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The Evaluation of Work Life Balance Strategies on the Performance of Female Entrepreneurial Businesses in Harare, Zimbabwe

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Abstract: The main purpose of the study was to investigate the effects of work-life balance (WLB) approaches on the productivity of female businesswomen in Harare, Zimbabwe. A positivist paradigm, a quantitative technique and a descriptive research design were utilized during the research. A sample of 100 randomly chosen female entrepreneurs was used to gather quantitative data utilizing electronic and self-administrated structured questionnaires. Classical Linear Regression analysis, Analysis of Variance (ANOVA), and Pearson's correlation analysis were used to analyze the data. According to the study findings, female entrepreneurs in Harare integrated both work and home strategies to manage work-life balance. Employing competent and skilled workers, ranking tasks in terms of their priority levels, and scheduling work activities emerged as the highly effective work strategies from the study results. Correspondingly, the most effective home strategies involved hiring aids to lessen the workload, catering to urgent needs while at work, and placing a higher priority on family pressing issues. The results also showed a positive correlation between home strategies and business performance as well as a substantial positive association between work strategies and business performance. The study concluded that integrating work and home techniques enabled female-owned businesses to operate better. The study suggested further research be done on the work-life balance of family-owned businesses, where both the wife and the husband were involved in the day-to-day running of the business, as well as that female entrepreneurs use the aforementioned strategies to improve their work-life balance and the performance of their businesses.

Keywords: *Business performance, Entrepreneurship, Work-life balance.*

1. Introduction and Background

At the academic, corporate, governmental and societal levels, research on work-life balance has recently gained importance (McCarthy, Darcy, and Grady, 2010; Devi and Rani, 2013; Koubova & Buchko, 2013). As a result, of changes in the population, economy, and culture, interest in this field has significantly increased (Osoian Lazar & Rațiu, 2009). The number of working couples has grown, family structures are changing, there is an aging population, there are technological advancements, and there is a need to enhance human capital management, among other developments. According to Ruppanner (2013), work-family conflict develops when the demands of personal duties are incongruent with those of the productive role and vice versa. As a consequence, there is a necessity for work-life balance. Even while women have made tremendous progress towards sexual equality in fields like education, their role as the family's primary caregiver in terms of parenting and housework has not changed much (Winn, 2004, quoted by McGowan, Redeker, Cooper & Greenan, 2012). In many nations, women's increased labor force participation is the most significant factor contributing to economic growth, and the rise of women's entrepreneurship has a significant influence on economic development (Kelley, Brush, Greene, Herrington, Ali, & Kew, 2015). Given the foregoing, it was crucial to assess the work-life balance management techniques employed by female entrepreneurs in Harare, Zimbabwe.

Globally, the concept of female entrepreneurship has grown. Women in Zimbabwe have also benefited tremendously from economic prospects by starting their own businesses in various industries (Chikombingo, Munyoro, & Chimbari, 2017), giving society crucial products and services. According to Jennings and Brush (2013), multiple research has demonstrated that women business owners find it challenging to juggle their entrepreneurial endeavors with home responsibilities and personal goals. According to traditional African society, women were only allowed to perform certain tasks and occupy certain positions within the family (Kayode-Adedeji, Ige, & Ekanem, 2016). The number of women starting their businesses, however, is changing this perception (Uzuegbunam, 2016). Work-life balance has mostly been studied in industrialized Western nations, claims Lewis and Beauregard (2018). However, more research is currently being undertaken in developing nations. The authors claim that literature on work-life balance is still mostly

concerned with Western world cultural settings and mainly ignores how controversial and culturally sensitive the WLB concept is. As a result, this field still needs to be studied in-depth in emerging and developing nations where the current state of affairs differs significantly from that of advanced countries. The manner in which different groups in a wider range of job circumstances, see WLB including the self-employed, requires more study (Annink, Dulk and Steijn, 2015).

Statement of the Problem: Women are traditionally seen as having a major responsibility for the home, while males are seen as the income earners (Brush, 1992). This implies that men and women have distinct objectives and obstacles while juggling work and family. Working and raising a family are two responsibilities that influence one another simultaneously and can occasionally lead to conflict. A lot of women have turned to entrepreneurship as a result of the shifting responsibilities of women in Zimbabwe to support and augment family income (Nhuta & Mukumba, 2017). An interest in examining the natural impact of work-life balance on the success of the female entrepreneur evolved in response to this paradigm change. Socioculturally, the majority of Zimbabwean women company owners said that they still struggle to strike a balance between their personal and professional obligations (Nani, 2011).

