

15. An Entrepreneurship and Motherhood – The Struggles and Challenges Faced by Mom Entrepreneurs

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Abstract:

This paper has made an attempt that the mompreneur is a female business owner who is striving to balance her roles as mom and entrepreneur. Though many of the challenges and struggles of mom entrepreneurship cannot be avoided or overcome, it is that being a mom actually prepares you to be a mompreneur, because you can use the creativity, productivity, and management skills you already employ at home to raise your kids in starting and running your new business venture. This article shows the trends between Entrepreneurship and Motherhood, and being a mompreneur what are the challenges faced by them is all about this article. This paper reflected that the current ideologies current ideologies about motherhood, the state, and work. Ultimately, the current ideas about intensive mothering, the challenges and neoliberal norms surrounding the good worker and citizen.

Keywords: Mompreneur, Mom, Child care, Family, Entrepreneurship, Challenges & Work life balance.

15.1 Introduction:

A mother holds an exalted position in all societies. Some mothers choose to devote all their time to their children, while others choose to continue pursuing their careers and balancing it with their role as a mother. Both decisions are brave, commendable, and deserve the utmost respect. This article, however, focuses on the latter category – the challenges of mompreneurs. Though unisex in concept, the realm of entrepreneurship is heavily dominated by men, with women representing only about one third of this population. Because of and as a result of this imbalance, the institutional environment in which entrepreneurship flourishes is still largely designed by and for men. Over the past decade, female entrepreneurs with young children have launched a worldwide “Mompreneurship”

movement, defining the practice of entrepreneurship as allowing for a balance between business and family responsibilities. A big challenge that mompreneurs face is not being taken seriously. There are a variety of reasons why business professionals do not take mompreneurs seriously. One of the main reasons is that mother entrepreneurs usually work from home.

15.2 Operational Definitions:



Meaning of Entrepreneurship: It can be classified into small or home business to multinational companies. In economics, the profits that an entrepreneur makes is with a combination of land, natural resources, labour and capital.

In other words, the activity of setting up a business or businesses, taking on financial risks in the hope of profit. “The new business opportunities have encouraged entrepreneurship on a grand scale”

Meaning of Mompreneur: A mompreneur is a female business owner who actively balances the roles of mother and of entrepreneur. A woman who is the primary caregiver to her young child or children and also manages her own business. The term was introduced in about 1994.

The term has a dedicated section on Entrepreneur magazine's website. A 2011 MSNBC article declared the rise of the mompreneur to be a hot topic in the small business sector.

In other words, "Mompreneurs are a relatively new trend in entrepreneurship, and have come to increased prominence in the internet age, with the internet allowing entrepreneurs to sell products out of their homes" rather than relying on foot traffic to brick-and-mortar business.

A short view of mom entrepreneur: From running a successful business to being a great parent and partner, mompreneurs have a lot to juggle. A study by the creative platform 99designs found that 71 percent of working moms are the primary child care provider in the family, and 39 percent regularly shift their focus back to business once the bedtime duties are done.

The study also found that owning your own business has a benefit you can't find anywhere else: flexibility. Sixty-nine percent said it's the number one advantage of being a mompreneur.

15.2.1 Objectives:

1. To Study the Struggles and Challenges faced by Mompreneurs.
2. To Study How to Balance their Work-life.

15.2.2 Methodology:

The paper is based on the secondary data. The data can be collected from internet sources, articles, newspapers etc.

15.3 Struggles and Challenges of a Mom Entrepreneur:



Figure 15.1: Struggles and Challenges of a Mom Entrepreneur:

Lack of funding: The majority of mothers use their own credit cards or savings to launch their businesses. Many mothers do not look for investors to start their enterprises. Sadly, studies reveal that women, particularly when they are mothers, find it more difficult to obtain venture capital investment than males do when they do pitch investors to seek money.

Mommy Guilt: Mommy guilt will discourage mothers from beginning new businesses, will make them give up on their current ones, or will damage their chances of success. All mothers face mommy guilt since they are all working mothers. We feel guilty whenever we are not taking care of our kids; this guilt is heightened when we are pursuing a passion project or a business that we adore.

Impostor Syndrome: Everyone knows that one fundamental problem we all have as women is that we minimise our value, underrate our efforts, and fail to take ownership of our accomplishments. You can be underpaid if you don't advertise your qualifications, don't give yourself enough credit, and don't charge what you're worth.

Poor Self-care: As mompreneurs, we are pulled in every direction and we often fail to add ourselves to our list of priorities. We want to do it all – for everyone, we push ourselves to hard, we overextend ourselves, failing to say NO to what doesn't serve us or failing to say YES to what will grow us.

