A Study on Constructs of Quality of Work Life of Women Entrepreneurs

[1]Dr. (Mrs.)T.Palaneeswari M.Com., M.Phil., Ph.D.
[2]Mrs.S.Grahalakshmi M.Com., B.Ed., M.Phil., M.B.A.
[1]Associate Professor, [2]Assistant Professor
[1]Research Centre in Commerce, [2]Department of Business Administration
The Standard Fireworks Rajaratnam College for Women, Sivakasi

Abstract— Women in India are generally perceived as home makers with little to do with commerce but picture is changing. In modern India more and more women are taking entrepreneurial activity. Entrepreneurial profession offer opportunities for learning, research, discovery, self development, enhancement of skills, room for innovation, public recognition, exploration, celebrity-status and loads and loads of fame. Hence women entrepreneur has more chance for growth and personal development with experience and skill. Status improvement, more recognition for the women entrepreneurs take keen interest in her profession. Women entrepreneurs who enjoy their work and feel happy make a very positive judgement about their quality of work life. Further autonomy in work provides opportunities for enhancing quality of work life. The study used Friedman test to find the significant relationship among the mean scores of individual variables in each construct of quality of work life. To examine the change in dependent variable (Quality of Work Life) when there is a change in each independent variable keeping all the other variables constant Multiple Regression analysis has been used. It was concluded that career path planning is the most important construct to improve quality of work life of women entrepreneurs in the study area

Keywords: Women Entrepreneur, Quality of Work Life

I. INTRODUCTION

Today India is full of success story of women entrepreneurs who have proved their mettle. Women entrepreneurs are motivated and self-propelled. At present, many women are attracted towards self-employment with flexible working hours allowing them to take care of both home and business. Therefore, work is an integral part of women entrepreneurs' everyday life. On an average women entrepreneurs spend around twelve hours daily in the organization, that is one third of their entire life, it does influence the overall quality of their work life. It should yield professional satisfaction, give peace of mind, a fulfillment of having done a task, as it is expected, without any flaw and having spent the time fruitfully, constructively and purposefully. Even if it is a small step towards their lifetime goal, at the end of the day it gives satisfaction and eagerness to look forward for the next day. A happy and a healthy women entrepreneur have better quality of work life thereby maximize the profit, make good decisions and positively contribute to the organizational goal. This paper focuses on evaluating the constructs of quality of work life of women entrepreneurs.

II. REVIEW OF LITERATURE

Syed Zamberi Ahmad and Farah Akmar Anor Salim (2009) identified the sources of stress are responsibility and values, skills and work. They concluded that the effective coping mechanisms to overcome stress among Malaysian entrepreneurs are disregarding, divert thinking (by doing something fun) and effective communication.Pratibha Barik (2011) found that there is no difference in the quality of work life of male and female professionals but still the women professionals are less satisfied in their general life than the men. Freyedon Ahmadi, Adel Salavati and Ebrahim Rajazadeh (2012) highlighted that quality of work life and organizational commitments are a multidimensional construct and is a product of the evaluation of one's work place. Balaji K.D. and Shengaraman V.M. (2013) identified that the group of women are satisfied with the work at hand but they are stressed in some factors like lack of recognition from the society in case of home maker, in contrast the entrepreneurs suffer from business environment and job pressure. They concluded that both the groups of women are not giving much importance to their health condition; it is advisable for them to do some burn-outs to reduce their stress level and make their life cheerful and flourishing. Krishnamoorthy V. and Balasubramani (2014) identified seven dimensions of entrepreneurial motivation namely, ambition, skills and knowledge, family support, market opportunities, independence, government subsidy and satisfaction. Out of identified seven dimensions only the 'ambition', 'skills and knowledge' and 'independence' dimensions has significant impact on entrepreneurial success. They concluded that entrepreneur should focus more attention on 'ambition', 'skills and knowledge' and 'independence' dimensions of entrepreneurial motivation to become success in their endeavor. Md. Mahi Uddin and Mustafa Manir Chowdhury (2015) identified five factors of work life balance namely role overloads, health related issues, dependent care, time management, and family and social support. They found that women entrepreneurs struggle to maintain a balance between work and family life because workloads and their personal and family roles rather often overlap with one another. Therefore, work life imbalances and conflicts have become a common facet of many inspiring women entrepreneurs of Bangladesh. They concluded that women entrepreneurs can focus on to reduce their workloads to manage dependent care issues, to improve their health, to manage their time properly and to ensure family and social support to maintain a balance between work and family life to survive, compete and make their business a success one. Monika Dahiya and Habiba Abbasi (2016) highlighted that overcoming the barriers of the patriarchal society existing in the country, women have come forward and proved that they have the capabilities and innovative thinking to start their own business. Finally they concluded that education, family support, government policies, urges to create self identity, need for additional income and better opportunities are the reasons that contribute to this women entrepreneurship.