Lewis and Beauregard (2018) assert that the manner in which family and work are viewed in relation to one another affects how WLB is experienced across cultural settings. In contrast to the more individualistic cultures of the Western nations (Gahan & Abeysekera, 2009), Zimbabwean culture is more collectivist (Harvey, Carter & Mudimu, 2000). The two environments' distinct cultures may have different effects on how people feel about work-life balance. Studies on the topic of work-life balance that focus on the perspectives of female entrepreneurs in Zimbabwe, particularly in terms of the difficulties they encounter in achieving balance and the methods they use to balance work and family responsibilities, are uncommon. In light of this, the goal of this study was to assess the work-life balance techniques employed by female entrepreneurs in Harare, Zimbabwe, a developing nation.

Research Objective: The primary objective of this study was to evaluate the strategies used by female entrepreneurs in Harare to manage work-life balance and to ascertain their impact on business performance.

2. Literature Review

Two pillars of existence for both men and women are work and family. For many female entrepreneurs who have to play numerous roles in their families and enterprises, managing the pressures of both work and home life is a constant issue (Boz, Martnez-Corts and Munduate, 2016). Multiple responsibilities can be time-consuming or significantly taxing on female company owners, which has a detrimental effect on the work they put into growing their companies (Boz et al., 2016). According to Longstreth *et al.* (1987), referenced by McGowan, Redeker, Cooper & Greenan (2012), failing to strike an acceptable balance leads to high levels of stress and impedes the firms' ability to expand economically.

The History of Work-Life Balance: The 1970s and 1980s are when the concept of work-life balance first emerged (Harrington 2007). The first was an emphasis on childcare initiatives, which came about as a direct result of the rise in British professional women joining the workforce in the 1970s and 1980s. The second was the development of Employee Assistance Programmes (EAP), which were made available in many businesses in the 1970s. The discourse surrounding flexible working arrangements for employees underwent another transformation towards WLB discourses sometime in the late 1990s [Crompton and Lyonette, 2006]. According to Harrington (2007), the shifting demographics of the workforce served as the main impetus for the work-life movement. Corporations were forced to acknowledge the increased difficulties encountered by female managers and professionals as they battled to balance having children with their career aspirations (Friedman, Christensen, and DeGroot, 1995). The problems with WLB received a lot of attention from the media in the 1990s as well (Harrington 2007). By assigning time to both work and life responsibilities in accordance with a mix of personal priorities and the demands of work and life, Yuile, Chang, Gudmundsson, and Sawang (2012) define the balance between work and home as a situation in which a variety of requirements are addressed.

The primary factors in the definition are time, priorities, and the responsibilities of work and life. However, other scholars have various definitions of work-life balance. Veiga (2010) describes WLB as a strategy for balancing the demands of work and other responsibilities including housekeeping, parenting, recreational activities and societal duties. The author goes on to say that these pursuits are necessary to sustain a medically sound and diversified existence, as well as one that is materialistic and metaphysical. WLB is described by Grzywacz and Carlson (2007) as the fulfilment of role-related expectations that are discussed and agreed upon by a person and his or her role-related partners in the work and home domains. The phrase "balance" suggests a goal of equal engagement in work and non-work activities and ignores the varied methods in which people handle occupying numerous roles, not all of which require balance (Gambles et al., 2006). Women's entrepreneurial activity has increased internationally by 10%, reducing the gender gap by 5% since 2014, according to the Global Entrepreneurship Monitor (2016/17) study. The greatest global rate of female entrepreneurship is found in Sub-Saharan Africa, which is leading the way.

