

# Role Conflict Among Women Entrepreneurs In Information Technology (IT) Sector



Deepti Mishra, Ipseeta Satpathy , B.C. M Patnaik

**Abstract:** *Deliberate examination of ladies' progress in the executives is moderately new. It started in North America, fundamentally in the USA, during the 1970s, in Western Europe in the mid 1980s and in Asia towards the mid-1980s to look at the role conflict face by ladies business people. Aim of this study is to decide the helpers and difficulties come before ladies business visionaries in IT sector. There are numerous components which urge ladies to enter in this field uniquely to gain cash, money related help to family, autonomy and so forth yet there are numerous obstacles before them like continuing in market, capital, sex biasness, and job struggle. Ladies face more job struggle then men business visionaries as social desire are more from them. Life partner's help is an incredible quality for them. Organizing capital is major ordeal for another business person. Furthermore, to maintain a business she should have a decent systems administration. Next to bunches of requirements on the off chance that she get support from her family and particularly from her life partner it will assist her a ton with maintaining her work-life-balance.*

**Keywords :** *Women entrepreneur, role conflict, motivators, challenges for women entrepreneurs in IT sector.*

## I. INTRODUCTION

The word "Entrepreneur" or "entrepreneurship" comes from the French verb *entreprendre*, meaning "to undertake". The criticalness of business venture in economy similarly as the impact of business endeavor on money related advancement has moved fundamentally for the last 50 years. Today business enterprise is seen as the key driver of monetary development and social improvement. An imperative driver of profitability, advancement and noteworthy part of monetary dynamism, a motor of job creation, income age, neediness easing and riches creation. Ladies are not just prevailing in the fields of expressions, trade, legislative issues, and business, yet in addition in science and Information Technology (IT). Nearly two decades back, "innovation" and "ladies" were seldom spoken at the same time. Actually, not many ideas that ladies, who appeared consigned to doing home tasks, would make it to the business visionary world, particularly in technology.

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IT was consistently a male-commanded circle. Yet, today, things are picking up energy for ladies, who are wandering into numerous business fields, yet working with persistence to set up and mentor society in structure brand-commendable initiatives. A part of activities are being taken to empower ladies business visionaries in innovation, tech new companies possessed by ladies business visionaries.

## II. RELATED WORKS

According to the discoveries of the 2010 Global Entrepreneurship Monitor, 104 million ladies in 59 economies began and oversaw new business adventures and another 83 million ran organizations that they had propelled in the past three and a half years (Kelley et al., 2010). Today ladies claimed organizations and ladies business visionaries is the quickest developing division that impressively adds to the activity and riches creation on the whole economies, both created and creating countries (Brush et al. 2006, Verhuel and Thurik 2001). Today, Female Entrepreneurship progresses toward becoming imperative to financial advancement. The monetary and social advantages of ladies' enterprise are certain for the worldwide economy. Work– family balance eludes to the degree to which people are both similarly included and similarly happy with their work what's more, family duties (Greenhaus and Singh 2003). It is worried about how associations what's more, representatives deal with their duties regarding subordinate relatives, including youngsters, old guardians and wiped out or crippled grown-ups. There are various distinctive practices that associations can attempt to help workers to adjust their work and families. Work– family balance is an issue for numerous laborers; it is an especially appropriate issue for ladies for various reasons. Despite the great flood of ladies in to the endeavor, ladies over the world, be that as it may, in any case face requirements in their new companies and working as business people.

Ngek N.B (2018) in her research she examine the impact of work-family conflict(WFC) on women entrepreneurs. She found that ladies business visionaries' execution is adversely affected by FWC. She discovered dimension of this contention increments with age, conjugal status, number of kids and so on uncommonly in creating nations. Since in these nations there was elevated standard from ladies, they need to deal with family unit exercises just as their business. This is additionally discovered that if all the more relatives are incorporate into their business possibility of FWC is high.



