

ABSTRACT

The major objective of this research is to propose and design a model for work-family conflict and family-work conflict among women entrepreneurs based on the challenges faced by them, taking entrepreneurial leadership as the mediating variable. Work-family conflict represented the extent to which work and family roles are incompatible and interfered with one another. Work-Family Conflict means an inter-role conflict where the general demands of time devoted to, and strain created by the job interfere with performing family-related responsibilities whereas family-work conflict is a form of inter-role conflict in which the general demands of, time devoted to, and strain created by the family interfere with performing work-related responsibilities. To achieve the research objectives, apart from studying the socio demographic profile, entrepreneurial leadership characteristics of women entrepreneurs, their challenges, the impact of the demographic variables on work

family conflict, and family-work conflict of women entrepreneurs, the best predictor among the challenges that influence work-family conflict and family-work conflict were identified. The study was conducted in the state of Tamil Nadu, as it tops the share of women entrepreneurs in the informal sector in India. The sampling design employed was disproportionate stratified sampling with primary data being collected from Chennai, Coimbatore, Madurai and Tiruchirappalli, the first four most populous cities of Tamil Nadu. The statistical tools employed in the study were Student's independent samples t-test, Chi square test, ANOVA, Correlation Analysis, Exploratory factor analysis, Hierarchical regression, Multiple Regression Analysis, and Structural Equation Modelling. Economic factors, family-related factors, gender-related factors, and technical-legal factors were identified as the major challenges. The best predictor of work-family conflict as well as the family-work conflict was "family-related factors" followed by "gender-related factors".

The model with entrepreneurial leadership as the mediating variable is a perfect fit with it, mitigating the work-family conflict as well as the family-work conflict. The governmental schemes like 'Nai Roshni', the Scheme for Leadership Development of Minority Women, can be extended to all women, especially women entrepreneurs. 'Mahila e Haat' meant to support women entrepreneurs and women self-help groups and the Trade-Related Entrepreneurship Assistance and Development (TREAD) Scheme for Women which provides trade-related training, information and counselling extension activities can be effectively used by women entrepreneurs.