

Self-Efficacy and Women Entrepreneurial Success: The Moderating Effect of Work-Family Conflict

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Women entrepreneurs and female-owned business are becoming the interest in business and finance literature regarding the growing number of women in the business field which have a growing impact on the economy. As well as increasing number of studies on women entrepreneurs, there is a growing number of studies on entrepreneurial motivation, intentions, and behavior include entrepreneurial self-efficacy (ESE) as an explanatory variable which relates to the success of entrepreneurs in business. Since, the total of successful women entrepreneurs are still low compare to the male entrepreneurs, there are many reasons that contribute to the issue. While previous research documents that women experience greater conflict between work and family roles than men Moreover, managing the demands of both work and family is a continuing challenge for female entrepreneurs. This paper review the relationship between the self-efficacy and women entrepreneurial success with the presence of work-family conflict as the moderator.

Keywords: self-efficacy, women entrepreneurial success, work-family conflict, women entrepreneurs, moderating effect

Introduction

The field of entrepreneurship is currently no longer monopolized by the men as recorded participation by businesses led or owned by women entrepreneurs are quite noticeable in in recent years. Several reasons were cited by various researchers in explaining the increasing trend in the involvement of women entrepreneurs in the past few decades, among them are; the existence of opportunities (Alam, Jani, & Omar, 2011), a source of family income, support from the government (Ahmad, 1996) and the advancement of technology

(Liao & Welsch, 2003). From time management standpoint, entrepreneurship is perceived to offer more flexibility in which women entrepreneurs can have autonomy in how they set schedule and structure their time as compared to when they work as wage earners in both public and private sectors (Rao, 2014). This flexibility provides women entrepreneurs opportunity to balance their act that is finding time to cope with their household affairs while at other suitable time attending to their business matters (Alam, Senik, & Jani, 2012).

Traditionally most of the women were the home makers, confined to their homes while performing the daily household chores, taking care the requirements of their children and husbands (Mahmood, Mustapa, & Jamaludin, 2010). However, the past few decades have seen the expanding role of women at the country's workplaces. Increasingly women's workforce are making significant contributions to country's economy. However, quite unfortunately, the supposed high women labour force participation does not translate to high women to men entrepreneurship rate. This untapped entrepreneurial potential.

Literature Review

Women Entrepreneurial Success

Limited studies have been done in search of the success factors of women entrepreneurs Alam et al., 2011; Franke, Crown, & Spake, 1997; Raman, Anantharaman, & Ramanathan, 2013; Yen Teoh et al., 2014) and also on barriers to success of women entrepreneurs (Ilhaamie, Arni, Rosmawani, & Al-banna, 2014). Most studies on the success of women entrepreneurs were in qualitative method as the definition of success is very subjective. The measurement of success is based on different perspective and as to that reason, the qualitative method is more preferred.

By implementing qualitative method, researchers conducted interviews to investigate the success factors of women entrepreneurs. Among the previous researchers who implemented qualitative method to investigate the success of women entrepreneurs were conducted in developed

and western cultural spaces. The success of entrepreneurial is often contribute by financial knowledge, prior experience in the specific business sector, and desire for independence (Buttner & Moore, 1997).

The meaning of success is equivalent to continued business operations and the opposite, failure means going out of the business or stop from doing the business (Rashid, Ngah, Mohamed, & Mansor, 2015).
Self-efficacy

Self-efficacy were first introduced by Albert Bandura in 1977 (Sherer et al., 1982). Self-efficacy is a matter of individual perceived ability to overcome the special situation in relation to the assessment of ability to perform an action that has to do with the specific task or a specific situation. Self-efficacy is derived from social learning theory, which emphasizes the mutual causal relationship between environmental factors and personal factors that are interrelated.

Bandura in 1986 revealed that the differences in each individual's self-efficacy rests on three components, namely magnitude, strength and generality. All the three components have important implications in the performance and clearly described as follows:-

- (a) Magnitude (level of difficulty of the task), the problems associated with the degree of difficulty of individual tasks. This component has implications for the selection of individual behavior to be tested based on the expected efficacy of task difficulty level. Individuals will be able to perform certain tasks that

they perceive to be implemented and it will avoid situations and behaviors that they perceive beyond his limits.

- (b) Strength (strength of confidence), that is related to the strength of an individual's belief in his ability. The hope that a strong and steady at will encourage individuals to be persistent in trying to achieve a goal, even though it may not have the experiences that support. Instead of hope weak and hesitant in the ability to be easily swayed by the experiences that do not support.
- (c) Generality (generality), namely matters related coverage area of behavior in which the individual feels confident in his abilities. Individuals can feel confident in her abilities, depending on the capabilities his limited understanding of a particular situation or activity and in a series of activities and situations that are more extensive and varied.

Brehm and Kassin (1990) define self-efficacy as an individual's belief that he is able to perform specific actions required to achieve the desired outcome in a situation. Baron and Byrne (1997) defines self-efficacy as an evaluation of a person's ability or competence in performing a task, achieve goals, or solve a problem. Notions that provide an understanding that self-efficacy is the assessment of the individual's subjective belief in her ability to perform tasks, solve problems, and perform the required actions to achieve specific results.

Work-Family Conflict

Women, who have a relatively high level of education and living in an urban environment have a tendency to career and have a dual role as a wife and mother. Today this option has their own consequences that affect the mental health of urban women. Work-family Conflict (WFC) is a unidimensional construct despite the fact that the definitions they had suggested provided that work affected family and family affected room-mates work implies a bidirectional relationship.