Social capital assumes an essential job in decreasing the negative effect on their execution. Likewise spanning social capital has negative impact of FWC on ladies business visionaries' execution. *Bouzekraous H and Ferhane D (2017)*, in this article, researchers want to determine the typical profile of women entrepreneurs' company and problems they faced. They survey of Moroccan women entrepreneurs, who are married and between the ages 28 to 40, having 1 to 2 children. And they select those women entrepreneurs who have good educational level. They found that most of women entrepreneurs' companies were having small turnover and small number of employees (with average 20 employees). Most of the entrepreneurs' companies were service based companies. This article shows survived in market is the biggest challenge for them. *Breen R E.H, Tasker S L and Hiebert B (2017)*, contemplate addresses the topic of how independently employed ladies with kids deal with their different life jobs. This exploration has featured the significance of understanding mother business visionaries inside the specific circumstances and segments of her background, values, jobs, needs, and connections. The destroy to business enterprise incorporated a solid want to experience their guiding principle—to both respect the mothering job and keep up a salary creating profession. This article exhibits the consequences of a GT think about inspecting how mother business people deal with different life jobs. KEEP GOING represents a fundamental social procedure through which mother business visionaries settled the fundamental social issue of being a mother business visionary (i.e., the issue of how to join mothering work what's more, work-profession desires). The way toward propping up is a versatile and recursive procedure of settling on decisions and adjusting inventively, which is bolstered what's more, continued through inclination upheld and having a feeling of living one's qualities. The fundamental state of inclination bolstered is improved and educated by an larger objective or destroy to living one's qualities, and key to this is recalling the push and dismantle factors that attracted one to picking business enterprise in the first place, and by imagining what's to come. *Ali A.Y, Mahamud H.A (2013)*, the targets of this investigation is to inspect the persuasive elements of ladies business people in Banadir district and to break down the execution of ladies business visionaries. As test of 125 ladies business visionaries included little and medium endeavors. This investigation found that self acknowledgment and monetary necessities are the main considerations that persuade. This examination uncovered that the execution of Somali ladies possessed business are to some degree low because of ladies play out their business regarding freedom and social acknowledgment looked at to men. The discoveries likewise demonstrated that there is moderate relationship among persuasive components and execution of Women business people yet the relationship isn't high a direct result of ladies are not spurred in wording money related execution. The revelations of the assessment revealed that lion's offer Somali women business visionaries are hitched and have a helper affirmation while a huge part of them didn't take an enthusiasm getting ready projects thusly the masters endorsed to go planning and other farthest point building programs so as to be outfitted with required aptitudes for keeping up their

business.; also most women had business are little trade and individual guaranteed business. The revelations moreover exhibited that most enticing segments are self affirmation and money related improvement while the execution of women somewhat low in perspective on most women did not make business for advancement and benefit. Ultimately this examination found that there is moderate connection among persuasive variables and execution of Women business people and research theory was affirmed by utilizing various relapses. *Nikina A, Shelton L.M and Leloarne S (2013)*, the purpose of this study is to know the effect of husband's role on women entrepreneurs and how it affect both her personal and professional life. They found from their research most of husband affect if their wife was an entrepreneur. In research they found husband's support not only reduce wife's stress but also create a strong psychological bond between them. *Kirkwood J and Tootell B (2008)*, in this assessment they investigate the work-family-fight or struggle looked by business visionaries, the methodologies they use to accomplish their work-life-balance and the adequacy of these methodology. For their example they select 58 members out of which 32 were ladies business people and 26 male business visionaries of New Zealand. From this assessment driving forces found that ladies agents utilize diverse adaptable work rehearses for example: picking where to work, when to work and with whom to fill in correspondingly as dealing with their occupations inside the family. Various women business visionaries manage their employments outside the family in order to reduce work-family-struggle. It was additionally discovered that ladies business visionaries like to telecommute for keeping up work-life-balance. It was additionally observed that ladies business visionaries may see increasingly vital elements of work-family-difficulty, the men as a result of the sorts of association they start. *Tase .M (1999)*, in this she examine the work-family-conflict faced by Indian women entrepreneurs. It shows that most of women enter in business to earn money and to become independent. And mostly middle class women prefer this. Spousal and social help likewise put effect on ladies business visionaries. But it has no significant role on their satisfaction level. The women select as sample give first priority to family. And start their business after when their kids started to attend school.

