

WOMEN ENTREPRENEURS: SOFT SKILLS AND STRESS MANAGEMENT AT THE WORKPLACE

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Abstract- In the current situation where technology is dominating the current market and making the things more convenient and easy for most of the people. By considering the current scenario with the help of technology and globalization on par with women empowerment has made the global business highly challenging and competitive. Women have evolved in to potential leaders and proved to be strong competitors not only at the home front but also at the international front. In this highly competitive and challenging working ambience, developing soft skills is vital in curbing stress and other issues related to the impact of stress. As such, most of the organizations are opting for a stress free ambience as Human Resource is a vital vein breathing productivity and profits for the business enterprises. This is not just for the economic empowerment of the enterprise alone but also to that of individuals working in that and also to the benefit of the society and Nation. Women constitute major workforce contributing to the economic empowerment of the business enterprise, family, society and Nation to a larger extent. Women entrepreneurs are prone to stress as they have the obligation to manage both household decisions and workplace decisions. Soft skills training and development at the work place aids in maintaining congenial and stress free working environment. This helps women in boosting their confidence and also to handle various situations not only at the home front and at the workplace but in any given situation. Thus, the paper is an attempt to study the profile of 50 women entrepreneurs in relation to soft skills training and stress management at the workplace, its issues and challenges. Convenience sampling method is taken in to consideration.

Keywords: Women Entrepreneurs, Soft skills, Stress Management, Issues and Challenges.

INTRODUCTION

Women have been always leaders in their own right. They are able managers constituting major work force, further contributing to the economic stability and empowerment of the Nation. In the present times, women have emerged in to effective and potential leaders. They are able to manage domestic as well as workplace issues and are able to meet the challenges of the time. The competitive business world is better controlled and managed by women entrepreneurs. In the back ground of the patriarchal society, women have come a long way crossing all the hurdles. But they are still prone to stress and strain as they need to face and balance both domestic and workplace challenges. They need motivation and support from family and society.

LITERATURE REVIEW

Women are able to manage and balance domestic as well as workplace issues. They are contributors to the economic empowerment towards the society and it's not only for the family support. They are very much required in the development of nation and society at large. As they perform the home well in the same way they can manage the organisations well. They will have the lot of stress in both the place either residence or office but they will be able to manage well. This affects the working ambience and quality of work and it affects the family relations at home. It also affects the mental well being of the individuals which also disturbs the economic empowerment of the family and the business enterprise. Stress management has become a vital vein in the business organizations to contribute to the smooth working of the organization. At the same time, soft skills training acts as a catalyst to stress free working space. Most of the business enterprises have implemented the training programmes for soft skills and also stress management. Both have evolved to be breathing economic empowerment to the business organizations.

OBJECTIVES OF THE RESEARCH

- To study the need for stress management and soft skills training.
- To analyse the profile of the women entrepreneurs.
- To analyse the factors that control stress.
- To analyze specific factors that constitutes stress management and soft skills.

RESEARCH METHODOLOGY

The researcher has collected the data from the primary source that is with the help of Questionnaire through Mail Survey, Few of the respondents have been interviewed personally, case study based approach was also used for the same and researcher has used the observational approach method as well. The data was collected in the most care and logically. The researcher has used the systematic approach to collect the data.

In some of the cases researcher has interviewed few of the respondents for the purpose of collecting the data. In this article the researcher has tried to explore the new point of view with referent to stress on women. Secondary data is collected from the many different sources which published in the different sources like

- Websites
- Journals
- Reports
- Case Study
- Newspapers

HYPOTHESIS

H0: There is no relationship exist between the soft skill of the employee with stress level.

H1: There is a relationship exist between the soft skill of the employee with stress level.

SAMPLING DESIGN

Sample is selected out of the population and it's a part of it. The researcher has used the Convenience sampling method for the purpose of selecting the sample from the population. Sample size selected was 50 based on the convenient sampling and the area was selected from the different regions. The data was collected from different regions.