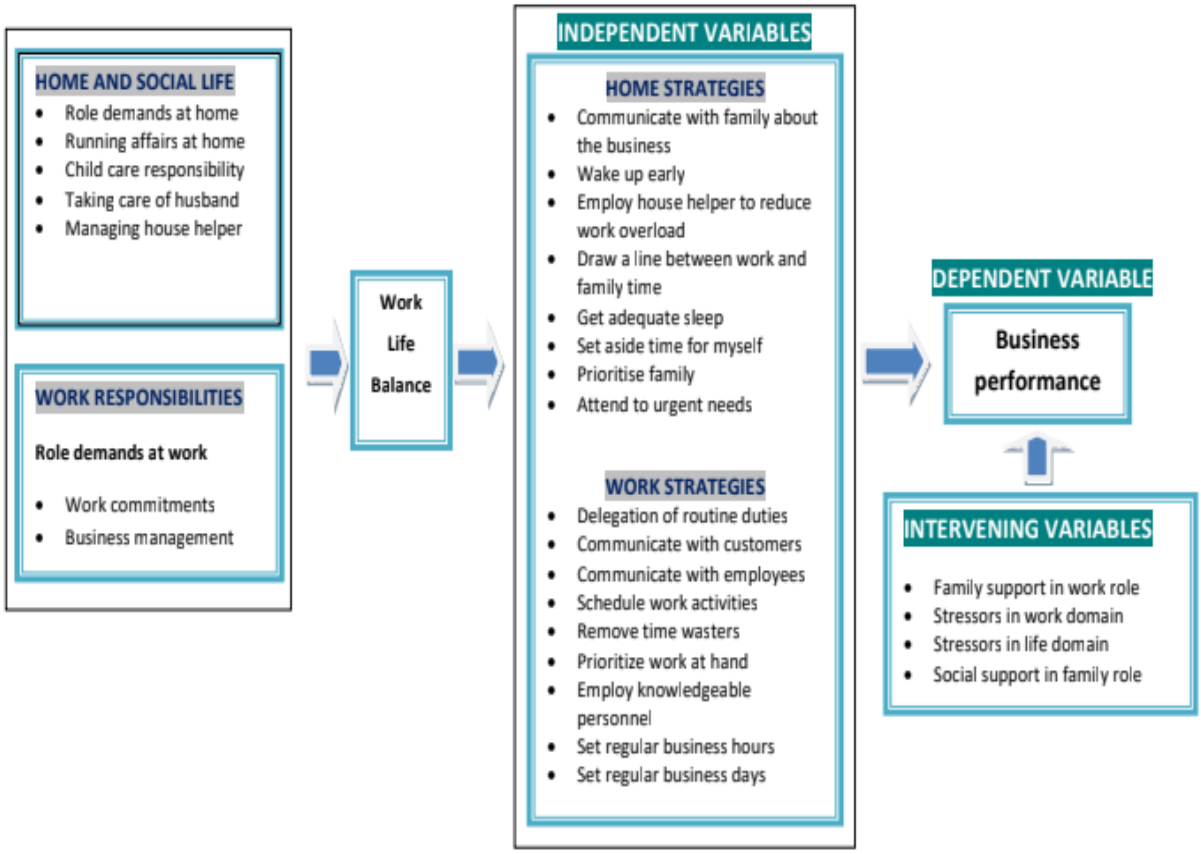
According to GEM (2016/17), 25.9% of the adult female population in the area is involved in early-stage entrepreneurial activities. Bird (2006), asserts that the disproportionate weight of family duties makes it harder for women compared to men to strike a balance between work and family. This is the case in Zimbabwe, a country with a patriarchal society where women are expected to submit to males according to tradition (Kambarami, 2006). Starting a business significantly impacts the lives of their families (Mari, Poggesi, and De Vita, 2016). These writers contend that because of the intricate responsibilities that come with the profession, becoming an entrepreneur has a detrimental impact on the home sphere. According to Fatoki's (2018) research, males had less work-life conflict compared to women entrepreneurs. This demonstrates that for female entrepreneurs, gender has a substantial impact on work-life balance. Men are more likely to be able to manage jobs and home life, according to Hoff and Mitchell's (2008), because women are expected to carry the responsibility for caring for the house and raising children. To maximize entrepreneurial success and health, it is necessary to comprehend how the balance between work and home responsibilities is crucial. According to DeWit and DeKok (2014), a prosperous and healthy entrepreneur is more inclined to give back to society and provide value to it.