*Yenilmez M.I (2018)*, in this examination, analyst break down the difficulties looked by ladies in Turkey for beginning and maintaining a business. As Turkey is a creating nation, this investigation demonstrate the similarities and dissimilarities looked by ladies business visionaries (women entrepreneurs). This investigation demonstrates that challenges were all most comparative for ladies in both created and creating nations. Capital was an extraordinary test for them, as it was troublesome for them to get advance. If there should be an occurrence of research test they need to make good on increasingly regulatory expenses to government in creating nations (developing countries). *Browning D.L (2018)* reason for research in this investigation is to clarify the experience of some fruitful women entrepreneurs in Ohio.

He additionally endeavors to discover the elements which support women entrepreneurs, their difficulties, how these fruitful women entrepreneurs keep up their work-life-balance. For this examination he was accepting 12 fruitful ladies business people as test and who have yearly pay at rundown \$50K.

Purpose behind choosing these examples since couple of ladies business visionaries had the capacity to proceed for a long time and 66% of business people bombed inside 5 years of her startup. He led an open-finished meeting with his example. It was discovered that all the 6 factors like funding, family, communication, licensing, gender and organizer which work as both strong and testing factors. It was discovered that they additionally put positive effect on the economy of a nation. *Muhumad A (2016)*, in this paper she determine the challenges and motivational for women entrepreneurs to enter in this industry. She conducts a study on 180 women entrepreneurs of Ethiopia. Out of 180 she took face-to-face discussion with 160. Her survey found that women belong to entrepreneur family prefer to be woman entrepreneur more than those who don't belong. These entrepreneurs get experience either from family or from past. Her analysis show the increasingly taught ladies business visionaries like to have formal preparing. Specialist found that the majority of business visionaries begin their business to procure cash and to be autonomous. They begin their business from their very own sparing or loan cash from relatives. Money related issue was the principle challenges for them. Another requirement is the social factor. The societal desire towards ladies put a noteworthy effect on them. Networking is additionally one of the key for their prosperity. At times government function as inspiration just as obstacle for them. *Rehman S and Roomi M.A (2012)*, in this article they endeavor to discover the variables which impact ladies to enter and what the limitations are. What's more, they additionally look at how ladies business people in Pakistan keep up their work-life-balance. They discovered ladies who were in this field from numerous years are calmed agreeable and movable with their different jobs job due to more understanding. Numerous members report that as there was exclusive requirement from in-laws, it become troublesome for them to run and deal with their business after marriage than before marriage. a large portion of the women uncovered that family and organizations support is commonly enormous in describing work-life-balance. it was discovered that family needs, adaptability, companion and family support, family foundation were a few sparks for ladies business visionaries. Women representatives highlighted that nonappearance of sufficient time, life partner's non-contribution in family unit undertakings, social, societal and family benchmarks, similarly as sexual introduction inclinations were the key challenges they confronted. The finishing methodology, procedures and methodologies utilized by them for adjusting their work and family life are arranging, sorting out, organizing and assigning. *Lee S.S and Denslow D (2004)*, the reason behind this exploration is to research the serious issues looked by ladies business visionaries (in 4 phases). For this they took test of 160 ladies business visionaries out of which 95 were opportunistic (artful) and 65 were technical (specialized). Analyst found that the serious issues looked by

technical /specialized/skilled worker kind of business people were setting up believability and authoritative work. Whereas making business progressively gainful was a noteworthy issue for opportunistic/general kind of ladies business people. It was discovered that at before phase of business they face less validity issue in contrast with later stage. Acquiring benefit is troublesome for them at startup organization.

