

# EMOTIONAL RESILIENCE ON GEN Y WOMEN ENTREPRENEURS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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**Abstract :** This study is focused on “The emotional resilience on Gen y women entrepreneurs in Coimbatore city”. Rural women entrepreneur plays an important role in changing the homes, society & also the development of the economy. They are described as the changing agent of rural economic change. They also have to handle the personal needs, family life, social life, economic independence. So the study was to investigate the relationship between emotional resilience indicators and demographic variables. The total respondents of the study were 45 which were taken in the Coimbatore city .The tools used in the study are percentage analysis, descriptive analysis and anova test. And the finding of the study shows that there is no significant relationship between the demographic variables and the emotional resilience indicators among women entrepreneurs. This study will provide an idea about Gen Y Rural entrepreneurs and their emotional constraints, which is one of the major element towards psychological capital, for the future researchers.

**Keywords - Resilience, women entrepreneurs, emotional constraints**

## 1. Introduction

Entrepreneurship has been defined as the process of designing, launching and running a new business, which typically begins as a small business, such as a startup company, offering a product, process or service for sale or hire. It has been defined as the “capacity and willingness to develop, organize, and manage a business venture along with any of its risks in order to make a profit.” A speculator typically controls the commercial undertaking, directing the factors of production—the human, financial and material resources—that are required to exploit a business opportunity. They act as the manager and oversee the launch and growth of an enterprise. Women capitalist are considered as the most important factors contributing to the development of society.

### 1.2 Women entrepreneurs

Women entrepreneurs are the process in which women initiate a business, gather all resources, independently approximately 1/3 of the entrepreneurs in the world. Women entrepreneurship has been recognized as an important Source of economic growth. Women entrepreneurs often face gender – based barriers to starting and growing their business, like discriminatory property, matrimonial and inheritance laws or cultural practices, lack of access to formal finance mechanisms, limited mobility and access to information and networks, etc. Women entrepreneurs have to find a balance economically and financially both home front and career. Women entrepreneurs in India are bringing about a lot of development in the public and private sectors. Nearly 80% of the women entrepreneurs in India are self-financing their business with little utilization of the various government schemes that provide financial aid to them. Over the past few years, India has recorded growth in women entrepreneurship and more women are pursuing their career in this direction. Tamilnadu has the highest number of women entrepreneurs in India, followed by Kerala and West Bengal. The education sector has the maximum number of women entrepreneurs followed by financial services, insurance, livestock, forestry and lodging, showed the findings based on information available online.

### 1.3 Generation Y

They are also referred to as Generation Y or less kindly as ‘Generation Me’ because they have a reputation for being challenging to manage in the corporate environment. The term "**millennial entrepreneur**" refers to a business owner who is affiliated with the generation that was brought up using digital technology and mass media—the products of Baby Boomers, those people born during the 1980s and early 1990s

### 1.4 Resilience

Resilience is the process of adapting well in the face of adversity, trauma, tragedy, threats or significant Sources of stress. It means bouncing back from difficult experiences. Being resilient does not mean that a person doesn't experience difficulty or distress. It shows the ability of an individual to recover and change.

The four key aspects or dimensions of resilience they are

- Emotional: this deal with emotional self-control, focus and staying calm under pressure.
- Mental: this deal with perspective, removing thinking blocks and focusing.
- Physical: this deal with overall health and fitness, nutrition and rest.
- Spiritual : this deal with belief systems and values

These dimensions are so interrelated that it is impossible to be strong in only one of them. Resilient individuals and employees have significant strengths and balance in all of these dimensions to a degree.

## 2. Objectives of the study

- To study about the demographic profile of the Gen y women entrepreneurs.
- To find the emotional resilience of Gen- Y women entrepreneurs in retail sectors.
- To analyses the relation between emotional indicators and demographic variables among women entrepreneurs

## 3. Review of literature

In 2000, Sarah k. Hamill examined in to the “resilience and self- efficacy the importance of efficacy beliefs and coping mechanisms in resilient adolescents”. Finally he found that self-efficacy as a potentially important trait for resilient adolescents there are still a number of characteristics that may operate to promote positive outcomes. The more attention focused on the nature of positive processes that promote competence in the face of adversity.

Kathryn m. Connor, m.d., and Jonathan r.t. Davidson, m.d. (2003) analyzed on the “development of a new resilience scale : the Connor Davidson resilience scale” the objective was to find if the internal and external stressors are ever present and one’s ability to cope with these events is influenced by both successful and unsuccessful adoptions to previous disruptions .

Ryini Dahesihsari (2013) looked in to the factor of “resilience and economic empowerment: a qualitative investigation of entrepreneurial Indonesian women” with an objective of finding the strategies utilized by the high risk taker participants and the low risk taker participants. The results of this study indicated, it is important to equip female entrepreneurs with the knowledge, skills and information on business ownership.

Sanjay Kaushik (2013) discovered “challenges faced by women entrepreneurs in India” with an objective of finding various motivating and de-motivating internal and external factor of women entrepreneurship. His analysis shows that among the women’s their higher education was not determined anything only their marital status was determining their risk taking ability.