Work-family conflict typically is defined as a form of inter-role conflict in which the role pressures from the work and family domains are mutually incompatible in some respect. Work-family conflict or enrichment occurs when behaviors, moods, stresses, and emotions from work bring bad or good effects into family (Hamid & Amin, 2014). Work-family conflict was first defined by Kahn, Wolfe, Quinn, Snoek and Rosenthal in 1964 as whom examined the interrole people experienced conflict between their work and other life roles. According to Greenhaus and Beutell (1985) an examination of the literature on conflict between work and family roles suggests that work-family conflict exists in three circumstances which are when:-

- (a) Time devoted to the requirements of one role makes it difficult to fulfill requirements of another;
- (b) Strain from participation in one role makes it difficult to fulfill requirements of another and;
- (c) Specific behaviors required by one role make it difficult to fulfill the requirements

of
another.

Work-family conflict arises from work domain and family domain as married couples usually play more than one role in the family. Kim and Ling (2001) studied on three division of the work-family conflict which namely as job spouse conflict, job parent conflict and job home-maker conflict. The antecedents of work-family conflict are divided into work characteristics (work hours, schedule inflexibility and work stressors) while family characteristics (number and age of the children and the family support). Kim and Ling (2001) analyze job satisfaction, marital satisfaction and life satisfaction as the outcomes of the work-family conflict.

Women Entrepreneurial Success, Self-efficacy and Work-Family Conflict.

Women entrepreneurs experience unique difficulties and problems which limit their economic performance and jeopardize their personal feelings of achievement and satisfaction. One of the unique problems is balancing the conflicting role demands of work and family as women play a crucial role as supporters to their families (Ekpe, 2011).

Women often driven to be an entrepreneur by the desire to do something good, something right or something that would help others. Likewise, there are many challenges in business such as limited capital, knowledge, lack of industry experience and work-life roles balance at the starting point as well as to grow and survive in the business. Pursuant to Aldrich and

Cliff (2003) families play an important role in venture creation process and therefore their role deserves greater importance in the entrepreneurship.

Since the family provide a huge impact on a person's of women entrepreneurs, the success or failure could occur when there are work-family conflict. There is still a lack in studies on the relationship between success of women entrepreneurs and work-family conflict although studies on entrepreneurship have acknowledged the potential constraints on business growth and success arising from conflicts between work and family demands.

While Parasuraman, Purohit, Godshalk and Beutell (1996) reveal that gender influences the career success and well-being of entrepreneurs primarily through its effects on time commitment to work and time commitment to family, Nasurdin, Ahmad and Mohamed Zainal (2013) found out that male and female entrepreneurs tend to similar in work-family conflict which not conform to traditional gender role perspective. The inconsistencies in the findings is a gap in the research of relationship between work-family conflict and women entrepreneurial success. Therefore, it is a vital to examine whether work-family conflict affect women entrepreneurial success.

Hypotheses

H1 Work-family conflict dampens the relationship of self-efficacy with women entrepreneurial success.

H2 Work-family conflict strengthen the relationship of self-efficacy with women entrepreneurial success

Conceptual

Framework

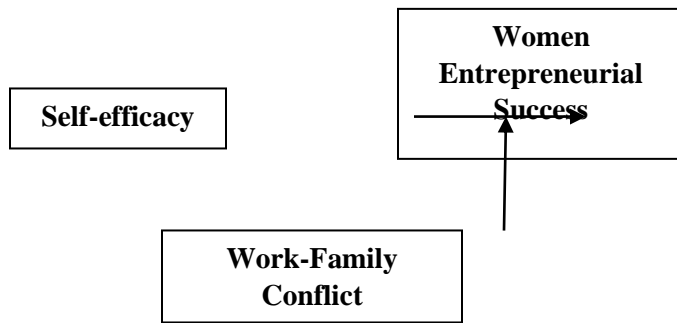


Figure 1: Conceptual Framework

Implication, Future Research and Conclusion

This study aimed to investigate the relationship between WFC and women entrepreneurial success and to see the significance on the relationship. This study has important impact on success of women entrepreneurship as well as able further enrich the empirical studies in the area of entrepreneurship. Generally this study could explain the current situation regarding the WFC in entrepreneurship among women entrepreneurs.

The implications of this study can be utilized to women entrepreneurs to examine, observe, investigate and evaluate the strengths and weaknesses of entrepreneurship in order to survive and succeed in the business. In addition, information on the findings of this study may serve as a stimulus and a means for the national leaders in providing assistance and encouragement for the women in order not to despair and easily deterred as their respective fields. The parties concerned can also take a pro-active

approach to improve time management skills between business and the family management in order to avoid conflict. This study is also expected to be utilized toward the positive to stimulate the development and the achievement of women entrepreneurs and the women in particular in order not to be left behind in the era of globalization.

This proposal is a concept proposal. Therefore there is no empirical evidence provided. The proposed future research will validate the model analysis with evidence of empirical findings regarding the relationship that are disclosed. The study of women entrepreneurs particularly important to ensure that women entrepreneurs could survive in the world of business and entrepreneurship. A study to find out the factors to success of women entrepreneurs as well as the barriers to success is essential to be identified in order to assist entrepreneurs continue be successful in the field of entrepreneurship.

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