### III. OBJECTIVE OF STUDY

- 1) To determine the factors impacting role conflict among women entrepreneurs in IT sector.
- 2) To examine the motivating factors and challenges among women entrepreneurs in IT sector.

### IV. HYPOTHESIS

*H1* Spouse has impact on the performance of women entrepreneurs in IT sector.

*H2* In Odisha women entrepreneurs of IT sector face role conflict.

### V. METHODOLOGY

A survey questionnaire was used as the instrument of primary research. The questionnaire consist various scale for measuring role conflict faced by them, motivators, challenges like personal factors (skills, training) and market factors (competition, economic problem). The study is predicated on the primary information. During this respect couples of polls were disseminated among numerous ladies business people in IT division inside Odisha. The questionnaire included items related to background, job experience, networking, economic condition, family support, spouse support, husband's attitude towards the enterprise, training etc. Result is determined by using Regression Analysis

## VI. FIGURES AND TABLES

**Table No.1**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	21.786	1.670		13.042	.000		
m1t	-.292	.047	-.368	-6.163	.000	.358	2.794
m2t	-.002	.060	-.003	-.041	.967	.279	3.578
m3t	.321	.073	.283	4.374	.000	.305	3.282
m4t	-.411	.142	-.420	-2.895	.004	.060	16.540
m5t	-.143	.136	-.149	-1.053	.294	.064	15.607
m6t	-.056	.025	-.098	-2.257	.025	.682	1.465
c1t	-.241	.039	-.360	-6.184	.000	.376	2.661
c2t	.165	.021	.402	7.770	.000	.475	2.104
rc1t	-.097	.039	-.131	-2.479	.014	.457	2.188
rc2t	-.152	.029	-.351	-5.275	.000	.288	3.477
rc3t	.382	.030	.771	12.752	.000	.349	2.869
rc4t	-.584	.168	-.281	-3.476	.001	.195	5.131

**Table No.2**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions												
				(Constant)	m1t	m2t	m3t	m4t	m5t	m6t	c1t	c2t	rc1t	rc2t	rc3t	rc4t
1		12.204	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
2		.356	5.858	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.12
3		.160	8.734	.00	.00	.00	.00	.00	.00	.01	.01	.28	.00	.00	.00	.00
4		.088	11.760	.00	.01	.00	.00	.00	.00	.02	.00	.04	.00	.12	.05	.04
5		.070	13.187	.00	.01	.03	.00	.00	.00	.02	.00	.11	.01	.03	.07	.00
6		.041	17.215	.00	.06	.01	.03	.00	.00	.35	.00	.03	.04	.00	.01	.01
7		.023	22.859	.00	.29	.00	.01	.00	.00	.18	.12	.07	.25	.01	.02	.01
8		.020	24.862	.00	.11	.01	.00	.00	.00	.04	.10	.06	.53	.22	.00	.13
9		.018	26.138	.00	.05	.01	.03	.01	.01	.15	.38	.17	.00	.06	.11	.07
10		.012	31.397	.00	.24	.02	.07	.00	.01	.00	.34	.14	.11	.06	.31	.28
11		.005	48.540	.00	.02	.86	.27	.00	.00	.10	.04	.08	.02	.49	.34	.08
12		.001	91.562	.94	.19	.04	.58	.00	.05	.11	.00	.01	.03	.01	.08	.25
13		.001	120.591	.05	.03	.02	.00	.98	.93	.00	.00	.00	.00	.02	.00	.01

a. Dependent Variable: o1tt

F value is 50.838

R is .882

R square 0.778

## VII. RESULT AND DISCUSSION

A detail study was conducted on 193 women entrepreneurs of IT sector in Odisha, on impact of role conflict, challenges, and motivational factors for pursuing of entrepreneurship. Out of 193 respondents 21 are unmarried. Most of the entrepreneurs are of middle age, as they start their enterprise after marriage and when their kids grown up little bit. 119 women entrepreneurs are in between the age of 26-40 years. These entrepreneurs are well educated, out of 193 respondent 113 are post graduated and very few are PhD holders also. his analysis tries to find out the challenges faced by women entrepreneurs of Odisha in IT sectors and motivators too. From the study it is found that 100% of the applicants are self motivated to start their own enterprise. Out of 193 women entrepreneurs 87.5% said the primary reason to start their own enterprise is their own passion and self interest.

