Mapping the Factors Affecting to Work Life Balance of Women Entrepreneurs

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Abstract

This study examined work-life balance in Sindh's entrepreneurial enterprises. This study focuses on the effect of six aspects on women entrepreneurs' work-life balance in Sindh. This study examined 500 Sindh women entrepreneurs. Smart PLS analysed data. Independent variables are factor-analyzed for co-relation and strength with the dependent variable. The theory is tested by measuring women entrepreneurs' work-life balance. According to this research, women entrepreneurs have a high level of role overload and related WLB problems*.* The WLB suffers from increased working hours and stress, which can cause physical issues including insomnia, sleeping disorders, and depression, all of which can lead to severe health risks. Most aspiring female entrepreneurs are already overwhelmed by their family obligations and tasks. On the other hand, women entrepreneurs have to put in more time developing and maintaining their businesses,and Women's WLB were below average. These entrepreneurs juggle work stress and caring also Women entrepreneurs may enhance WLB ratings by working well, managing people skills, and building a support network. Women entrepreneur should take a vacation and Relax with their family members to avoid stress and other depression related symptoms. Every woman has to make plans, get things in order, and establish limits that work in both the professional and personal spheres. Role Overload, Entrepreneurial Related Health Issues, Dependent Care Issues, Long Hours of Work, and Support Network all had negative means indicating that respondents thought these characteristics negatively affect.

Keywords: enterprises, work-life balance, Women's Business Boundaries, Businesswomen, , Dependent Care Issues, Long Hours of Work, and Support Network

1. Introduction

The ability to manage work and family obligations is a major issue everywhere. This topic has been extensively covered in the western literature. However, due to the uneven allocation of family obligations, women in traditional cultures find it more difficult to maintain a healthy work-life balance (Rakib, 2023). In traditional nations like Pakistan, where women are largely responsible for household chores, managing work and family life is a significant difficulty for female entrepreneurs.

Pakistan is a mostly Muslim country with a population of 176 million people, 51 percent of whom are female (Batool, & Tahir, 2015). Traditionally in Pakistan, women roles were to stay at home and care for their families. In Pakistan, a significant proportion of female entrepreneurs owned and managed small businesses. The majority of firms were in the traditional areas of textiles and clothing, education, cuisine, beauty, and health. The examination determined on specialists from three huge urban areas in Sindh (Hyderabad, Mirpurkhas and Sanghar) Work-life is a more extensive, increasingly all-

encompassing term that incorporates one's capacity to adjust or coordinate work into one's general life. Women entrepreneurship do not perform work in disconnection. The business condition for women in Sindh mirrors the mind-boggling interchange of numerous variables, which fall into essential classes. The first is comprised of social, social, conventional and strict components. 'Work-Life balance'(WLB) has picked up fame in English language research and arrangement matters, encouraging the comprehension of non-work worries with the business. The development in female work since the 1960s encourages a wide scope of weights. Women ' chances to work have expanded in light of the fact that basic changes in the Western industrialized economies have been positive to female business. The cultural and acculturating picture with minor variety as per ecological region and social gathering of women sustain a customary male centric structure. The regenerative capacity limits women to the home, where they bear family and bring up the youngsters. The convention of male respect related with the virtuousness (Pakezagi) of their female relations confine's women ' flexibility. The social, social and conventional taboos on women enable men to cut authenticity for themselves in open issues (Agarwal & Lenka , 2019).

The term "Women's Business Boundaries" (WLB) is one of the most hotly debated subjects in gender literature (Seenivasan, 2020). There is a substantial literature on WLB in industrialised, but there is still a scarcity of study on the subject in developing countries such as Nigeria (Mordi, Mmieh & Ojo, 2019). Yoseph & Posig, (2020) described that entrepreneurship gathers being liable for one's very own life and activities. Women are physically and emotionally weaker than males, thus they may become business professionals. Women's desire to help the family causes them to overwork more than males. WLB requires further research. Entrepreneurship is a concept or thought which lady holds to investigate and upgrade which could assist her with making new openings and monetary strengthening between her partner creatures. Current trend in business humanity has been increasing the effectiveness rate for entrepreneurship progress worldwide. It is to be trust with the end goal of at all levels at work spot will work to give a situation in which this soul may thrive (Almgren, 2014).

