

# ENTREPRENEURIAL ROLE STRESS AND PSYCHOLOGICAL NEEDS AMONG WOMEN WORKING IN CORPORATE AND NON-CORPORATE SECTORS

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**Abstract :** Women today play a major role in every field as a care taker, a family person, a professional, a mother etc. They go through a lot of stress while playing these roles. Women today work for 50 hrs average including their professional and personal lives. They have to find ways to get a balance between both their personal and professional lives. The present study focuses on the needs of working women in various sectors specifically working in an entrepreneurial field, it also focuses on finding out various solutions to cope up with the stress levels a woman is going through.. The major objective of this study is to find out the relationship between work stress and psychological needs among working women. The researcher has used valid and reliable scales to find out the relationship between role stress and psychological needs among women entrepreneurs. Another significant objective is to know if there exists any relationship between selected independent variables and dependent variables. For stress levels ERS (Entrepreneurial Role Stress Scale) is used which has 27 measuring items to measure stress levels. The second scale is known as the Work Preference Schedule which helps us find out the most common Psychological needs among working individuals. These scales will help us find out the correlation between role stress and psychological needs among working individuals. The data interpretation is yet to be done. For the same purpose the researcher is using measures of correlation and central tendency.

**Keywords:** entrepreneurs, role stress, role conflict, working individuals, psychological needs.

## I. INTRODUCTION

Entrepreneurs face a daunting array of potential stressors. The atmosphere in which they work are often unpredictable and have rapid change, their work loads are intense, and they frequently work under severe financial constraints. Lam (2008) suggests that the entrepreneurs might end up experiencing high levels of stress. However, he points to a different possibility through a well-documented theory in the fields of organizational behavior Psychology- Attraction-Selection- Attrition (ASA) Theory. Baron and Franklin, 2013)

### Entrepreneurship Role Stress

An intriguing possibility emerges when ASA theory is applied to entrepreneurship. Many people are attracted to entrepreneurship and for many different reasons like economic opportunity, necessity to the “need” of becoming an entrepreneur or becoming a leader. The research primarily concentrates on levels of stress an individual is going through (Ehrlich and Dukerich, 1985).

### Stress: A Working Definition

As commonly used, the term “stressor” indicates a situation or event appraised as being aversive in that it elicits a stress response which taxes a person’s physiological or psychological resources as well as possibly provokes a subjective state of physical or mental tension. (Sapolsky et al., 1986).

The concept of Role stress can be defined as the result of disparity between an individual’s perception of a specific role or the characteristics of that role. When the expectations of an individual exceeds than what is achieved, that is when role stress occurs. Psychologists who have earlier researched argued that certain experiences ,they do not necessarily demonstrate a damaging effect on the individual. (Esther and Chang, 2005).

Selye(1955) mentions that stress was an important part of an individual’s life and stress is not necessarily negatively so, its experience does not have to be avoided. some experiences give us stress but it is associated with positive feelings and health. However the most prominent occupational stress theories developed since that time focuses predominantly on the negative consequences of stressors.

### Coping with Stress

As stress is mentioned to be a state of mental and emotional strain or suspense. It can cause major or minor problems at certain times. Stressful situations which are prolonged, unexpected, uninterrupted and unmanageable is always damaging. (Prince Town, 2001)

Coping of stress with the help of damageable things like with the help of alcohol, smoking, drugs, analgesics, and eating are counterproductive and may worsen the stress.

Stress can be managed by positive factors like regular exercise, meditation, or other relaxation techniques, and forming new strategies or trying other relaxation techniques might help to create a positive turn in an individual. (Carter et al., 2003). Stress can be managed only when an individual is having the willing to make the necessary changes to make a necessary lifestyle.

### Role Conflict in Women

People play various roles in their lives. Women especially own their role conflicts based on the roles implied on Women today work for 50 hours average including their professional and personal life. They have to get a balance between both personal and professional fields. (Tapasya and Urvika, 2017)

### Causes of Stress among Women

Women go through a lot of stress playing different roles as a wife, as a mother and an Employee, these situations causes and increases their levels of stress of the individual. The causes of stress for working women are Unreasonable demands for performance, Lack of interpersonal communication between the employer and the employees, interpersonal relationship among colleagues, fear of losing one's job, longing working hours and less time to spend with family. (Eswari Vadlamudi, 2018).