Theoretical Framework: Two theories formed the basis of this investigation. The first is the Border Role theory, which focuses on the distinctions between the times, locations, and individuals connected to family and professional responsibilities (Clark 2000). According to Clark (2000), the Border Theory is a theory regarding work-family balance that contends that finding a work-family balance may be accomplished in a variety of ways, depending on elements like how similar the work and family worlds are to one another and how strong the boundaries between them are. According to this theory, individuals cross borders regularly as they commute between their homes and places of employment. The theory evaluates how WLB is influenced by domain integration and segmentation, border establishment and administration, involvement of border crossers, and interactions between border crossers (Clark, 2000). The relevance of this theory is that it suggests that female entrepreneurs might be capable of navigating seamlessly between their homes and places of work without really needing to be there. For female entrepreneurs, the notion can be a useful coping technique for reducing work-life balance. This can involve working from home or taking care of family responsibilities after hours.

The second theory is the Social Role Theory, which contends that the unequal representation of men and women in the workplace and at home is the source of stereotypes about gender (Eagly, 1987, 1997, Koening and Eagly, 2014). Women handle the majority of household chores and serve as primary caregivers. In accordance with the Social Role Theory, Amstead (2015) notes that society expects women to achieve in both their personal and professional lives. Being able to balance the responsibilities of work and home is difficult for professional women who are also mothers. The study by Amstead (2015) further demonstrates that striking a balance is impossible since female entrepreneurs frequently lack the time necessary to carry out each task effectively. Academics have recognized this inter-role conflict as one of the key issues resulting from a proportional rise in dual-earning households (Erkmen and Esen, 2014). Managing responsibilities for family and work is challenging due to the inter-role conflict. The Social Role Theory is crucial to this study since female entrepreneurs' accomplishments may be seen as personal as well as professional accomplishments. The success of female entrepreneurs begins at home, where they must perform the societally anticipated domestic duties.

Conceptual Framework

Figure 1: WLB Strategies Affecting the Performance of Female Entrepreneurs



Source: Researchers

The researchers hypothesized that a female-owned company's performance may suffer if work and family obligations are not balanced. Work and home strategies are two types of work-life balance methods that both contribute equally to corporate performance. The researchers also hypothesized that combining work and home obligations helped female entrepreneurs perform better at home. The performance of the firm owned by the female entrepreneur was enhanced by social and familial support. These take the shape of family and spouse support for the company as well as help with household activities like child care and housework.

Entrepreneurship and Home Balance: According to the theory that has developed around the topic of work-life balance, women start their businesses as a way to achieve work-life balance. Women in Zimbabwe see entrepreneurship as self-fulfilling, giving them the flexibility and freedom to manage work and family responsibilities, according to Mazonde and Carmichael (2016). They claim further that in addition to flexibility, entrepreneurship enables generating an income to raise standards of living and benefit society. The study supports the findings of Jennings and Brush (2013), who hypothesized that women's decisions to become company owners as well as strategic decisions inside their companies are significantly influenced by their family duties and other domestic responsibilities. Welsh and Dragusin (2016) also concur that women are more likely than males to cite family-related and schedule flexibility as reasons for starting their own business. This is especially true of women who have small children. Rehman and Azam-Roomi (2012) claim that women prefer self-employment over traditional work because it allows them to balance their economic activity with family and community responsibilities.

In the United Arab Emirates, female business owners claimed that they chose self-employment because it gave them the independence and flexibility to take care of family obligations. On the topic of WLB, several field investigations have been carried out in established, emerging, and developing nations. In their study on

"Women Family and Entrepreneurship: Strategies for Managing Work-Life Balance Challenges" in seven growth-oriented women businesses in Norway, Alsos et al. (2016) noted the intertwining of family life and entrepreneurial endeavors. According to the study's findings, women entrepreneurs utilized three main types of work-life balance management methods: (i) business-related strategies; (ii) home-related strategies; and (iii) business-household interface strategies. Using home offices and bringing the family's children to work were two examples of business-household initiatives. The home management techniques included asking family members for aid or hiring domestic help. Flexible work schedules were part of business plans. The majority of women defined their home and work as two distinct spheres, according to Gill's (2006) study on the work-home interaction for 23 female entrepreneurs in Montana, the United States of America.