III. SCOPE OF THE STUDY

Women of Virudhunagar District have shifted from traditional businesses such as handicrafts and handlooms to non-traditional businesses such as fashion and interior designers, education and training, hairstylists, printing units and setting up online stores. Hence, the present study is geographically limited to Virudhunagar District.

IV. OBJECTIVES

- ➢ To examine the association between demographic and business profile of the respondents.
- ➢ To evaluate the constructs of quality of work life of women entrepreneurs.
- ➢ To measure the change in dependent variable (QWL) due to change in independent variables.

V. RESEARCH METHODOLOGY

The present study is descriptive and analytical based on both primary and secondary data. The study is mainly based on primary data obtained from a questionnaire designed on the basis of the objectives. The secondary data were collected from books, journals, reports, dissertations and websites. Proportionate sampling technique has applied to collect the data. The collected data were processed with the help of appropriate statistical tools such as Percentage analysis, Friedman Test, ANOVA, Correlation analysis and Regression analysis.

VI. DESCRIPTIVE STATISTICS OF CONSTRUCTS OF QUALITY OF WORK LIFE
DESCRIPTIVE STATISTICS OF PERSONALITY DEVELOPMENT

Women entrepreneurs felt socially superior to other women of the society. They got an opportunity in entrepreneurship for development of their personality in their own way. Hence personality development plays a major role in influencing quality of work life of women entrepreneurs. The mean score for each item is calculated to know their level of influence and the results are given in the Table 1.

TABLE 1
Descriptive Statistics of Personality Development

S.No.	Items	Mean	Std. Deviation
1.	I am aware of my own strengths and weaknesses	3.9130	1.24213
2.	I always seek out opportunities to broaden my capabilities	3.8467	1.19126
3.	I do not consider myself as a good lateral thinker	3.2105	1.24760
4.	I always see obstacles as an opportunity to learn and develop	3.7277	1.28915
5.	I accurately read non-verbal cues of the employees	3.6018	1.18546
6.	I give constructive feedback to employees	3.7712	1.19163
7.	I try to seek out relationship that is mutually beneficial	3.8444	1.08304
8.	I could give a correct picture of my thoughts and feelings without hesitation	3.6796	1.14654
9.	I am comfortable making presentations and speaking in public	3.5973	1.27531
10.	I have the skills needed to negotiate in a variety of settings	3.6545	1.16014
11.	I am aware of how my patterns of behaviour impact others	3.6270	1.13756

It is noted from the Table 1 that the all the items under personality development are at the agreeable level. The statement, "I am aware of my own strengths and weaknesses" got the highest mean score of 3.9130 and the least mean score of 3.2105 is assigned for the statement, "I do not consider myself as a good lateral thinker".

DESCRIPTIVE STATISTICS OF INTERPERSONAL RELATIONSHIP

Interpersonal relationship is very important for women entrepreneurs as it is very essential to get the things done through others. Women entrepreneurs must know how to form and lead a team and treat them with care. Hence interpersonal relationship plays a major role in influencing quality of work life of women entrepreneurs. The mean score for each item is calculated to know their level of influence and the results are given in the Table 2.

TABLE 2
Descriptive Statistics of Interpersonal Relationship

S.No.	Items	Mean	Std. Deviation
1.	I establish and maintain formal relationship at work	3.9039	1.27966
2.	I trust the senior people in my organization	3.9863	1.11897
3.	I want to build team effort to achieve better results	3.8719	1.16409
4.	I promote a friendly and cooperative climate within the work place	3.8284	1.14352
5.	I encourage employees to work as a team	3.8398	1.16995
6.	I influence group members towards the accomplishment of goals in a given situation	3.6728	1.29236
7.	**I do not co operate with others**	**2.9519**	**1.47143**
8.	I am empathize with other people's needs, concerns and goals	3.6636	1.12473
9.	I am good at keeping my eyes and ears open to what is happening around	3.7918	1.04272

It is clear from the Table 2 that all the items under interpersonal relationship are at the level of agreeable. One variable regarding the respondents opinion about their cooperation with others has less correlation value is removed and the remaining eight variables are considered.