### Psychological Needs

The concept of need are attractive as they can potentially give ups genotypic behavior's that individuals express .needs are also attractive because they suggest psychosocial interventions. Once that psychological need is intervened or identified, they can be targeted to enhance a better living. A need constructs a way to unify the field of motivational Psychology. If an individual settles on a basic set of human needs, he would be able to face a wide variety of motivational and functional analyses. ( Ryan and Deci ,2000)

There has been a little consensus on the exact definition of needs. (McClelland, 1985) questions if needs are ineluctable motive forces, pushing out from the person, or are they any experiential inputs, coming into an individual? Do needs refer to almost any type of desire or craving or only to certain special, health including motives. ( Ryan, 2000)

It is unclear where Psychological needs come from. Are they acquired from individual differences, perhaps learned in early life and varying across cultures or are they inherent or have a universal scope.

### Types of Psychological needs

There are various modern theories which were adopted to explain the concept of Psychological needs.. One of the theories which explains the concept of Psychological needs are Self Determination Theory (SDT). Like every other theories, self-determination theory has differentiated the concept of goal- directed Behavior. It uses the concept of innate psychological needs as the basis for interrogating the differentiations of goal contents and regulatory processes and the predictions that resulted from those differentiations. The concept of needs was widely used in empirical Psychology to organize the Study of motivation. ( B.F Skinner, 1953). The self-determination theory specifically explains that human beings have three basic psychological needs, they are a need for autonomy, competence, and relatedness ( Gagné et al., 2014).

Need satisfaction is therefore an important experiential mediator between social contexts and a variety of outcomes of an individual's behavior. However, the theory does not specify a link between the type of need satisfied (or unsatisfied) and the specific type of behavior that results; instead, need satisfaction, , is said to provide nonspecific impetus for adaptive behavior in general. Thus, satisfied needs provide the resources for positive motivation and behavior. ( Deci and Ryan, 2000)

### Entrepreneurial Focus

An entrepreneur is an individual who sets up a business, taking on financial risks in the hope of profit.

There are a number of psychological characteristics displayed by an entrepreneur. They have a need for achievement which refers to the need to strive hard for success or a great opportunity for personal achievement. The second common characteristic involves internal locus of control which explains an individual's perception of the causes for situations or events in their lives. The other few characteristics are a tolerance and uncertainty dealing with an individual's ability to make a decision with incomplete or ambiguous information, and risk taking propensity which involves risk taking.

Despite having Goals, entrepreneurs have difficulty in sustaining strategic focus compared to the other organizations players. (Finn, 1985)

### Literature Review

Nurcan and Ediz (2013) conducted a research on employees to study the effect of "role stress" and "occupational well-being". The research was conducted using a sample of 180 sales representatives working Pharmaceutical companies. The results showed that there was significant correlation with each occupational well-being dimension demonstrate that we intrasender conflict had a significant negative correlation with self-acceptance and managerial ambiguity has a significant negative correlation and occupational growth.

Jyothi and arti (2000) conducted a research on role stress among employees in banks. A sample of total 530 frontline employees from various public and private banks. It studies the psychological and physical health of the employees, it is affecting the productivity and functioning of an organization. The study was conducted to find out the causes of role stress with the employees.

Helen and Praveen (2008) conducted a research titled Role stressors and organizational commitment where a sample of 226 subjects were taken, among these 77 percent were female, 81 percent were single and 19 percent were married. The research studied the relation of role conflict and role ambiguity.

Majoyinola (2008) on the effects of Job stress, personal and work behavior. The research studied on the work behaviors of nurses in public hospitals. A sample of 153 nurses working in two public hospitals were taken. The research showed that there was a significant effect on physical and mental health of the nurses. There was also a significant difference in personal and work behavior of the public hospital nurses.

Kokila and Ushadevi(2017) conducted a research on a study on occupational stress among Nationalized Bank employees.A sample of 200 subjects were taken into consideration and were divided into 100 each from public and private sector banks.The results showed that stress in banking sector is mostly due to excess of work pressure and work life imbalance the organization should support and encourage taking up roles that help them to balance work and family.