The study found that female business owners occasionally believed these domains to be inherently at odds with one another. Segmentation evolved as a technique for establishing boundaries that would keep the worlds distinct. The female entrepreneurs established boundaries in the following ways: (a) by establishing rules and personal boundaries; (b) by separating their personal and professional lives physically; and (c) by enlisting a network of outside aid for household duties and childcare. Agarwal and Lenka (2015) agreed that entrepreneurship has become a global idea and has aided the nation's economic growth. According to research done in India, working women executives struggled to manage their personal and professional lives, which led to a problem known as role conflict. According to research by Mathew and Panchanatham (2011), conducted in south India, women entrepreneurs frequently struggle to reconcile their home and professional lives since both positions frequently conflict with one another. According to research, female business owners in South India struggle with role overload and health maintenance issues.

Time management problems, problems in taking care of dependents, and inadequate support systems. In their study on gender and work-life balance of women entrepreneurs in Pakistan, Rehman and Roomi (2012) found that the higher percentage of women in the labor force made it harder for them to juggle work and responsibilities to their families. The study also found that gender stereotypes in home responsibilities, religious requirements, and cultural norms and values made the problem worse in patriarchal nations like Pakistan. The study by Aladejebi (2018) examined how work-life balance affected female community pharmacy proprietors in Nigeria. Findings showed that the two biggest problems affecting Nigerian women who operate pharmacies were role overload and childcare. A solid support system, efficient human resource management, and time management were all mentioned as ways to promote work-life balance. According to Maziku et al. (2014), the performance of female-owned businesses in Tanzania was severely impacted by family responsibilities including reproduction, childrearing, and taking care of the family.

Their research revealed that women frequently had to close their businesses early to attend to family obligations at home and devote less time to customer service and other business-related tasks. The study also discovered that immobility, a lack of social support, and ethnicity had a detrimental impact on the success of female-owned small companies. According to Richardson, Howarth, and Finnegan (2004), the burden of family and household obligations falls disproportionately on women. Ethiopia, Tanzania, and Zambia were the three African nations where the study was carried out. The study's conclusions showed that women's enterprises suffered as a result of their obligations to their families and the home, which also limited their capacity to make money. According to Otieno (2018), the rise in the proportion of women running small enterprises is evidence that women in Swaziland are steadily gaining more authority. However, these women struggle to strike a balance between their professional endeavors, domestic duties, and personal obligations. Findings showed that women had a difficult time juggling their work and personal lives. These challenges included long hours and little scheduling flexibility, a lack of energy for household duties due to lack of time, and workplace health hazards.

3. Methodology

The primary goal of this study was to examine how female entrepreneurs combine their job and personal lives. The positivist paradigm (Guba and Lincoln, 1994), a quantitative research strategy, and a descriptive survey methodology were all employed in this study. The quantitative approach was chosen because it can be generalized to a whole population or subpopulation because it uses large samples that are randomly chosen (Carr, 1994). Quantitative research methods explain an issue or phenomenon by gathering data in numerical

form and statistically analyzing it. This study employed a descriptive survey research approach. Survey research is the methodical collection of data from respondents to comprehend and forecast some elements of the respondents' behavior (Kervin, 2004). Sixty-one thousand female business owners were included in the research (ZWMB, 2020). One hundred randomly chosen respondents made up the study's sample size. Due to its simplicity, lack of bias in the sampling process, and projectability of the study outcomes, simple random sampling was the method of choice for the researchers. The research study concentrated on businesses run and owned by female entrepreneurs who had been in business for more than a year, had at least one employee in both the official and informal sectors, and who also lived with their spouse or other dependent family members. Due to the country's diverse commercial landscape, Harare was selected. The study did not perform research on the institutions themselves; rather, it solely examined how entrepreneurs perceived these institutions (entrepreneurship and family). Before collecting the entire set of data, a pilot study was carried out with 18 participants to assess the questionnaire's validity. However, participants in the pilot study were excluded from the main investigation. Confidentiality, anonymity, and safeguarding research participants from harm were among the ethical concerns taken into account. Online, self-administered surveys with closed-ended questions were used to collect the data. IBM Statistical Packages for Social Sciences (SPSS) data analysis software was used to code and analyze the questionnaire data. To analyze the distribution's characteristics, the study's data was collated, and descriptive statistics including mean, median, standard deviation, and skewness were computed. To analyze the data, descriptive and inferential statistics were employed.