The statement, "I trust the senior people in my organization" got the highest mean score of 3.9863and the least mean score of 3.6636 is assigned for the statement, "I am empathize with other people's needs, concerns and goals".

DESCRIPTIVE STATISTICS OF CAREER PATH PLANNING

Career management is the combination of structured planning and the active management choice of one's own professional career. The outcome of successful career path planning should include personal fulfillment, work/life balance, goal achievement and financial security. Hence career path planning plays a major role in influencing the quality of work life of women entrepreneurs. The mean score for each item is calculated to know their level of influence and the results are given in the Table 3.

TABLE 3
Descriptive Statistics of Career Path Planning

S.No.	Items	Mean	Std. Deviation
1.	I am able to convert ideas into action	3.9016	1.14215
2.	I am able to visualize big goals and getting people excited about achieving them	3.7071	1.09890
3.	I am able to put across my point of view clearly and persuasively	3.7391	1.07757
4.	I develop and use logical step by step plans to reach goals	3.7849	1.19994
5.	I focus on the issues involved rather than on the person	3.5744	1.09086
6.	I possess sufficient analytical skills to understand the causes and effects to problems that affect women, their family and society	3.8581	1.10794
7.	I am capable of managing my time and resources productively	3.7391	1.13155

Table 3 depicts that all the items under career path planning are at the agreeable level. The statement, "I am able to convert ideas into action" got the highest mean score of 3.9016 and the least mean score of 3.5744 is assigned for the statement, "I focus on the issues involved rather than on the person".

DESCRIPTIVE STATISTICS OF STRESS

Stress is the pressure people feel in life due to their reaction to situation. Women entrepreneurs view stress as frustration or emotional tension. Hence stress plays a major role in influencing quality of work life of women entrepreneurs. The mean score for each item is calculated to know their level of influence and the results are given in the Table 4.

TABLE 4
Descriptive Statistics of Stress

S.No.	Items	Mean	Std. Deviation
1.	I become busy and hours of work increased	3.9886	1.00793
2.	I am pressured to work for long hours	3.7918	1.12931
3.	I have neglected other areas of interests as I do not get time to participate	3.3638	1.11202
4.	I feel stagnant in my role	3.4279	1.10356
5.	I find myself thinking about problems even when I am supposed to be relaxing	3.7117	1.03789
6.	I find it difficult to delegate work	3.3387	1.05129
7.	**Entrepreneurship is not suited for women**	**2.6430**	**1.31358**
8.	I am interested in the people that I meet in my profession	3.6842	1.16566
9.	I know how to use humor to relieve tense and uncomfortable situations	3.5149	1.00361

It is apparent from the Table 4 that all the items under stress are at the level of agreeable. One item namely entrepreneurship is not suited for women is less correlated and hence removed and the remaining eight variables are considered. The statement, "I become busy and hours of work increased" got the highest mean score of 3.9886 and the least mean score of 3.3387is assigned for the statement, "I find it difficult to delegate work".

DESCRIPTIVE STATISTICS OF ECONOMIC INDEPENDENCE

Economic independence means the state of having sufficient personal wealth to live. Women entrepreneurs have sufficient amount of cash to lead the family and satisfy all the members in the family. Hence economic independence plays a major role in influencing the quality of work life of women entrepreneurs. The mean score for each item is calculated to know their level of influence and the results are given in the Table 5.

TABLE 5
Descriptive Statistics of Economic Independence

S.No.	Items	Mean	Std. Deviation
1.	I have the ability to create personal assets	3.9680	1.19205
2.	I am able to save and invest money for the well being of the family	3.7666	1.10689
3.	I acquired the purchasing power to get modern gadgets	3.4119	0.99754
4.	Liquidity of finance to spend for recreation and entertainment is adequate	3.3089	1.07654
5.	I am able to fulfill the passion to visit tourist places	3.3341	1.13050
6.	I am able to pay any cost for the education of the children	3.4828	1.20504
7.	I am interested in shopping branded goods	3.5675	1.25184

It is inferred from the Table 5 that all the items under economic independence are at the agreeable level. The statement, "I have the ability to create personal assets" got the highest mean score of 3.9680 and the least mean score of 3.3089 is assigned for the statement, "Liquidity of finance to spend for recreation and entertainment is adequate".

