8.75	31.25	7.5	5.0
5.	Are your children depressed always	6.25	37.5	2.5	45	8.75
6.	Do you have enough time to spend with your family	23.75	27.5	35	25	11.25
7.	Do you forgo your hobbies and entertainment	18.75	11.25	28.75	36.25	5
8.	Are you able focus on your children's education	20	39	13	7	1
9.	Support from family members	7	11	12	44	6
10.	As my employees look after all the business roles, I am quiet contented in my life	25	15	13	20	7
11.	Long Working Hours	12.5	12.5	31.25	41.25	2.5
12.	As I have to do multiple roles in the family, I could not succeed in the entrepreneurial domain.	7.5	21.25	23.75	37.5	5
13.	I have become a successful entrepreneur by sacrificing many of my family roles.	10	16.25	23.75	4.25	3.75
14.	No of Members of family	6.25	10	13.75	4.25	2.75
15.	Type of Family / Family Structure	37	20	30	10	3
16.	Age of the KIDs	47.5	8.75	31.25	7.5	5.0
17.	No of Dependents	12.5	12.5	36.25	28.75	10
18.	Educational Qualification	47.5	8.75	31.25	7.5	5.0
19.	Mobility from native place	6.25	37.5	2.5	45	8.75
20.	Psychological factors	23.75	27.5	35	25	11.25
21.	Marital Status	18.75	11.25	28.75	36.25	5
22.	Energy Levels of entrepreneur	47.5	8.75	31.25	7.5	5.0
23.	Self High Expectations	6.25	37.5	2.5	45	8.75

##### Hinder in balancing work and family commitments

S. No	Hinder	I	II	III	IV	V	VI	VII	VIII	Total
1.	Full time work	40	14	9	8	15	21	10	3	120
2.	Meetings/ training	12	35	10	24	2	4	18	15	120
3.	Long working hours	21	5	30	1	8	17	13	25	120
4.	Compulsory working time	8	12	13	28	18	10	20	11	120

5	Negative attitude of family members	3	10	22	15	42	6	14	8	120
6	Technology	18	4	19	18	5	31	10	15	120
7	Negative Attitude of society	4	12	11	19	20	15	29	10	120
8	Negative attitude of children	14	28	16	7	10	16	6	33	120
	<b>Total</b>	120	120	120	120	120	120	120	120	

Source: Primary Data

### Garret Ranking:

Garret percentages were calculated by using the following formula.

$$\text{Percent position} = \frac{100(R_{ij}-0.5)}{N_j}$$

Where,

$R_{ij}$  = Rank given for the  $i$ th items and  $j$ th individual.

$N_{ij}$  = Number of items ranked by the  $j$ th individual

### Table Value of Garret Rank:

$$1. \frac{100(1-0.5)}{8} = 80$$

$$2. \frac{100(2-0.5)}{8} = 68$$

$$3. \frac{100(3-0.5)}{8} = 60$$

$$4. \frac{100(4-0.5)}{8} = 53$$

$$5. \frac{100(5-0.5)}{8} = 47$$

$$6. \frac{100(6-0.5)}{8} = 41$$

$$7. \frac{100(7-0.5)}{8} = 32$$

$$8. \frac{100(8-0.5)}{8} = 20$$

### V Suggestions

The following suggestions are being provided in order to avoid the dual role conflicts and maintaining the work life balance-

- The family members of the women entrepreneurs should encourage them by sharing the household responsibilities, moral support, making suitable adjustment etc for smooth running of their firms. Required assistance and help should be provided to them whenever required in both monetary and emotional terms.
- For maintaining work balance it is very essential that the efforts should be done by both the partners so that they get enough time to spend with each other as well as with their family. So in order to avoid role conflicts co-partnership is very essential.
- The women entrepreneurs are required to set their priority in terms of their work and domestic chores which in turn will save their lot of time and will avoid the situation of chaos and they can focus on other relevant areas.
- The professional life of the women entrepreneurs should not affect their personal life so they should devote their timings accordingly like business work should not be done after working hours and vice versa.
- They should often take break from their work and plans a small vacation or trip in order to avoid the job stress. This will keep them fresh and active also they will get some leisure time to spend with their family and friends.
- The personal satisfaction is one of the important ingredients for maintaining a stable and balanced ingredient for maintaining a stable and balanced life. If the person is not satisfied in her personal or professional life then he/she cannot maintain work life balance.

## VI. Conclusion

Imperative lessons have been drawn from these entrepreneurial women for those who wish to set up their own business. There is no denying from the fact that aspects of the entrepreneurial experiences prove to be extremely worthwhile given their propensity to fulfill the majority of caring and household roles and connected duties. It is necessary that the women entrepreneur should understand the advantages and disadvantages of setting and controlling their own venture. Various aspects such as guilt of not spending enough time with family and relatives, Child care arrangement and the ordinary challenge of becoming the entrepreneur and homemaker may prevent women to enter into entrepreneurship business. Accumulating ground level business women who have to an extent manage to strike a workable balance between the household and business work and discuss about the pros and cons of doing entrepreneurial work. If such women are lost to the system then the new and innovative thinking which women add to this global environment will be lost and the economy will suffer heavy consequences for this.

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