4. Results and Discussion

One hundred questionnaires in all were distributed, and 100% of them were returned. According to Muganda (2003), the response rate was regarded as sufficient for achieving the research goals. The Cronbach's alpha value was used to evaluate the questionnaire's reliability. Hisrich and Peters (2016), assert that an average Cronbach's Alpha value of 0.77, is considered to be good.

Assessing the Impact of Work-Life-Balance (WlB) Strategies on the Performance of Female-Owned Enterprises: In this study, yearly sales growth and profitability were used as the main performance indicators for female-owned businesses. The researchers employed multiple linear regression to ascertain the impact of home and work strategies on business performance. The first part of the analysis involved computing the correlation between each of the work-life balance strategies (home and work) and business performance. Srinivasan, Woo, and Cooper (1994) list a number of concepts that are used to gauge company success. Annual sales growth and profitability were employed in this study as the primary success measures for enterprises run by women. Multiple linear regression was used by the researchers to determine how home, and work strategies affected business success. Calculating the relationship between each work-life balance strategy (home strategy and work strategy) and business success was the first step in the investigation.

Correlation Analysis: The researchers calculated Pearson's correlation coefficient using IBM SPSS Statistic version 25 to determine the association between work-life balance and company success. Table 1's correlation matrix displays the results.

Table 1: Correlation Matrix

Correlations				
		Business Performance	Work strategy	Home strategy
Business Performance	Pearson Correlation	1	.854**	.569**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Work strategy	Pearson Correlation	.854**	1	.670**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Home strategy	Pearson Correlation	.569**	.670**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Researchers' compilation from IBM SPSS Statistic 25.

The findings of the correlation analysis demonstrated a strong relationship between the research variables. The performance of female-owned enterprises and work techniques are strongly and positively correlated, as indicated by the correlation coefficient (r). Pearson's correlation coefficient of 0.854, which is significant at the probability value of 0.000, indicates this link. According to the correlation coefficient (r), there is a considerable and favorable association between home business strategies and the success of women-owned businesses. This association is shown by a correlation coefficient of 0.569, which is significant with a probability of 0.000. These findings suggest that work-life balance (WLB) and business performance are strongly correlated.

Multiple Regression Analysis: The investigation was started by determining the coefficient of determination (R-square) value, which gauges the amount of variation in the dependent variable that the regression model can account for.

Table 2: Model Summary

Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate
	0.821	0.714	0.658	0.021

Source: Researchers' compilation from IBM SPSS Statistic version 25.

The correlation coefficient, R, in Table 2 illustrates the relationship between the independent and dependent variables. The findings make it evident that work-life balance and company performance are closely related. The R-value of 0.821 is a proof of this. The degree to which variations in company performance may be attributed to changes in work-life balance was described by the coefficient of determination (R-square). The R-square score of 0.714 indicates that the model accounts for 71.4% of the change in company performance. The model summary showed the SPSS output in Table 2 with the coefficient of determination, or the R-square, at 0.714, which indicates that approximately 71.4% of the variation in the data on the performance of women-owned enterprises can be explained by these two work-life balance strategies, which include home and work strategies. Table 3's findings display the ANOVA statistics.

Table 3: Analysis of Variance (ANOVA)

Model	Sum of Squares	DF	Mean Square	F	Sig.
Regression	28.4	4	7.1002	35.908	.002
Residual	11.867	55	0.21576		
Total	**40.267**	**59**			

Source: Researchers' compilation from IBM SPSS Statistic version 25**,** Critical value =14.876

The regression model's depiction of a substantial association between work-life balance and company performance is safe to conclude from the analysis of variance. The probability value of 0.002 is proof of this. The association that the regression model attempts to represent, is extremely significant since the estimated F-statistic value for the regression model is 35.908 versus the critical value of 14.876. Additionally, the ANOVA results in Table 2 showed a significant linear relationship between the changes in the dependent component, $F(3, 98) = 14.876$, $p < 0.002 < 0.05$ alpha. Predictions may be made quite well using the regression equation. Therefore, the result confirms the prediction that the population regression line's slope is not zero and that work, and home methods may be used to forecast the success of female-owned businesses at 0.05 (5%) significance and 95% confidence. The alternative hypothesis is accepted whereas the null hypothesis is rejected since the p-value is between 0.002 and 0.05. As a result, there is a strong link between work tactics and the success of female-owned firms in Harare, as well as a strong link between home strategies and company success. Regression coefficients in Table 4 suggest that work-life balance initiatives have a considerable positive impact on business success.