DESCRIPTIVE STATISTICS OF SOCIAL STATUS

Women entrepreneurs earn social status by their own achievements. Hence Social status plays a major role in influencing quality of work life of women entrepreneurs. The mean score for each item is calculated to know their level of influence and the results are given in the Table 6.

TABLE 6
Descriptive Statistics of Social Status

S.No.	Items	Mean	Std. Deviation
1.	I have passion to grow independently	3.7300	1.15550
2.	I have social responsibility in adopting fair trade practices	3.6293	1.09203
3.	I am seen as a role model to shoulder financial constraints of the family	3.6636	1.13892
4.	My ideas are given due weightage in taking monetary/investment decisions of the family	3.5492	1.14759
5.	I never hesitate to address the students/trainees of EDP/members of SHG about starting up a business	3.3593	1.01885
6.	I ignore the problem the sex discrimination in business	3.4714	1.16612
7.	I represent in local bodies of Government	3.1442	1.28320

It is lucid from the Table 6 that the all the items under social status scale are at the agreeable level. The statement, "I have passion to grow independently" got the highest mean score of 3.7300and the least mean score of 3.1442 is assigned for the statement, "I represent in local bodies of Government".

SIGNIFICANT RELATIONSHIP BETWEEN MEAN SCORE AND INDIVIDUAL VARIABLES AMONG THE CONSTRUCTS OF QUALITY OF WORK LIFE OF WOMEN ENTREPRENEURS

In this foregoing analysis, Friedman test is used to study the significant relationship among the mean scores of individual variables in each construct of quality of work life of women entrepreneurs.

Friedman Test for Personality Development

H_0: "*There is no statistically significant difference among the mean ranks of the respondents towards the variables responsible for personality development*".

TABLE 7
Personality Development - Result of Friedman Test

S.No.	Variables	Mean Rank	Rank
1.	I am aware of my own strengths and weaknesses	6.71	XI
2.	I always seek out opportunities to broaden my capabilities	6.53	IX
3.	I do not consider myself as a good lateral thinker	4.53	I
4.	I always see obstacles as an opportunity to learn and develop	6.36	VII
5.	I accurately read non-verbal cues of the employees	5.77	IV
6.	I give constructive feedback to employees	6.46	VIII
7.	I try to seek out relationship that is mutually beneficial	6.53	IX
8.	I could give a correct picture of my thoughts and feelings without hesitation	5.76	III
9.	I am comfortable making presentations and speaking in public	5.82	V
10.	I have the skills needed to negotiate in a variety of settings	5.86	VI
11.	I am aware of how my patterns of behaviour impact others	5.67	II
Test Statistic			
No. of Respondents = 437	χ^2 = 241.074	Df = 10	p value = 0.000

The mean ranks of the above Table 7 describes that among the eleven variables, I do not consider myself as a good lateral thinker (4.53) is ranked first followed by I am aware of how my patterns of behavior impact others (5.67) and I am aware of my own strengths and weaknesses (6.71) secures the last rank.

The test statistic of Friedman test implies that there is a statistically significant difference between the mean ranks of the respondents as the significant value 0.000 is less than 0.05 and the null hypothesis is rejected.

Friedman Test for Interpersonal Relationship

H_0: **"*There is no statistically significant difference among the mean ranks of the respondents towards the variables responsible for interpersonal relationship".***

TABLE 8
Interpersonal Relationship - Result of Friedman Test

S.No.	Variables	Mean Rank	Rank
1.	I establish and maintain formal relationship at work	5.48	VIII
2.	I trust the senior people in my organization	5.51	IX
3.	I want to build team effort to achieve better results	5.19	VI
4.	I promote a friendly and cooperative climate within the work place	5.06	V
5.	I encourage employees to work as a team	5.31	VII
6.	I influence group members towards the accomplishment of goals in a given situation	4.91	III
7.	I do not co operate with others	3.80	I
8.	I am empathize with other people's needs, concerns and goals	4.69	II
9.	I am good at keeping my eyes and ears open to what is happening around	5.03	IV
Test Statistic			
No. of Respondents = 437	$\chi 2 = 192.243$	Df = 10	p value = 0.000

      The mean ranks of the above Table 8 bring forth that among the nine variables, I do not cooperate with others (3.80) is ranked first followed by I am empathize with other people's needs, concerns and goals (4.69) and I trust the senior people in my organization (5.51) secures the last rank.