In Pakistan patterns are change rapidly astonishing to the expanded pace of reconstruction. At present a day's larger part of Sindhi women entrepreneurs is fruitful into paid occupation. Women access into commercial world is affected by countless features some of which can be women presentation to instructive chances than in earlier decades, expanded consciousness of self-improvement and self-assurance increasingly economic pressures (Sury, 2022).

Women Entrepreneurs (WE) have been solely focused on sample size from Sindh's metropolitan areas including (Hyderabad, Mirpurkhas, Sanghar). As a result, this study aims to analyze women's entrepreneurs among both urban and rural locations. As a result, the findings of this study are predicted to be relevant and generalizable to the selected cities in Sindh province (Garavan et al., 2022). The legislature has marked national and universal duties, innovation India women entrepreneurs are essentially limited to specialized issues obstructing business endeavors and inspiration and stress-related issues (Zohora, 2022).

Businesswomen are overburdened by the present family and cultural structures and find it difficult to balance work and life. The quantity and nature of the elements that affect WLB vary, necessitating separate study investigations at various times (Raman, 2019). In doing so, this essay sheds light on the importance of a woman's network of friends and family in determining her ability to balance her work and personal life. It also explores how this affects her ability to manage her time and how she can balance her caregiving responsibilities. How does role overload affect the work-life balance of female entrepreneurs. What are the moderating effects of age, education, and business type on female entrepreneurs. Oladipo et al. (2023) is an exception, but the research often ignores the problems that women entrepreneurs have with work-life balance. This research examined the variables impacting the work-life balance of Quetta-based women entrepreneurs in light of the paucity of studies on the topic, especially from the viewpoint of traditional communities. It also looked at how much these variables alter depending on other characteristics (including age, marital status, and educational attainment).
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2. **Literature review**

According to Rakib (2023), workers are naturally motivated to govern their personal and professional life in order to maintain a healthy balance. This is because a person's ability to balance work and other obligations has a major influence on their wellbeing throughout their active working life. Despite the fact that the work-life balance (WLB) discourse is still largely based on a westernized paradigm that

tends to obscure the reality of cultural variety and the ensuing dynamics (Oladipo et al, 2023) claim that it has become a global phenomenon. People's perceptions of WLB-related issues vary based on their cultural backgrounds, claim. Whether on intentionally or not, argues that in the present discourse on work-life balance, experts do not seem to lay much emphasis on issues connected to culture, ethnicity, and religion. In her study on the work-life experiences of ethnic minority women, she argues that not all ethnic groups' experiences with work-life balance are the same for women. She also highlights the worrying trend that minority groups in society, such as independent contractors, single parents, people who aren't married and don't have kids, older or disabled workers, etc., have been largely ignored in studies on how people balance the demands and responsibilities of work and personal life. In the debate over work-life balance, it is important to take into account recent changes in social demographics and the formation of new social groups. Work-life balance issues thus affect everyone, regardless of one's "educational level, gender, income level, family structure, occupation, race, age, job status, or religion" (Oladipo et al 2023). According to Rakib (2023), the work-life 'balance' idea was adopted to encompass those who don't belong to the conventional social categories, such as single, never married, separated, and divorced persons. This was done in recognition of the reality that managing one's commitments in life entails more than simply balancing those owed to one's family and employment. A significant percentage of the literature that has previously been produced, according to Benešová et al (2023), has associated "life" with "family" and related it to the responsibilities and aspirations of parents or spouses. The "nonwork" and "work" domains are an individual's two primary areas.

These activities might be leisure (such as playing sports or engaging in a hobby), personal development (studying or taking on a new challenge), spiritual involvement (religious activities, meditation), or community service.

The idea of work-life (balancing), along with "conflict," "enrichment," and "harmony," has been developed to assist us better understand how work and personal life interact . Contrary to conflict and enrichment, which are seen as connected activities, balance stresses a person's engagement and fulfillment in the varied duties of the work and family domain. A person must be able to engage in and carry out responsibilities in both the professional and personal worlds in order to attain work-life balance. Benešová (2023) asserts that the interplay between work and life is dynamic, multidimensional, and composed of behavioral, affective, social, and socio-affective components. In research on work-life literature, particularly work-family conflict, married women with children's challenges juggling the triple obligations of spouse, parent, and employee have attracted the bulk of focus.

