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Impact of Emotional Intelligence on the Subjective Well-Being of Indian Female Entrepreneurs in Klang Valley

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Abstract

Women Entrepreneurs plays a significant role in managing business venture today. Female being highly independent and competitive just like male. Modern Female are those whom able to take responsibility and accept risky assignments. Female nowadays are able to leash the opportunity to take challenging tasks and make crucial decision on their work tasks. They are capable of juggling between their careers and family roles. Indian female are been categorised as not able to quickly make decision due to the emotional engagement with family and cultural constraint (Siri,2005). A recent article published in the Star Newspaper by the Indian Chamber of Selangor, mentioned that at early stage there will be more Indian Female registered to start business and enrolled theselved with the training and added that only few Indian Female are able to overcome the obstacles and barriers to climb the ladder of success. This study was aim on exploring the impact of emotional intelligent on the subjective well being focusing on the element of happiness of Indian female entrepreneurs in klang Valley. About 186 respondents were participated in this survey. A random sampling was used and simple regression analysis and Anova test was used. This study was extended from Anita and Swarnalatha (2016). This study shows that there are significant relationships between emotional intelligent and subjective well-being.

Keywords: Indian, Female, Entreprenuers, Emotional Intelligence, Well-Being

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1. Introduction

There is growing appreciation that the conditions, which support women's ability to start and grow ventures, may be different from those that help men, there is a need to examine factors that impact women's enterprise development (Singer,2014). The success of female entrepreneur is driven by important key factors. Early approaches are to study female entrepreneurship involved comparisons of individual characteristics of male and female entrepreneurs, example are: demographic of age and education as well as attitudes and perceptions, growth ambition, interest, and risk aversion (Lalhunthara,2015). Most of today's biggest start-ups are founded and run by men but some women are changing the scene (Shamsul, 2015). Obviously, the female entrepreneurs are growing. Although men are dominant in the world of entrepreneurship it does not mean that female is poor or weak in managing business (Anita and Swarnalatha,2016). The recent education and technology have changed the lifestyle of women. Most of the women are no longer just obligated to do chores like housework and childcare related works. Nowadays women are willing to take challenges, risks and eager to success.

1.1. Problem Statement

There is always an argument that females make decision based on their own individual perception and followed with their emotions (Siri, 2015). In the recent study by Shah (2012) he mentioned that there are a lot of researchers commented that females are unable to control their emotions compared to males whom are well and able to control emotions. This is also supported by the current conference among the Indian entreorenuers which held in Putra World Centre Malaysia mentioned that in the early stage Indian Female are keen and being very eager to participate in starting business but later is slowly fade away. The ulitimate recent behind this situation as per mentioned in the conference is that Indian Female always choose seek for the happiness of their family members compared to themselves (Indian Entrepreners Conference,2016). Lalhuntara (2015) mentioned that Indian female are bound to the rules that set by the male in the family and this very much impacted on their emotions. It also been added that Indian female are not been able to handle a situation practically and always not capable of handling their own well being. According to Siri (2015), commented that Indian females' entrepreneurs are much engaged with emotional constraint especially from family. This issue was not been addressed adequately and it been left behind until there was a quest on it during the latest Indian Entrerenuers Conference. Beside this, there is lack of study focusing on Indian Female entrepreneurs especially focusing on their emotional intelligence and subjective well being. This study will be an eye opener for the upcoming researchers to look deeper into other female entrepreneurs.Therefore, the aim of the study is to focus on the impact of emotional intelligence on the subjective well being on Indian female entrepreneurs in Klang Valley.

2. Literature review

According to Siri (2015), it has been an evidence that there are about 76.2% of growth entrepreneurship in Malaysia and only 39.2% of them are females and only 6.1% are Indian which is still lacking behind some developed countries like; United States, Australia and United Kingdom which have the high female entrepreneur rate of 70.6% to 82.9%. Main reason of these three countries have high growing rate is due to the growth of tech sector business, Small-Medium enterprise support and training, research and development expenditure (Arisscon,2012 ; cited by, Siri,2015).This statement been well criticised by Siri (2015) stating that there is also adequate training and development given in Malaysia as well as other developed country.The reasons that Malaysia has slow growing rate in female entrepreneur compare to other countries which is the willingness to start business and keen on tech sector business. However, female entrepreneurs in Malaysia are motivated through the opportunity business and technology transfer. The acceleration of economic growth requires and increased supply of female entrepreneurs (Shah, 2012). Female entrepreneurship development has acquired significant attention in Malaysia recently. Ahmad

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(2011) mentions that young people and women living in the city become an asset once those with potential entrepreneur are selectively groomed for self-employment and enterprise formation, leading to further job opportunities for others as well. Entrepreneurs will be able to hire new vacancy due to unemployment and job dissatisfaction issues in Malaysia. National Association for Female entrepreneurs of Malaysia provides female entrepreneurship development program which alleviation combining motivation, training, and counselling which has become an effective tool to encourage people to become an entrepreneur. However, the training may not be applicable for all businesses and it is still need to depend on their personal ability. Few factors cause the female entrepreneurship grows in Malaysia. Due to opportunity recognition in Malaysia, Kuala Lumpur tends to have better opportunities compare to other states due to being the centre of Metropolitan city. Service sectors such as beauty, hair salon, lodging, and others tend to have high demand due to the large volume of visitors from various countries.