Table 4: Regression Coefficients

	Unstandardized Coefficients		**Standardized Coefficients**	**T**	**Sig.**
	B	Std. Error	Beta		
Constant	2.73	0.953		2.865	0.006
Work strategies	0.085	0.173	0.101	4.95	0.001
Home Strategies	0.110	0.192	0.136	3.187	0.006

Source: Researchers' compilation from IBM SPSS Statistic version 25.

Data shows that the regression equation representation is.

$$Y = 2.73 + 0.085X1 + 0.110\,X2$$

Where X1 denotes work strategies and X2 denotes home strategies. A similar analysis of the individual contribution of the variables in explaining the variation in the model was done based on the standardized coefficient results in Table 4, for example, one (1) of the independent variables, work strategies made a significant contribution to the prediction of change in performance of women entrepreneurs with beta = 0.101, p = 0.001 at 0.05. On the other hand, home strategies with beta = 0.136, p = 0.006 at 0.05 made significant contributions to the model. The beta coefficient for work strategies is 0.101 implying that an improvement in work strategies tends to boost performance by 0.101 units on average. Correspondingly, an improvement in home strategies tends to boost performance by 0.136 units on average.

5. Conclusion and Recommendations

From the research, the following findings were made:

- For female business owners in Harare, hiring knowledgeable staff, giving the task at hand priority, and planning work activities were the most effective work methods. The study came to the conclusion that hiring housekeepers to lessen work overload, taking care of urgent needs while at work, and placing family first were the best home tactics for female entrepreneurs in Harare. Additionally, using work and family techniques helped female-owned businesses in Harare operate better.
- The performance of household duties by female entrepreneurs was significantly correlated with the techniques outlined.
- Employing techniques for both the workplace and home improves performance at home. Female business owners who prioritized their families were able to spend enough time with them and yet attend social functions.
- The work-life balance of female entrepreneurs in Harare was considerably influenced by work and home strategies. Job-life balance for women business people is greatly influenced by a balance between job and household responsibilities. The research offered the following suggestions in light of its findings and conclusions. To maintain a work-life balance, female entrepreneurs in Harare should employ both work and home techniques. This may be accomplished by hiring qualified employees

and putting the job, their lives, and the current project first. Female company owners, both established and aspiring, should be proactive in their work and home life plans because they will help their companies operate better. Female entrepreneurs need training in developing work and home plans. In order to reduce the workload of female entrepreneurs and enhance the success of their firms, assistance from family and society is essential.

Contribution of the Study to the Body of Knowledge: The study was effective in evaluating the methods employed by Harare's female business owners to run their homes and businesses. The results can be utilized as a starting point for more research and as a resource for psychologists, social scientists, human resource professionals, family counsellors, female business owners, and other academics. Female business owners should work to increase the performance of their companies in terms of return on investment and growth prospects; doing so without putting their families at a disadvantage; and encouraging their family members to support them and recognize their role in the company's success and expansion. The research tried to highlight the difficulty female entrepreneurs faced juggling work and personal obligations, and it was intended to be helpful to society as a whole. The study was intended to ease and perhaps even lower societal expectations of female entrepreneurs in emerging and developing nations.

Limitations of the Study: Real numbers of female entrepreneurs in Zimbabwe were difficult to come by since some of the data from official government sources was dated. The researchers utilized the database they had obtained from the Zimbabwe Women's Microfinance Bank (ZWMB) to address this problem. Due to the COVID-19 pandemic, it was impossible to personally administer all surveys, which was another study's restriction. Seventy percent of the questionnaires were distributed online via emails and mobile phones to satisfy the respondents' desires for social seclusion.

Areas for Further Studies: The work-life balance among female entrepreneurs was the subject of this study. Further study may examine the impact of work-life balance on male entrepreneurs.

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