Work-life is more extensive, increasingly all-encompassing term that incorporates lady's capacity to adjust or coordinate work. Despite different strategy activities to enable women, conventional gender jobs stay installed in the cultural structure. Standard practices are liable for making femininity orientation difference (Nyathi, 2022). The deficiency of women entrepreneurship is a worldwide issue. Despite having expanded their enlistment in advanced education the quantity of women nearly misses the mark in the most elevated positions (Yousafzai et al., 2019).

William & Jackson (2015) who beginning late utilized a genuine closeness course point of view to look at the dynamic thought of women ' inspirations installed in reasonable factors. They repulsed the n on appearance of existing hypotheses to address structures that quick business and proposed life course hypothesis as another hypothetical system to take a gander at the dynamic relationship. Life course theory is basic particularly since Pakistan is during an estimation change. It is basic to take a gander at how this change is either making or persuading objective masterminded open sections for women. The closeness course approach is titanic considering the way that it causes us to comprehend the move of business experience inside an evidently extensive setting (Bernardi, Huinink, & Settersten, 2019).There are 4 key estimates reasonable to life passage speculation that are well-thought-out on a basic level reliable for an assessment which targets looking into the experiences of women business visionaries installed in a socio-recorded setting. These measures are shown precisely.

As per Sutcliffe, (2022) overseeing work and family is another test that has gotten a lot of consideration in the standard research. This is on the grounds that gender orientation relations in the local circle are impervious to change and family unit errands still remain women' obligation in both Western and non-Western social orders (Goldscheider, 2017). According to Rehman & Roomi, (2019) while there is a significant group of writing on work–life balance inside the business setting in the West the issue of work–life balance has gotten moderately little consideration with regards to women ' enterprise as a rule and explicitly with regards to Pakistan (William & Jackson,2015). Legitimately, notwithstanding the way that the subject of WLB issues among female business enterprise headings basic thought, inspects identifying with the WLB of creative women in sindh are incredibly uncommon (Mathew &

Panchanatham, 2019). In this interesting circumstance, the present work is a phase towards separating the WLB issues went facing by the women business enterprise of sindh. Jolly, Kong, & Kim, (2021) define social support as consisting of the availability—or perceived availability—of support from partners, peers, subordinates, friends, family and significant others from the work set.

To acquire social help and social capital, women are inserted in different informal communities. Social to be as an arrangement of people sorted out associations with others (Kim & Sherraden, 2014). Life partner support has explicitly been found to impact women ' job goals and decisions just as their activity fulfillment and family fulfillment (Nyathi, 2022).

Time management is a critical skill that can be used not just to your company but also to your personal life. As an entrepreneur, you may have to wear a dozen hats and represent a wide range of roles daily. It does not have to be overwhelming. You make profit when you create ones individual time (Newman, & Butcher, 2021).

Quality of health is defined as a collection of elements that contribute to people's overall well-being in terms of personal satisfaction, wellness, safety, intellectual and social preferences, financial stability, family life, and work satisfaction, etc (Ma, & Gu,2022).

Dependent care we characterize subordinate family care duties as the physical, passionate, social and money related help one accommodates a reliant who can be a youngster or a more youthful or more seasoned grown-up (Musabyimana,2020) identified with the cares through blood, reception or marriage. As per Ehrlich, Möhring, & Drobnič, (2020) contend that deprived family care happens along a continuum with run of the mill providing care duties toward one side and outstanding providing care obligations at the other. Regular ward family care obligations are the exercises associated with thinking about small kids of normal improvement, and to a restricted degree, more seasoned grown-ups. According to Brennan, Jivanjee, Rosenzweig, & Stewart, (2016) normal subordinate family care obligations can increment, for example, when kids become sick, or a family has numerous little youngsters. These duties become less required as youngsters develop and at last addition autonomy (Strandbu, Stefansen, Smette, & Sandvik, 2019).

