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# Aware Of Stress Coping Techniques For Women Entrepreneurs

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**ABSTRACT:** Women Entrepreneur is an individual who agrees exciting role to come across her individual wants and become economically autonomous. The development of women entrepreneurs and their involvement to the development of the country is very much visible in India. In a short period of time the number of women entrepreneurs increased all over the country. A women entrepreneur plays a vital role in creating employment to others in the well-organized sectors and set the trend for other women entrepreneurs to develop. They should be praised for the increased contribution, utilization of advanced technology, identifying the niche in the export market and investing high in their business activities. Women are playing various roles like, mother, wife, and daughter-in-law and so on and they need to strike hard to fulfil the role needs. Along with it they also need to perform the role of chief executives in their business. With these deliberations this conceptual study was carried out to discover role stress and limitations faced by women entrepreneurs. This article also reviews the literature around women entrepreneurship and the Stress faced by them.

**Keywords:** Entrepreneurial development, Women entrepreneurs, Stress, Coping strategies,

**INTRODUCTION:** The development of women entrepreneurs and their involvement to the development of the country is very much visible in India. In a short period of time the number of women entrepreneurs increased all over the country .Women entrepreneurs plays a vital role in creating employment to others in the well-organized sectors and set the trend for other women entrepreneurs to develop. They should be praised for the increased contribution, utilization of advanced technology, identifying the niche in the export market and investing high in their business activities. The capacity of the women entrepreneurs and the capability of contribution is more than what the women entrepreneurs already do.

**CAUSES OF STRESS:** In the fast growing technical environment everyone in this world face stress. There are many things which cause stress to an individual. These stresses can be organized easily when it is under our control and view, when the individual is under stress's control there comes the major issue. There are various methods to control the stress faced by the entrepreneur (Lazarus,1998). Some of the most common stress sources are discussed below.

**Survival Stress:** The phrase “fight or flight” before. This is a common response to danger in all people and animals. When one is afraid that someone or something may physically hurt, body naturally responds with a burst of energy so that will be better to survive the dangerous situation (fight) or escape it all together (flight).

**Internal Stress:** Have ever caught worrying about things can do nothing about or worrying for no reason at all? This is internal stress and it is one of the most important kinds of stress to understand and manage. Internal stress is when people make themselves stressed. This often happens when we worry about things we cannot control or put ourselves in situations we know will cause us stress. Some people become addicted to the kind of hurried, tense, lifestyle that results from being under stress. They even look for stressful situations and feel stress about things that aren’t stressful.

**Environmental Stress:** This is a response to things around that cause stress, such as noise, crowding, and pressure from work or family. Identifying these environmental stresses and learning to avoid them or deal with them will help lower stress level.

**Fatigue and Overwork:** This kind of stress builds up over a long time and can take a hard toll on body. It can be caused by working too much or too hard at job(s), school, or home. It can also be caused by not knowing how to manage time well or how to take time out for rest and relaxation. This can be one of the hardest kinds of stress to avoid because many people feel this is out of their control. Later in this course will show that do have options and offer some useful tips for dealing with fatigue.

#### **REVIEW OF LITERATRE:**

**Sara Khan (2016):** Observed that women entrepreneurship is on a sharp rise in Pakistan as in other countries around the world. This is opening up new economic avenues for women but at the same time also posing new challenges for them. This paper inquires into the social support system available to urban women entrepreneurs of Pakistan. Inviting a sample of women to uninhibitedly express their met and unmet needs for help at work and at home, the objective of this paper is to find out what social support women entrepreneurs have and do not have and how does society look upon their work outside home. The purpose of the paper is to encourage society, especially women's social networks and policy makers, to provide more adequately for women's family and work needs in order to help them and their businesses perform better and contribute more significantly to the economic betterment of the country.

#### **OBJECTIVES OF THE STUDY:**

- To analysis the Awareness of coping techniques to overcome the professional stresses among the women entrepreneurs.

#### **HYPOTHESES:**

- **H<sub>01</sub>**: There is no significant difference between the natures of business with regard to aware of stress coping techniques.