Employee resilience and leadership styles: the moderating role of proactive personality and optimism was analyzed by Joana R.C. Kuntz, Katharina Näswall, Sanna Malinen, Quyen Nguyen in 2012. They were analyzed to find purpose of this study is twofold. First, it tests the unique effects of dispositional variables, typically associated with resilience and of enabling leadership styles on the degree to which employees enact resilient behaviors. Second, the study examines whether and how individual differences and perceived style of the leader interact and relate to employee resilience. Results from factor analysis revealed that the items used to measure employee resilience, optimism and proactive personality load onto separate factors, consistent with their respective scales, which suggests that employee resilience is operationally distinct from the personality traits assessed in this study.

Constraints and opportunities faced by women entrepreneurs in developing countries were commented by Dima Jamali in the year 2009.He examined the various constraints and opportunities which are affecting female entrepreneurship in developing countries.

## 4. Research methodology

The research was descriptive in nature. Both primary and secondary data have been used for the study. Primary data have been collected using a structured questionnaire with 33 questions and secondary data have been obtained from journals, magazines, articles and websites. The sampling technique used for the study is a convenient sampling technique in purposive sampling method .The researcher selected 45 respondents for the study and the questionnaire was administered to these people.

As per the objective the following tools and techniques were used for the study.

- Simple Percentage Analysis
- Descriptive Statistics
- Anova test

## 5. Analysis and Results

### Personal and Business Profile of women Entrepreneurs

Table:1

Variables	Frequency	Percentage	Variables	Frequency	Percentage
Education qualification			Type of occupation of the family members		
Secondary	5	11.1	Doing Business	8	17.8
Higher secondary	8	17.8	Employees	6	13.3
Graduated	32	71.1	No occupation	31	68.9
Total	45	100	Total	45	100
Family status			Income level		
Nuclear	24	53.3	Less than Rs.5000	2	4.4
Joint family	21	46.7	Rs.5000- Rs.10000	14	31.1
Total	45	100	Above Rs. 10000	29	64.4
Marital status			Total	45	100
Single	22	48.9	Savings per month		
Married	23	51.1	Lessthan1000	4	8.9
Total	45	100	1000-2000	14	31.1
No. Of. Children			Above 2000	27	60.0
1	9	20.0	Total	45	100
2-3	16	35.6	Nature of the business		
No children	20	44.4	Production	12	26.6
Total	45	100	Trading	8	17.8
Size of the family			Service	25	55.6
Upton 4	23	51.1	Total	45	100

5-6	13	28.9	Form of business		
More than 6	9	20.0	Sole proprietorship	25	55.6
Total	45	100	Partnership	20	44.4
No of earning members in their family			Total	45	100
0-1	8	17.78	Years of operation		
2-3	32	71.11	3&aboveyears	25	55.6
More than 3	5	11.11	4 - 5 years	13	28.9
Total	45	100	Above 5years	7	15.6
Initial investment			Total	45	100
Below Rs.10,000	3	6.7	Source of capital		
Rs.10000- Rs.20000	9	20.0	Owned	23	51.1
Rs.20,000 - 30,000	11	24.4	Borrowed	22	48.9
More than30000	22	48.9	Total	45	100
Total	45	100	Nature of borrowing		
Utilization of government schemes			Friends and relatives	7	15.6
Yes	15	33.3	Private money lenders	3	6.7
No	30	66.7	Bank	10	22.2
Total	45	100	Others	2	4.4
			Personal savings	23	51.1
			Total	45	100

Source: Primary data

Interpretation: The above table shows that the majority of the respondents are graduates and married. Maximum of the respondents are staying in nuclear family and they don't have children. Most of the respondents have up to 4members in their family and they are earning more than Rs.10000.So they are saving more than Rs.2000 of their income .Maximum respondents are doing sole proprietorship business and they were used their own money as capital. Respondents initially invested more than Rs.30000 but they were not used any government scheme.

Descriptive Analysis

Table: 2

Emotional constraints of women entrepreneurs

Emotional constraints	N	Minimum	Maximum	Mean	Std Deviation
I don't have trouble remembering things	45	1	5	2.71	1.10000
I don't feel anxious or frightened about problems I can't really describe	45	1	5	2.98	.866866
I don't worry a lot	45	1	5	2.51	.968
It is important for me not to show my emotions to my family and customers	45	1	5	2.47	1.342
I have temper outbursts but I can control	45	1	5	3.11	1.027
When I have an important personal problem I can solve myself, I do not seek professional help	45	1	5	3.22	1.042
Generally, I am optimistic about my future.	45	1	5	3.24	1.228
I am not extremely sensitive and irritable	45	1	5	3.40	1.136
When people criticize me , even in friendly way, constructive way ,I don't feel offended	45	2	5	3.24	.857
My emotion doesn't change unpredictably and without any apparent reason.	45	1	5	3.47	1.198
I haven't felt so bad that I thought of hurting myself.	45	1	5	3.42	1.270
I am enthusiastic and interested in life	45	1	5	3.31	1.083
I comfortable with my position	45	1	5	2.93	1.286
Valid N	45				
Average mean	3.08				