The job of an individual is dictated by the cultural and social qualities. On the off chance that the general public considers the to be as an individual having a place with the family gathering, at that point her most significant job will be assessed as one within the family. Yet, it is normal that she works and acquires cash. This may cause job over-burden which starts from the way that lady constantly needs to assume numerous jobs one after another. It prompts job struggle just when the requests of one of the various jobs make it hard to satisfy the requests of another job (Jose & Vargas-Hernández, 2016). Job struggle alludes to the degree to which an individual encounters pressures inside one job that are incongruent with the weights that emerge inside another job (Ogar, & Amanze, 2019).

3. Research Methods

The model is considered theoretical since social and learning theories inform the development. The talk at that point goes to ways and measures in information combination and examination, with a top to bottom dialog of style and inspecting procedure. Information needed during this analysis accumulate by utilizing each Qualitative and Quantitative research methods (Lambert, & Newman, 2022). Research methods design and patterns presents creative research techniques that help initiate something new by applying designs, reuse, and structure science to research. Since this strategy for research can create thorough, significant outcomes without a solid hypothesis base, it exceeds expectations in examining new and even theoretical advances (Awan, & Sroufe, 2022).

Data Collection

In this research data were collected from women entrepreneurs of Hyderabad and Mirpurkhas regions of sindh. Majority of the women managed in the traditional sectors of boutiques, hand work, applique work, beautician, catering, and education, food. Analytical tests will be performed in smart PLS. The data is classified for questionnaire into six major sections for analyze purpose (1) Support Network (SN), (2) Time Management(TM), (3) Quality of Health (QoH), (4) Dependent Care(DC) , (5) Role Overload (RO) , (6) Perceived WLB(PWLB).

The survey questionnaire was adopted and designed in two parts. The first part demoghrapic sought the information regarding the profile of respondents such as gender, age job experience, & qualification. The second part based on likert scale questions Each variable contained some items and respondents were asked to rate their level of satisfaction on a 5-point likert scale.

Also open ended question was added for the respondents if they have any comments or suggestions on the present research problem they can shear and advoise.

The study is mainly focused on the factors (SN, TM, QH, DC, RO) and their impact over the Perceived WLB (the dependent variables). The impact of the independent variables over dependent variables are tested by data reliability statistics (Cronbach Alpha). The study examines the impact of factors such as size of business, no of employees and total investment on Perceived Women Business Limited (PWLB) in Sindh province. Overall, 700 questionnaires were distributed to existing entrepreneurs in the selected districts, of which 500 filled up survey questionnaire were returned by the respondents.

4. **Results and Discussion**

4.1 Data Analyses

The study is mainly focused on Constraints Support Network (SN), Time Management (TM), Quality of Health (QoH), Dependent Care (DC), Role Overload (RO) and its impact over the Perceived Work life balance (PWLB) (the dependent variable) with the moderation effect of age, qualification and Business Type. The data analysis of each section along relevant tables and graphs is discussed below. Data were screened and analysed for normalcy as the initial phase of data processing. There were no missing data values since respondents electronically completed questionnaires with all required fields. Coding took place in two stages: each field's demographic data was coded independently and scale-related variables were consistently coded according to the replies. An analysis that compares two or more variables to a single data source can be described as a "data in process" analysis (Bergamini et al., 2021).

4.2 Construct and Multivariate Skewness and Kurtosis

We assessed univariate skewness and kurtosis of all first order latent variables once item level normality was verified. All latent variables demonstrated normality at the univariate level, with skewness and kurtosis between -3 and 3(Cain, Zhang & Yuan, 2017).The variables' univariate skewness and kurtosis are listed below. The latent variables' multivariate skewness and kurtosis, on the other hand, reveal a statistically significant skewness (6.528) and kurtosis (58.63).Skewness is 6.5 Furthermore, the null hypothesis that all variables are not skewed and have no kurtosis (p 0.001) is rejected.

4.3 Correlation

Correlation is a statistical term that illustrates how two variables move in tandem. Positive correlation occurs when two variables move in the same direction. If they come in different, they have an inverse relation.