#### **METHODOLOGY:**

The study includes both primary and secondary data. The primary data sources are women entrepreneurs in Rayalaseema Region of A.P. The secondary data sources are relevant websites, journals, business magazines, books, dissertations and data bases for theoretical support. Structured questionnaire was used to collect the information from respondents. Questionnaire consists of open ended and closed ended questions. Convenience sampling method was used to collect responses.

#### **ANALYSIS AND INTERPRETATION OF DATA:**

**Table 1: Awareness about exercise technique**

Opinion	Nature of Business (N=350)		$\chi^2$ Value	Calculated Value
	F	%		
YES	313	89.43%	350.000 <sup>a</sup>	0
NO	37	10.57%		

The table 1 reveals that 89.43 % of respondents said that they are aware of exercise and 10.57% of respondents said that they are not aware of exercise. Hence it can be interpreted that the majority of the respondents said that they are aware of exercise

That table 1 shows that the calculated  $\chi^2$  value is 350.000 and calculated value is 0.00. Since the calculated value 0.00 is less than the 0.05, it can be interpreted that there is a significant difference between the natures of business with regard to aware of exercise techniques

**Table 2: Awareness about deep breathing technique**

Opinion	Nature of Business (N=350)		$\chi^2$ Value	Calculated Value
	F	%		
YES	194	55.43%	232.900 <sup>a</sup>	0
NO	156	44.57%		

The table 2 reveals that 55.43 % of respondents said that they are aware of deep breathing and 44.57% of respondents said that they are not aware of deep breathing.

Hence it can be interpreted that the majority of the respondents said that they are aware of deep breathing

That table 2 shows that the calculated  $\chi^2$  value is 232.900 and calculated value is 0.00. Since the calculated value 0.00 is less than the 0.05, it can be interpreted that there is a significant difference between the natures of business with regard to aware of deep breathing techniques.

**Table 3: Awareness about yoga technique**

Opinion	Nature of Business (N=350)		$\chi^2$ Value	Calculated Value
	F	%		
YES	279	79.71%	171.096 <sup>a</sup>	0
NO	71	20.29%		

The table 3 reveals that 79.71 % of respondents said that they are aware of yoga and 20.29 % of respondents said that they are not aware of yoga. Hence it can be interpreted that the majority of the respondents said that they are aware of yoga.

That table 3 shows that the calculated  $\chi^2$  value is 171.096 and calculated value is 0.00. Since the calculated value 0.00 is less than the 0.05, it can be interpreted that there is a significant difference between the natures of business with regard to aware of yoga techniques.

**Table 4 : Awareness about positive thinking technique**

Opinion	Nature of Business (N=350)		$\chi^2$ Value	Calculated Value
	F	%		
YES	316	90.29%	117.405 <sup>a</sup>	0
NO	34	9.71%		

The table 4 reveals that 90.29 % of respondents said that they are aware of positive thinking and 9.71 % of respondents said that they are not aware of positive thinking. Hence it can be interpreted that the majority of the respondents said that they are aware of positive thinking.

That table 4 shows that the calculated  $\chi^2$  value is 117.405 and calculated value is 0.00. Since the calculated value 0.00 is less than the 0.05, it can be interpreted that there is a significant difference between the natures of business with regard to aware of positive thinking techniques.

**Table 5 : Awareness about relaxation technique**

Opinion	Nature of Business (N=350)		$\chi^2$ Value	Calculated Value
	F	%		
YES	314	89.71%	114.405 <sup>a</sup>	0
NO	36	10.29%		

The table 5 reveals that 89.71 % of respondents said that they are aware of relaxation and 10.29 % of respondents said that they are not aware of relaxation. Hence it can be interpreted that the majority of the respondents said that they are aware of relaxation.

That table 5 shows that the calculated  $\chi^2$  value is 114.405 and calculated value is 0.00. Since the calculated value 0.00 is less than the 0.05, it can be interpreted that there is a significant difference between the natures of business with regard to aware of relaxation techniques.