Lack of Support: When you launch a new business, so many people scoff and roll their eyes. Finding a mentor who can offer direction, inspiration, perspective, access to resources and connections, and a healthy dose of reality when needed, is advice for budding mompreneurs. While it may be a lonely journey for a while, you will find your togetherness and gradually establish your network. As your business grows, you will also discover that successful women are frequently seen as less likeable.

Not Being Taken Seriously: Not alone our negative inner voice can limit our capacity for entrepreneurship. In environments where men predominate, prejudice and sexism will always be an issue. As mothers, they are frequently viewed as being less ambitious, less focused, and less productive than men. Sometimes we have to establish ourselves as women and parent entrepreneurs before someone will take us seriously and give us a chance.

Due to the fact that they conduct business while working from home or with children around, you may have encountered additional difficulties. Although it can be difficult to deny services, they refused to accept clients who were uncomfortable with the idea of the children being involved in my company from the beginning. Your business, and your rules!

Staying True to Self: While moms are always learning and getting better, she thinks the key to success is to stay loyal to who you are. You don't have to behave or think like a guy, compare yourself to other women, or be more or less of anything. Your voice, your gifts, your skills, your abilities, and even your mannerisms are important for your success in any business, and being a mother makes you a stronger entrepreneur.

16.4 How to Have a Work – Life Balance Being Mompreneur:

The most romantic experience in the world is being a mother, and being your own boss is no different. On the other side, not everyone enjoys being a mompreneur. The role of a mompreneur is more difficult than that of an entrepreneur and different from that of an ordinary mother. You must multitask while also exercising patience and balance.

Don't stick to a Schedule: Being a mother and running your own business is like to having two babies who want your full attention. To be able to do credit to both, one must extend a little beyond their normal selves. A mother must regularly adjust her schedule during this stage to balance the demands of her family and career.

Don't be too hard on yourself: Life will throw you a lot of curve balls, and there will be days when you feel overwhelmed. The best way to deal with this is to breathe deeply and unwind. Keep in mind not to be too hard on yourself because you will ultimately learn how to handle both.

Partner with your partner: Parenting is a challenging task that demands equal participation from both parents and a division of work. In order to guarantee that chores are distributed fairly between you and your husband, it is best to discuss this with him and ask for his cooperation. The partners should divide responsibilities, such as chatting away watching the infant awake, taking care of other household chores, and other jobs, among others.



Figure 15.2: Life Balance Being Mompreneur

Just Go with Flow: Accept that the situation will be difficult for a while. You may occasionally have to handle challenging circumstances in your personal or professional life. It is best to just go with the flow rather than trying to figure out everything.

Make a play place at work and a workspace at home: Being there for the infant constantly is essential in the early stages of parenthood. The overall workflow for urgent professional problems may be disrupted as a result.

In order to handle such circumstances, one can set up a modest workstation at home. Additionally, having a play space at work where you may have your kid in front of your eyes while you are at work is useful in the later stages of parenting.

Show some love to yourself: It is important to take a break and treat yourself to some self-pampering while you are successfully balancing between diapers and delegations. Spend some time relaxing at a spa, meeting up with friends for coffee and discussion, or just reading your favourite book. Don't forget to treat yourself occasionally. Being an entrepreneur is difficult, and being a mother is even harder. As a result, one should make time for themselves occasionally to prevent burnout or stress.

Never mix up your tasks: Make sure to never combine work and personal obligations. You should always give your utmost, whether at work or in your role as a parent. A pleasant parenting experience should be combined with a fulfilling professional life, as dividing your concentration between the two could result in uncertainty. The day a woman becomes a parent is among her happiest moments in life. It's important to appreciate the beauty of the moment and make every effort to spend time with your child.

You will learn a lot of self-discipline through the entire process, which will also greatly improve your managerial abilities. After all, a mother is born from a child.

15.5 Conclusion:

The mother who manages a business while raising her kids is characterized as a mompreneur. It is absolutely not simple to become a mompreneur. A woman may be constrained by her family for a variety of reasons, but she may also find it challenging to fit in at times in the work world. Being a mother and running your own business is like caring for two babies at once. The proportion of women-owned enterprises has increased across the globe. One in three of these women-owned enterprises is headed by a mother. When opting to resume their employment after having children, many working women say they felt "rushed."

Moreover, some were guilt ridden by the idea that they will not have all the time to give to their children. According to a survey conducted in the in 2015, 41% of female respondents reported that it is difficult managing a career with children, while the number of men feeling the same way amounted to half of that of women. Obviously, the main reason is lack of support from both families and from work in such scenarios. If a mother is working is pivotal that the father plays his role effectively at home so she is not burdened with two full-time jobs.

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