Table 1: Correlation

	DC	P_WBL	QH	RO	SN	TM
DC	1					
P_WBL	0.491	1				
QH	0.403	0.477	1			
RO	0.239	0.403	0.277	1		
SN	0.317	0.471	0.135	0.418	1	
TM	0.217	0.282	0.172	0.4	0.405	1

Relationship is Positive or direct when the qualities increment together, and Correlation is Negative when one worth declines as different increments, thus called backwards or opposite correlation (Zaid, 2015). Inter-relationships among independent variable have also been established. However, correlation between RO and DC (0.239) (0.277), SN and QH (0.135) and TM, DC and P_WLB are (0.217) (0.282) and (0.172) are less than 0.3 which shows weak correlation between above variables. The results show that the quality of health variable has the strongest positive correlation with PWLB, followed by dependent care is serious concern for the employees. Therefore, supervisor have to advice policy aimed to improving the Quality of health (e.g on-side working location there should be mini hospital which should provide health to employees in case of medical emergency). Secondly organization should provide insurance scheme to the employee. So that can get health service and keep maintaining their

health condition.
Measurement Model
The structural equation model (SEM) was analysed in two portions which includes measurement model and structural model. Measurement model analyses comprises assessment of reliability and validity. To evaluate reliability and validity of the measurement scales, the model was measured using PLS-SEM with Smart PLS 3.2.6 statistical software (Ringle et al., 2015).

4.4 Model Diagram

PLS-SEM models are path models in which certain variables are effects of others while simultaneously being causes of variables farther down the causal chain. PLS-SEM models are a covariance-based alternative to structural equation modelling. In the model diagram the P values are in the mid with Green circle represents interactive terms, blue circles are ellipses and yellow boxes represent items respectively.

QH*Q

Figure 1: Complete of Representation

4.5 Direct Effects

Direct effects are connections that link two constructs with a single arrow. The direct influence of DC, SN, TN, and QH on P WLB is significant (β = 0.257, t-stat > 1.64, p =0.001). The RO hypothesis is not supported. The class interval has no zero values suggesting RO, DC, or SN. The effects of TN and QH on P WLB are statistically significant. DC has a considerable favourable influence on P WBL (β = 0.067, t-stat = 1.789, p 0.037). The absence of a zero value in the class interval indicates that DC has a statistically significant influence on P WBL. QH has a considerable favourable influence on P WBL (β = 0.323, t-stat= 8.396, p 0.000). The absence of a zero value in the class interval indicates that QH has a statistically significant influence on P WBL. The findings support the hypothesis that QH has a statistically significant beneficial influence on P WBL. DC has a substantial favourable influence on P WBL (β = 0.036, t-stat = 0.866, p 0.193). The class interval has a value of zero, showing that RO has a statistically significant influence on P WBL.The diagram below shows histogram of path coefficients of 5000 sub samples indicating that upper- and lower-class interval contain zero. Hence, the hypothesis that RO has a statistically significant positive impact on P_WBL has not been supported by the data.DC has a considerable beneficial influence on P WBL (β = 0.436, t-stat = 11.56, p = 0.000). The absence of a zero value in the class interval indicates that SN has a statistically significant influence on P WBL. The direct effect of TM on P WBL is significant (β= 0.127, t-stat = 3.099, p =0.001). The absence of a zero value in the class interval indicates that TM has a statistically significant influence on P WBL.

4.6 Moderation effect
The moderating variable have a direct impact on this connection but in a different way than the exogenous and endogenous latent factors (Memon et al., 2019). The data show that there is a difference in the influence of DC based on *Age->P_WBL (β = 0.152, t-stat = 4.98, p = 0.00). Furthermore, the confidence range for the moderated impact does not include the number zero. As a consequence, the sample data validates the idea.

4.7 Moderation Effect
A moderation hypothesis was explored in the study. The sample supports a differentiating effect of age on the influence of DC *BT->P WBL (β = 0.015, t-stat = 0.516, p = 0.303). Furthermore, the moderated effect has a confidence interval of zero. As a consequence, the data from the sample does not support the hypothesis. The study test another moderation hypothesis. The sample support differential effect of DC qualification on Perceived work life balance impact. DC *Q->P WBL (β= -0.097, t-stat = 2.609, p =0.005). Furthermore, the mitigated impact's confidence interval does not contain zero. As a result, the sample data supports the theory. The sample support differential effect of DC qualification on Perceived work life balance impact. DC *Q->P_WBL (β = -0.027, t-stat =0.733, p = 0.232). Furthermore, the confidence range for the moderated impact does not include zero. As a result, the sample data supports the theory.