**Table 6 : Awareness about meditation technique**

Opinion	Nature of Business (N=350)		$\chi^2$ Value	Calculated Value
	F	%		
YES	299	85.43%	186.120 <sup>a</sup>	0
NO	51	14.57%		

The table 6 reveals that 85.43 % of respondents said that they are aware of meditation and 14.57 % of respondents said that they are not aware of meditation. Hence it can be interpreted that the majority of the respondents said that they are aware of meditation.

That table 6 shows that the calculated  $\chi^2$  value is 186.120 and calculated value is 0.00. Since the calculated value 0.00 is less than the 0.05, it can be interpreted that there

is a significant difference between the natures of businesses with regard to aware of meditation techniques.

**Table 7: Awareness about massage technique**

Opinion	Nature of Business (N=350)		$\chi^2$ Value	Calculated Value
	F	%		
YES	150	42.86%	140.461 <sup>a</sup>	0
NO	200	57.14%		

The table 7 reveals that 57.41 % of respondents said that they are not aware of massage and 42.86 % of respondents said that they are aware of massage. Hence it can be interpreted that the majority of the respondents said that they are not aware of massage.

That table 7 shows that the calculated  $x^2$  value is 140.461 and calculated value is 0.00. Since the calculated value 0.00 is less than the 0.05, it can be interpreted that there is a significant difference between the natures of business with regard to aware of massage techniques.

**Table 8: Awareness about visualization technique**

Opinion	Nature of Business (N=350)		$\chi^2$ Value	Calculated Value
	F	%		
YES	116	33.14%	92.840 <sup>a</sup>	0
NO	234	66.86%		

The table 8 reveals that 57.41 % of respondents said that they are not aware of visualization and 42.86 % of respondents said that they are aware of visualization. Hence it can be interpreted that the majority of the respondents said that they are not aware of visualization.

That table 8 shows that the calculated  $x^2$  value is 92.840 and calculated value is 0.00. Since the calculated value 0.00 is less than the 0.05, it can be interpreted that there is a significant difference between the natures of business with regard to aware of visualization techniques.

## **FINDINGS:**

- Most of the respondents said that they are aware of exercise. It is observed from chi-square that there is a significant difference between the natures of business with regard to awareness about exercise techniques.
- It is found that the respondents are aware of deep breathing. There is a significant difference between the natures of business with regard to awareness about deep breathing techniques.
- The majority of the respondents said that they are aware of yoga. It is identified from chi-square that there is a significant difference between the natures of business with regard to awareness about relaxation techniques.
- Majority of the respondents said that they are aware of positive thinking. It is observed from chi-square that there is a significant difference between the natures of business with regard to awareness about meditation techniques.
- Majority of the respondents opined that they are not aware of massage. It is identified from chi-square that there is a significant difference between the natures of business with regard to awareness about massage techniques.
- Most of the respondents said that they are not aware of visualization. It is identified from chi-square that there is a significant difference between the natures of businesses with regard to awareness about visualization techniques.

## **SUGGESTIONS:**

- Women entrepreneurs have to look after many things in their life. So, they must change style with the growth of the enterprise by delegating the responsibilities and must deal with the most important. The remaining part of the work can be given to others who can be trusted as of the division of responsibilities which reduce the burden, ultimately leads to lowering of stress.
- There are many entrepreneurship development institutes which are conducting workshops, seminars and conference particularly for women entrepreneurs to develop their self improvement and confidence in work. This will improve their knowledge particularly in their field which will help them to eradicate their problems smoothly, as well help in reducing the stress level.

## **CONCLUSIONS:**

The characteristics of men and women entrepreneurs are generally very similar. The differences are found only in age, personality, motivation and type of business started. Women are by and large born managers as they manage their home. They can do simultaneously do more than one task at a time and have good coordination skills. They invariably think of entering a business once their children are grown up and household responsibilities get reduced. Women rely on their own finance and avoid availing of loans. They also differ from men in the type of business they start.

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