RESEARCH FINDINGS

Researcher has invested lot of time in collecting the qualitative data and the purpose of analyzing the data and descriptive statistics has been done with the help of Excel and correlation analysis has been done with the help of Excel.

DATA INTERPRETATION AND DISCUSSION

Analysis of the profile of the women entrepreneurs

Characteristics	No. of Respondents	Percentage
Age in years		
Below 20-30	10	20
30-40	12	24
40-50	14	28
Above 50	14	28
Stress causing factors at work place		
Unreasonable Deadlines/workload/inflexible timings	5	10
Deprived of promotions/increments	9	18
Grapevine	11	22
Long working hours	15	30
Reprimands	10	20
StressManagement Techniques at work place		
Family get together/leisure hours	9	18
Performance based allowances	11	22
Training and counseling	13	26
Gym	11	22
Recreational activities	6	12
Soft skills training		
Etiquette and manners	6	12
Leadership Training	9	18
Empathy/ conflict management	14	28
Interpersonal skills	11	22
Building Network	4	08
Communication skills	6	12

INFERENCE

The data collected shows that most of the women entrepreneurs have the potential to manage business. The women are aged between 20 to more than 50 years. It is interesting to note that the women entrepreneurs are able to manage stress at workplace. The collected data conveys that certain factors at workplace cause stress. They are lack of flexible timings, deprived of promotions, unreasonable deadlines or

work load, grapevine, long working hours and reprimands from the higher officials. To tackle stress, most of the business enterprises have stress management programmes and soft skills training . Family get together, performance based benefits, Gym facility, recreational activities, training and counselling sessions are arranged .Soft skills training in leadership, interpersonal skills, etiquette, empathy, building network and communication skills.

TESTING HYPOTHESIS

H0: There is no relationship exist between the soft skill of the employee with stress level.

H1: There is a relationship exist between the soft skill of the employee with stress level.

TABLE SHOWS THE ASSOCIATION BETWEEN SOFT SKILLS AND STRESS LEVEL

SOFT SKILLS	STRESS LEVEL
9	24
3	15
17	8
16	0
5	3
r	0.359738467

Interpretation

As per the hypothesis framed researcher has done the Correlation testing analysis. Two tail test with 95% level of confidence has been considered for the analysis. As per the correlation test analysis it's found that there is a relationship exist between the soft skill of the employee with stress level as the calculated vale is 0.359738467 which is more than P value that is 0.5.

FINDINGS OF THE RESEARCH

Among the total population of 50 women entrepreneurs, 28% are aged between 40-50 years and above 50 years. There are several factors that cause stress at work place. Most of the business enterprises have a company policy of arranging training and

counseling. All of them state that they need stress free working ambience. Most of the business enterprises have soft skills training for a congenial working atmosphere. About 30% state that they are prone to stress due to long working hours.

RECOMMENDATIONS IN GENERAL

More amount of motivation is required for women from the family members and from the society for the women empowerment. The facilities provided to the women need to be improvised for women to work with high efficiency. Women entrepreneurs can be promoted and motivated more in the field of insurance, pension, health schemes, mother-child care etc. To educate and train about their rights. To provide work from home provision. Generate employment and work towards stress free working environment. To provide continuous training and counseling for women suffering from stress.

CONCLUSION

Women bring with them emotional quotient which helps in work life balance. They form the major contributors to economic stability of the business enterprise. Every business enterprise must work for a healthy and congenial working atmosphere. As such soft skills training for the employers is vital for them to work in a stress work atmosphere. Conflict are major source of stress in any business organization which can be solved if the employers are trained in conflict management and other soft skills. Thus, stress management and soft skills training will pave way for a healthy working ambience at work place. This also helps to have a positive impact at the domestic front. To conclude, women bring with them balance and diversity to the work place. Their health issues must be dealt seriously and as such training and counseling should be provided in every business enterprise.

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