The sample support differential effect of DC qualification on Perceived work life balance impact. QH *Q->P_WBL (β = 0.177, t-stat = 4.115, p =0.000). Furthermore, the confidence range for the moderated impact does not include zero. As a result, the sample data does not support the hypothesis. The study test another moderation hypothesis. The sample support differential effect of DC qualification on Perceived work life balance impact. RO *Age->P_WBL (β = -0.097, t-stat = 0.286, p = 0.388). Furthermore, the moderated effect has a confidence interval that includes zero. As a result, the sample data does not back up the hypothesis. The sample support differential effect of DC qualification on Perceived work life balance impact. RO *BT->P_WBL (β = -0.007, t-stat = 0.188, p = 0.426). Furthermore, the confidence interval for the moderated effect contains zero. As a result, the sample data does not support the hypothesis. The sample support differential effect of DC qualification on Perceived work life balance impact. RO *Q->P_WBL (β = -0.158, t-stat =4.631, p =0.00). Furthermore, the moderated effect's confidence interval contains zero. As a result, the hypothesis is supported by the sample data. The sample support differential effect of DC qualification on Perceived work life balance impact. SN *Age>P_WBL (β = -0.03, t-stat =0.807, p < 0.21).

Furthermore, the confidence interval of the moderated effect encompasses zero. The sample data thus do not support the hypothesis. The sample supports a varied impact of DC certification on the perceived impact on work-life balance. SN *BT->P_WBL (t-stat =1.246, p =0.106, -0.039, 0.039). Additionally, zero appears in the confidence interval for the moderated impact. The sample data thus does not support the hypothesis. The sample supports a varied impact of DC certification on the perceived impact on work-life balance. SN*Q->P_WBL (-0.369, 9.043, 0.000, t-status). Additionally, 0 is not included in the confidence interval for the muted effect. As a consequence, the hypothesis is supported by the sample data. The sample supports a varied impact of DC certification on the perceived impact on work-life balance. (= -0.12, t-stat = 3.022, p = 0.01) for TM *Age->P_WBL. Additionally, zero appears in the confidence interval for the moderated impact. The sample data thus does not support the hypothesis. The relationship between the variables is thus tenuous. Differences in how a DC certificate is perceived to affect work-life balance. TM *BT->P_WBL (-0.043, 1.092, 0.137, t-status). Additionally, 0 is not included in the confidence range for the moderated impact. As a consequence, the hypothesis is supported by the sample data. The sample supports a varied impact of DC certification on the perceived impact on work-life balance. (= -0.093, t-stat = 2.474, p = 0.007) TM *Q->P_WBL. Additionally, 0 is not included in the moderated effect's confidence interval. As a consequence, the hypothesis is supported by the sample data.

4.8 Importance Performance Map Analysis
To decide where policymakers should focus their efforts, IPMA compares the average score of the latent components to the impact t sizes of the exogenous variables. Decision-makers must work hard to enhance the performance of these two criteria since they are critical to the target audience. Age, according to the study, falls into the low-importance / low-performance quadrant; this should not be a consideration for decision-makers. Business Type and Qualification are in the high significance / poor performance quadrant (Hair et al., 2017). Age, according to the study, falls into the low-importance / low-performance quadrant.

Figure 2: Important-Performance Map Analysis

To compare the overall impacts of the latent variables on some target variable with their latent variable scores using the importance-performance map analysis. Researchers can describe constructs assessed on multiple levels of abstraction in a PLS route model using hierarchical component models (Memon et al., 2021).