Shilpa and pushpa(2010) conducted a study on employees, the research was conducted in gwalior city where a sample of 100 employees was used for data collection. A Standardized questionnaire on organizational role stress was administered on the employees, it studied the difference between the employees of different sector banks.The results also show that there is no significant difference in inter role distance experienced by private bank and public bank employees.

Elisabeth and Paul(2017) conducted a research on Psychological needs among students. The study was conducted on 204 subjects in an Australian high school.The results showed that the hypothesized model was explained 65 percent of variance in elective intentions and 50 percent in variance.

ErsinUzman(2014) studied on Basic Psychological Needs and Psychological health, the study was conducted on 774 subjects were 63.5 percent female and 36.5 percent were male.They studied on the correlation between the psychological needs and the psychological symptoms. The results showed that there was a negative significant correlation between autonomy and anxiety.

Lili Tian and Xiao Zhang (2018) studied on basic psychological needs theory.The research studied a sample of 801 in a three-wave longitudinal study, with each wave occurring 6 months apart.The results indicated the satisfaction of relatedness needs at school and competence needs.It also showed the autonomy need satisfaction and competence needs among the volunteers positively.

Lance and Christopher (2016) studied on basic psychological needs at work. The study was conducted on 119 district samples examining the antecedents and consequences of basic need satisfaction. It also studied about psychological growth, internalization and well-being.The results showed that there was a significant growth with individual other variables.

Anise M.S, and Lamis(2012) conducted a research on psychological needs, purpose in life,the research was conducted on the age group of young adults. The study hypothesized that the three basic psychological needs of autonomy, competence,relatedness and purpose in life.The results showed that the psychological and demographic factors explained 38 percent of the variances of problems and psychological needs of autonomy.

Symeon and Sotiria(2009) studied on Developmental and initial Validation of a Measure of Autonomy,competence and relatedness in exercise: The basic Psychological needs in exercise scale.The research conducted samples of 508 and 504 participants who were employed from private fitness for scale collaboration. The results of the scale scores were found to be largely unaffected by socially desirable responding and specifically the tendency for impression management.

## **Research Methodology**

### **Population and Sample**

The present study aims at those individuals who are currently working in corporate and non- corporate sectors (large or small) from the cities of Hyderabad. To get the sample, the researcher used random sampling method. The sample size has been determined by the institution as the research is conducted at an under graduate level.

### **Sampling Method**

The researcher used purposive sampling and simple random sampling method to select the elements from the total population.

### **Research Design**

For the present study, the researcher used descriptive research design as it can reveal potential relationships thus setting the stage for more elaborate investigation later.

### **Data Collection**

Data was collected from corporate and non-corporate women employees following survey method. Surveys are usually questionnaires that are given away to them to fill personally.

### **Results**

In the present study 50 percent of respondents are from non-corporate sector and 50 per cent from corporate sector. For the present study, the age groups of the employees were mostly between 20 to 35 years and 77 percent of the subjects are married. It can be seen that 52 percent of women employees in the current study are working between eight to nine hours and 82 per cent of them are spending just 0 to two hours' time with family members.

The mean score of entrepreneurial role stress is 44 and psychological needs are 42. The statistical results show that there is negative correlation between entrepreneurial role stress and psychological need i.e. higher the role stress, lower the psychological needs. Age and psychological needs are also negatively correlated. Role isolation, role irrelevance, role inadequacy, self-role distance, inter role distance are positively correlated with challenge stress (one of the subscales of entrepreneurial role stress).

Another interesting finding is that there is a positive correlation between self-role and inter role, resource inadequacy and role inadequacy, role inadequacy and result inadequacy, self-role distance and result inadequacy. 72 per cent employees working in the present study are having weekly targets, thus there is strong positive correlation between weekly targets and challenge stress.

One more interesting finding is that there exists a difference in psychological needs base on type of employment (non corporate and corporate). The mean score of psychological needs in corporate employees is higher than employees working in non corporate sector. Thus, it can be concluded that entrepreneurial role stress and psychological needs play an important role in the lives of women employees.

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