      The test statistic of Friedman test implies that there is a statistically significant difference between the mean ranks of the respondents as the significant value 0.000 is less than 0.05 and the null hypothesis is rejected.

Friedman Test for Career Path Planning

H_0: **"*There is no statistically significant difference among the mean ranks of the respondents towards the variables responsible for career path planning".***

TABLE 9
Career Path Planning - Result of Friedman Test

S.No.	Variables	Mean Rank	Rank
1.	I am able to convert ideas into action	4.35	VII
2.	I am able to visualize big goals and getting people excited about achieving them	3.84	II
3.	I am able to put across my point of view clearly and persuasively	3.92	III
4.	I develop and use logical step by step plans to reach goals	4.20	VI
5.	I focus on the issues involved rather than on the person	3.58	I
6.	I possess sufficient analytical skills to understand the causes and effects to problems that affect women, their family and society	4.16	V
7.	I am capable of managing my time and resources productively	3.95	IV
Test Statistic			
No. of Respondents = 437	$\chi 2 = 75.635$	Df = 6	p value = 0.000

      The mean ranks of the above Table 9 exhibits that among the seven variables, I focus on the issues involved rather than on the person (3.58) is ranked first followed by I am able to visualize big goals and getting people excited about achieving them (3.84) and I am able to convert ideas into action (4.35) secures the last rank.

      The test statistic of Friedman test implies that there is a statistically significant difference between the mean ranks of the respondents as the significant value 0.000 is less than 0.05 and the null hypothesis is rejected.

Friedman Test for Stress

H_0: **"There is no statistically significant difference among the mean ranks of the respondents towards variables responsible for stress".**

TABLE 10
Stress - Result of Friedman Test

S.No.	Variables	Mean Rank	Rank
1.	I become busy and hours of work increased	6.38	IX
2.	I am pressured to work for long hours	5.77	VIII
3.	I have neglected other areas of interests as I do not get time to participate	4.64	III
4.	I feel stagnant in my role	4.66	IV
5.	I find myself thinking about problems when even when I am supposed to be relaxing	5.50	VII
6.	I find it difficult to delegate work	4.32	II
7.	Entrepreneurship is not suited for women	3.40	I
8.	I am interested in the people that I meet in my profession	5.43	VI
9.	I know how to use humor to relieve tense and uncomfortable situations	4.87	V
Test Statistic			
No. of Respondents = 437	$\chi2 = 518.213$	Df = 8	p value = 0.000

The mean ranks of the above Table 10 implies that among the nine variables, Entrepreneurship is not suited for women (3.40) is ranked first followed by I find it difficult to delegate work (4.32) and I become busy and hours of work increased (6.38) secures the last rank.

The test statistic of Friedman test implies that there is a statistically significant difference between the mean ranks of the respondents as the significant value 0.000 is less than 0.05 and the null hypothesis is rejected.

Friedman Test for Economic Independence

H_0: **"There is no statistically significant difference among the mean ranks of the respondents towards variables responsible for economic independence".**

TABLE 11
Economic Independence - Result of Friedman Test

S.No.	Variables	Mean Rank	Rank
1.	I have the ability to create personal assets	4.98	VII
2.	I am able to save and invest money for the well being of the family	4.48	VI
3.	I acquired the purchasing power to get modern gadgets	3.57	II
4.	Liquidity of finance to spend for recreation and entertainment is adequate	3.40	I
5.	I am able to fulfill the passion to visit tourist places	3.68	III
6.	I am able to pay any cost for the education of the children	3.78	IV
7.	I am interested in shopping branded goods	4.10	V
Test Statistic			
No. of Respondents = 437	$\chi2 = 281.228$	Df = 6	p value = 0.000

The mean ranks of the above Table 11 shows that among the seven variables, Liquidity of finance to spend for recreation and entertainment is adequate (3.40) is ranked first followed by I acquired the purchasing power to get modern gadgets (3.57) and I have the ability to create personal assets (4.98) secures the last rank.

The test statistic of Friedman test implies that there is a statistically significant difference between the mean ranks of the respondents as the significant value 0.000 is less than 0.05 and the null hypothesis is rejected.