Figure 3: Important-Performance Map Analysis

The IPMA extends standard PLS-SEM path coefficient estimations by adding a new dimension to the analysis by accounting for latent variable scores. Using the graphical representation of the data, scientists may immediately identify critical areas of (managerial) attention and action, such as constructs with high significance but low performance. Indication level application of the IPMA is also possible (Yeo et al.,

2022). In this investigation, the harmony between a woman's professional and personal life is examined (Kalim, 2015). The WLB (Work-Life Balance) of female company owners was much lower than the national average. These workers face significant challenges such as role overload and problems with dependent care. If she aspires to reach WLB, every working woman should pursue success in both her personal and professional life. Every woman has to organize her life, set realistic boundaries in both her personal and professional lives, and develop goals. Role Overload, Entrepreneurial Related Health Issues, Dependent Care Issues, Long Hours of Work, and Support Network were all associated with negative means, suggesting that respondents believed these traits had a negative impact on WLB (Feleen et al., 2021).

5. Conclusion and Policy Implication

The present investigation fuses the aftereffects of an examination of the WLB issues looked by the ladies business visionaries of in Sindh (Hyderabad, Mirpurkhas, Sanghar). A psychometric instrument was created, in light of foundation subjective research and a writing overview, to gauge the W LB issues of these business people. In spite of the fact that encouraging group of people, nature of wellbeing and time the executives, subordinate consideration, are certain indicators of WLB, women entrepreneurs.

The majority WEs were having ages 41-50 old, indicating that respondents were senior and experienced enough to provide reliable information. The strongest observed b/w dependent can and PWLB. Result of reason correlation shows that the most important variable is (QoH) which have the strangest correlation with PWLD. Government intervention should focus of enhancing the QoH by providing healthy working environment. The insurance policy in this regard would also greatly facilitate the health quality of WEs (Sury, 2022).

The emphasized study examines internal (motivation, risk-taking, and self-confidence) and external (economic and socio-cultural) factors in women entrepreneurs' success. The research examines internal and external factors that impact women's entrepreneurial success. Our study found that many scholars have studied women entrepreneurs' performance since more than 70% of SMEs are operationalized in emerging countries. However, the present research examines how internal and external variables affect women-owned SMEs in different countries. They differ from industrialized countries in culture, religion, and law. The "upper echelons theory" Hambrick & Mason, 1984, which discusses how top management and outside factors impact business performance, underpins this study. In our model, economic and social factors are external drivers, but entrepreneurial behaviors like motivation, risk-taking, and confidence boost business performance in Pakistani small- to medium-sized enterprises.

In order to assist female business owners increase the flexibility of their work schedules, they must find and educate qualified employees who can provide customers with high-quality service even when the owners are not there. The salon proprietors will be able to schedule relaxation and other leisure activities as a result. Having assistance in the domestic sphere would significantly improve managing the family tasks. The women business owners are urged to think about inviting a member of the extended family to live with them and assist out because the majority of them have young children. This seems to be a preferable choice to employing an assistance. The women business owners should take Sunday off in addition to other required time off to relax and recuperate physically in order to assist their physical health. They may maintain their physical fitness by getting regular health checks, including massages. □ A thorough quantitative research must be carried out in order to comprehend the experiences of women business owners in Sind with regard to work-life balance.

5.1 Limitation and Future direction

The current research may have a number of limitation. First off, it's unlikely that the respondents were being completely impartial when they read and responded to the questionnaire since they are themselves dealing with a variety of WLB concerns. This is especially probable given their time constraints. Second, we were unable to analyze the respondents' physiological and psychological conditions, if any, which would have affected both the character of their questionnaire replies and their WLB. Third, due to the study's specific combination of culture and etiquette, it may only be relevant to the current social setting of the Indian entrepreneurial sector. Another point worth emphasizing is that since a very small sample size was used, the research may not accurately reflect the whole sample population. Thus, it is important to consider the bias caused by the small number of respondents. Finally, research conducted throughout all of India's states may provide more definitive results since the nation is a multilingual, multiethnic, multireligious, and hierarchical society made up of different economic groups.

The following are some potential areas for future research: To improve our understanding of work-life balance for women entrepreneurs, it might be helpful to compare businesses in various industries (such

as hairdressing, food vending, and tailoring) to determine their impact on work-life balance. To see whether there are any obvious differences, comparative studies might be conducted to examine the work-life balance experiences of rural and urban women entrepreneurs.

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