Source: Primary data

Interpretation: The results from the above table shows that out of 45 respondents the mean value of 3.47 %indicates that their emotions doesn't change unpredictable and without any apparent reason , the mean value of 3.42% indicates that they haven't felt so bad that they thought of hurting themselves , the mean value 3.40% indicates that they are not extremely sensitive and irritable, the mean value of 3.31% indicates that they are enthusiastic and are interested in life , the mean values 3.24 % indicates that they are optimistic about their future and when people criticize them , even in friendly way , constructive way , they don't feel



offended, the mean value 3.22% indicates that when they have an important personal problem, they can solve themselves and do not need any professional help, the mean value 3.11% indicates that they can control their temper outbursts, the mean value 2.98% indicates that they don't feel anxious or frightened about the problems they can't describe, the mean value 2.93% indicates that they are comfortable with their failure, the mean value 2.71% indicates that they do not have trouble in remembering things, the mean value 2.51% indicates that they do not worry a lot, the mean value 2.47% indicates that it is important for them to not to show their emotions to their customers and family members, the total average mean is 3.08%.

Relationship between demographic variables and emotional constraints of women entrepreneurs

Anova test

Particulars			Do	Mean Square	F	Sig.
Level of Education	Between Groups	.091	2	.046	.177	.838
	Within Groups	10.814	42	.257		
	Total	10.905	44			
Marital Status	Between Groups	.000	1	.000	.001	.982
	Within Groups	10.905	43	.254		
	Total	10.905	44			
Size of Family	Between Groups	.126	2	0.063	.246	.789
	Within Groups	10.779	42	.257		
	Total	10.905	44			

H0: There is no significant relationship between the demographic and resilience of women entrepreneurs.

H1: There is a significant relationship between the demographic variables and resilience of women entrepreneurs.

Interpretation: In the above row the f value is 0.177 and the significance value is 0.838, it is more than the acceptable value of 0.005, so null hypothesis is accepted and the alternative hypothesis is rejected. Thus, it can be concluded that there is no significant relationship between the demographic variables and resilience of women entrepreneurs. In the above row the f value is 0.001 and the significance value is 0.982, it is more than the acceptable value of 0.005, so null hypothesis is accepted and the alternative hypothesis is rejected. Thus, it can be concluded that there is no significant relationship between marital status and resilience of women entrepreneurs. In the above row the f value is 0.246 and the significance value is 0.789, it is more than the acceptable value of 0.005, so null hypothesis is accepted and the alternative hypothesis is rejected. Thus, it can be concluded that there is no significant relationship between family size and resilience of women entrepreneurs.

## 6. Result and Discussions

Descriptive analysis:

- The highest mean value (3.47) implies that their emotions don't change unpredictably and without any apparent reason and they (3.42) haven't felt so bad about hurting themselves. The study shows that women entrepreneurs are extremely sensitive (3.40) and irritable that they are enthusiastic and are interested in life. The highest mean value (3.24) implies that they are optimistic about their future and when people criticize them, even in a friendly way, constructive way, they don't feel offended. The highest mean value (3.22) implies that they can solve their own personal problem and do not need any professional help. Mean value (3.11) implies that they can control their temper outbursts. The highest mean value (2.98) implies that they can control their temper outbursts. The highest mean value (2.71) implies that they don't feel anxious or frightened about the problems they can't describe. The highest mean value (2.51) implies that they are comfortable with their failure. The highest mean value (2.47) implies that they do not have trouble in remembering things. The mean value (2.51) implies that they do not worry a lot. Highest mean value (2.47) implies that it is important for them to not to show their emotions to their customers and family members.

Anova test:

- There is no significant relationship between the demographic variables like level of education and marital status and resilience of women entrepreneurs.

### 6.1. Suggestions and recommendations

- Increasing the ability of women to participate in the labour force and giving equal rights and treatment in the workplace
- Better educational facilities and schemes should be provided to the women.
- Vocational training is given to improve their understanding in company laws and various government policies.
- Government schemes to motivate women entrepreneurs to engage in small scale and large scale business ventures.
- Repeated gender sensitization programmes should be held to train financier to treat women with dignity and respect as persons in their own.

## 7. Conclusion

The study focuses on resilience of women entrepreneurs in Coimbatore district. All most all the women entrepreneurs irrespective of their education, marital status and work experience they are facing their problems in a positive way. The study helps to know about the emotional constraints in resilience. The outcome of the study may be used by various institutions and policy makers to identify and motivate as well as train women entrepreneurs to become successful in their business. This study will provide an idea of emotional constraints, one of the major factors among resilience for the future research. By getting to know the resilience of women entrepreneurs the society can encourage and support those by providing various special sessions like counseling, training and various awareness programs.

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