Friedman Test for Social Status

H_0: *"There is no statistically significant difference among the mean ranks of the respondents towards variables responsible for social status".*

TABLE 12
Social Status - Result of Friedman Test

S.No.	Variables	Mean Rank	Rank
1.	I have passion to grow independently	4.43	VI
2.	I have social responsibility in adopting fair trade practices	4.22	V
3.	I am seen as a role model to shoulder financial constraints of the family	4.41	VII
4.	My ideas are given due weightage in taking monetary/ investment decisions of the family	4.16	IV
5.	I never hesitate to address the students / trainees of EDP / members of SHG about starting up a business	3.60	II
6.	I ignore the problem the sex discrimination in business	3.95	III
7.	I represent in local bodies of Government	3.24	I
Test Statistic			
No. of Respondents = 437	$\chi 2$ = 159.347	Df = 6	p value = 0.000

The mean ranks of the above Table 12 elicits that among the seven variables, I represent in local bodies of Government (3.24) is ranked first followed by I never hesitate to address the students / trainees of EDP / members of SHG about starting up a business (3.60) and I have passion to grow independently (4.43) secures the last rank.

The test statistic of Friedman test implies that there is a statistically significant difference between the mean ranks of the respondents as the significant value 0.000 is less than 0.05 and the null hypothesis is rejected.

SIGNIFICANT RELATIONSHIP AMONG THE CONSTRUCTS OF QUALITY OF WORK LIFE OF WOMEN ENTREPRENEURS - CORRELATION ANALYSIS

H_0: *"There is no significant relationship among the constructs of quality of work life of women entrepreneurs".*

TABLE 13

Significant relationship among the Constructs of Quality of Work Life of Women Entrepreneurs – Result of Correlation Analysis

	Personality development	Interpersonal relationship	Career path planning	Stress	Economic independence	Social status
Personality Development	1					
Interpersonal Relationship	0.863	1				
Career Path Planning	0.903	0.908	1			
Stress	0.878	0.835	0.866	1		
Economic Independence	0.800	0.822	0.787	0.824	1	
Social Status	0.832	0.823	0.827	0.834	0.918	1

It is understood from the Table 13 that there is a high degree of positive correlation between personality development and interpersonal relationship (0.863), career path planning (0.903), stress (0.878), economic independence (0.800) and social status (0.832) at 5 per cent level of significance. Among the five constructs career path planning has dominant correlation with personality development.

There is a high degree of positive correlation between interpersonal relationship and career path planning (0.908), stress (0.835), economic independence (0.822) and social Status (0.823) at 5 per cent level of significance. Among the four constructs, career path planning has a dominant correlation with interpersonal relationship.

There is a high degree of positive correlation between career path planning and stress (0.866), economic independence (0.787) and social status (0.827). Among the three constructs, stress has a dominant correlation with career path planning.

There is a high degree of positive correlation between stress and economic independence (0.824) and social status (0.834). Among the two constructs, social status has a dominant correlation with stress.

There is a high degree of positive correlation between economic independence and social status (0.918).

EVALUATION OF CONSTRUCTS OF QUALITY OF WORK LIFE OF WOMEN ENTREPRENURS - REGRESSION ANALYSIS

Dependent variable: Quality of work-life (Y)

Independent variables:

1. Personality Development (X_1)
2. Interpersonal Relationship (X_2)
3. Career Path Planning (X_3)
4. Stress (X_4)

5. Economic Independence (X_5)
6. Social Status(X_6)

H_0: *"Each independent variable (X_1, X_2, X_3, X_4, X_5 and X_6) does not significantly contribute towards the dependent variable (Quality of Work Life) if all the other independent variables are held constant".*

TABLE 14
ANOVA and Model Summary

Multiple R			0.821		
R^2			0.734		
Adjusted R^2			0.592		
Standard Error			1.73951		
Model	**Analysis of Variance Sum of Squares**	**df**	**Mean Square**	**F**	**p value**
Regression	43.782	5	8.7564		
Residual	602.821	431	120.5642	6.808	0.000
Total	**646.603**	**436**			

The Table 14shows that the multiple correlation coefficient is 0.821 as the predicated values are obtained as linear combination of personality development, inter personal relationship, career path planning, stress, economic independence and social status, the coefficient value of 0.821 indicates that the relationship between dependent and independent variables are positive.