From the above tables it was prove that spouse have a major impact on the performance of women entrepreneurs. Spouse's support help to reduce role conflict. 84% of respondents says spouse support has a major impact on their performance and motivate them do to be in this field. As a result it Hypothesis 1 is supported. And in Odisha most of the women entrepreneurs get support and positive attitude from their husband towards their enterprise.



Table No3

HYPOTHESIS 1	SPOUSE HAS IMPACT ON THE PERFORMANCE OF WOMEN ENTRENEURS OF ODISHA IN IT SECTOR	ACCEPTED
HYPOTHESIS 2	IN ODISHA WOMEN ENTREPRENEU RS OF IT SECTOR FACE ROLE CONFLICT	REJECTED

It was true that married women and single parent face more role conflict. From above analysis it found only 20% women women entrepreneurs of Odisha, strongly agree on the concept that their role conflict is a major challenge and huddle for them. Less than 2% respondents say that they face problems due to their family and multiple roles. Through regression analysis of this study it was also seen, in Odisha women entrepreneurs of IT sector face less role conflict. Hence, Hypothesis 2 is rejected.

From the above table it shows, value of F is 50.838, value of R is 0.882 and value of  $R^2$  is 0.778. As a result it was discovered that the model is significant. Regression analysis was done between dependent and independent variables. All motivators (m1,m2,m3,m4,m5,m6), challenges (c1,c2) and role conflict (R1,R2,R3) face by women entrepreneurs are independent variables, whereas other factors like technical skill/ training programs consider as dependent variable.

Dealing with the requests of both work and family is a proceeding with test for female business visionaries. There are different components of difficulties looked by women entrepreneurs. It's inferred that significance factors shows stress are major factors associated with married single parent, parented women, venture. The involvement of high education qualification, family members of married women, friends of married women, lack of confidence and vision are some of the challenges faced by women entrepreneurs in IT sector. Moreover, the different motivating factors in the state of Odisha for entrepreneurship are well satisfactory among women entrepreneurs in IT sector. So, its inferred that significance factors shows economic independence, personal savings, government schemes availability, and support from husband, self identity, conversion of job experience into entrepreneurship, financial support, and extra income source. From the tables (Table No1 & Table No 2) it was found that except m2 and m5, all other variables are significant predictors of O1. So this model is significant.

Work life balance between different ages and married women, easy finance assistance makes women entrepreneurs motivated towards entrepreneurship in the state of Odisha.

Hence, it can be said that Odisha is a well motivated, friendly and better place for enterprise creation for women entrepreneurs especially in IT sector

## VIII. CONCLUSION

Hence, the above study based on 194 women entrepreneurs of IT sector on impact of role conflict, challenges, and motivational factors for pursuing of entrepreneurship. So based on the inferences and finding of analysis its concluded that there is a strong impact of spouse in enterprise creation and success of women entrepreneurs of IT sector in Odisha. There is no sign of role conflict among women entrepreneurs in IT sector. However there are various factors of challenges faced by them like multiple duties of women entrepreneurs, lack of confidence and vision etc. There are some motivating factors which encourage women entrepreneurs of IT sector in Odisha like economic independence, personal saving, government schemes, support from spouse, self identity, extra income source etc. It is found that husband support has major impact on women entrepreneurs. And in Odisha, women entrepreneurs of IT sectors get full support from their husbands, which is the top most motivator for them. It's observed that there is a positive correlation factor between age, job experience and married women involved in entrepreneurship in IT sector.

Consequently, it very well may be said that Odisha is an all around spurred, benevolent and better place for big business creation for ladies business visionaries particularly in IT division.

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## Role Conflict Among Women Entrepreneurs In Information Technology (IT) Sector

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