The Coefficient of Determination R-square measures the goodness-of-fit of the estimated Sample Regression Plane (SRP) in terms of the proportion of the variation in the dependent variables explained by the fitted sample regression equation. Thus the value of R-square is 0.734 simply means that about 73.4% of the variation in quality of work life is explained by the estimated SRP that uses career outcome variables as the independent variables and R square value is significant at 5 percent level.

From ANOVA results, it is known that there is a significant association between dependent and independent variables as its p value is equal to 0.000 (p=0.000). It reveals that the regression model is considered to be a good fit of the data.

TABLE 15
Multiple Regression Analysis

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	**Std. Error**	**Beta**		
(Constant)	4.397	0.239		9.976	0.000
Personality development	0.628	0.150	-0.199	-1.614	0.107
Interpersonal relationship	0.513	0.147	0.003	0.021	0.983
Career path planning	0.819	0.167	0.386	2.769	0.006
Stress	0.501	0.153	0.121	1.087	0.278
Economic independence	0.736	0.159	0.202	1.612	0.108
Social status	0.655	0.169	-0.248	-1.907	0.057

The t test in the above table indicates that, there is no significant difference among the variables in the contribution of independent variables to dependent variable.

The multiple regression equation is

$Y = 4.397 + 0.628X_1 + 0.513X_2 + 0.819X_3 + 0.501X_4 + 0.736X_5 + 0.655X_6$

In a nutshell,

➤ Personality development influences the quality work life at 62.8 percent which indicates a positive relationship.
➤ Interpersonal relationship influences the quality of work life at 51.3 percent.
➤ Career path planning influences the quality of work life at 81.9 per cent.
➤ Stress influences the quality of work life at 50.1 per cent.
➤ Economic independence influences the quality of work life at 73.6 percent.
➤ Social status influences the quality of work life at 65.5 per cent

Based on standardized coefficient value, X_3 (Career path planning) is the most important construct to improve Quality of Work Life followed by X_5 (Economic independence), X_6 (Social status), X_1 (Personality development), X_2 (Interpersonal relationship) and X_4 (Stress).

VII. CONCLUSION

Women have the potential and the determination to set up, uphold and supervise their own enterprises in a very systematic manner. Appropriate support and encouragement from the society in general and family members in particular is required to help them scale new heights in their business ventures. A smart woman can pick up a job any day, but if she becomes an entrepreneur she can provide a livelihood to 10 more women at least. If you give a woman in a developing country just a little bit of support for a business, she may well leverage that support into a brighter future for herself, her children, her neighbors and the world that we all share.

The above discussion reveals that career path planning has dominant correlation with personality development of women entrepreneurs. The researcher concluded that career path planning is the most important construct to improve the quality of work life of women entrepreneurs in the study area.

VIII. REFERENCES

[1] Syed Zamberi Ahmad and Farah Akmar Anor Salim (2009), "Sources of Stress and the Coping Mechanism for Malaysian Entrepreneurs", African Journal of Business Management, Vol.3 (6).

[2] Pratibha Barik (2011), "Quality of Work Life of Professionals: A Comparative Study of Male Vs

Female", International Journal of Research in Commerce and Management, Vol.2, Issue 10.

[3] Freyedon Ahmadi, Adel Salavati and Ebrahim Rajazadeh (2012), "Survey Relationship between Quality of Work Life and Organizational Commitment in Public Organisation in Kurdistan Province", Interdisciplinary Journal of Contemporary Research in Business, Vol.4, No.1.

[4] Balaji K.D. and Shengaraman V.M. (2013), "Stress among Women as Entrepreneurs and Home Maker in Kancheepuram District, Tamilnadu, India", Zenith International Journal of Multidisciplinary Research, Vol.3, Issue 8.

[5] Krishnamoorthy V. and Balasubramani (2014), "Motivational Factors among Women Entrepreneurs and their Entrepreneurial Success: A Study", International Journal of Management Research and Business Strategy, Vol.3, No.2.

[6] Md. Mahi Uddin and Mustafa Manir Chowdhury (2015), "An Investigation into the Issues of Work-Life Balance of Women Entrepreneurs in Bangladesh", IOSR Journal of Business and Management, Volume17, Issue 4, Ver.III.

[7] Monika Dahiya and Habiba Abbasi (2016), " Scope of Women Entrepreneurship in India" International Journal on Recent and Innovation Trends in Computing and Communication, Vol.4, Issue 5.