2.1 Female entrepreneurship Personalities

There are some famous researchers have concluded personalities of an entrepreneur initiate ventures (Birley and Westhead 1994; Cooper and Dunkelberg 1981; Denison and Alexander 1986; Dubini 1988; Scheinberg and MacMilan 1998; Shane, Kolvereid and Westhead 1991; Shapero 1975;cited by Paula,2016). It is exceptionally to female entrepreneur who are accountable for both career and family (Shamsul,2015), and choose to leave the corporate world to become entrepreneurs (by claiming their own business) to provide extra flexibility and life balance in managing their conventional obligations as wife and primary caretaker of children (Nguyen, 2005;cited by Paula,2016). According to Fidelman (2012) who studied on US workforce and states the women often begin their own enterprise for three types of personal gains: personal freedom, security and or satisfaction. The freedom seeker as defined by researchers as those who are discontented with their employment owing to pay inequalities or discrimination and to choose their preferred nature of work (example: hours of work, environment and people they work with).The work flexibility provided by female entrepreneurship in terms of location, often working at home or closes to home, and the hours of work. “Security seekers” clearly defined as those who have been motivated to become an entrepreneur due to some personal misfortune, for example layoff, downsizing, divorce, death or retirement of their spouse. These “security seekers” tend to improve or maintain their family social or economic status when they start a business. Next, the “satisfaction seekers” are house-makers who lack of any previous work skills or experiences but want to prove to others or themselves that they can be dynamic and useful in society.

2.2 Balancing Business and Family

Female entrepreneurs are encountering bigger barriers to balance between family life and work life, which caused them to have fewer time to participate in entrepreneurial activity (Singer,2014). Owing to this primary factor, female entrepreneurs will be like less likely to success in their ventures. In order to aid female entrepreneurs, there are various female entrepreneur and industry organizations have been grouped as serve as platform for them to broaden and built their network, to conduct training programs, seminars and motivations (Ahmad,2011). Paula (2016) mentioned that work-life balance is a goal of many entrepreneurs regardless of their gender, but mothers who start business have to simultaneously run their families and their company. Paula (2016) also mentions female entrepreneurs could be more effective running their business if they do not have to deal with their kids. This is very important for female entrepreneur to become “mompreneur” which have dual responsibilities to their business and do their families. This is very difficult for them to find ways to devote time for both business and families. Mompreneur needs to manage well in work-life balance.

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2.3 Indian Family

80% of Indian Female's in Indian family are not bound to make their own decision and need to depend on the man in the family (Anita & Swarnalatha, 2016). This has been well supported by Paula (2016) that Indian females when they are single they tend to discuss with their father or male in the family and after marriage they tend to depend on husband. This is because the nature of Indian culture saying that "male are better in decision making and able to balance between emotions and family, whereby females are more suitable to do the housework and nurture the children (Jayaprakash, 2012). Even they are females who come out from this cultural constraint they tend to have supports from their male in the house. There are a lot of article mentioned (Arzjan,2001;Sulekha,2004;Pornima,2010; cited by Anita and Swarnalatha,2016) that Indian Females are not able to control their emotions and tend to make wrong decision due to inability of handling stress and did not able to decide in between subjective well being.

2.4 Emotional Intelligent and Subjective Well Being (SWD)

"Emotional awareness and emotional management skills, which provide the ability to balance emotion and reason to maximise long- term happiness" and involves recognising the feelings of others and managing one's emotions and responding to others emotions (Goleman,1998). It can be defined as the capacity to know oneself and to quickly know others based on their expressions, feelings, behaviours and verbal statements. EI (Emotional Intelligence) can be described as being to effectively work and get along with others. EI can be described as being Intelligent Quotient (IQ) contributes about 10% to a person's success in life and Emotional Intelligent about 65% to one's personal and professional accomplishments (Anita & Swarnalatha, 2016). Based on Goleman (1998) EI can be generalised by five dimensions; (i) self awareness, (ii) self management, (iii) self motivation, (iv) empathy and (v) social skills. Self awareness is the ability to be aware of what one is feeling, it is describe the actual feelings that a person will have when engaged themselves in entrepreneurial activities. Self management is the ability of managing one's emotions and failure; it is describing the emotional management despite the success and failure. Self motivation is the ability to persists in the face of setbacks and failure, it describe how a person able to overcome the failure and get motivated to move forward for the success. Empathy is the ability to sense others feeling, it is describe how a person able to understand their employees and stakeholder's feelings. Lastly social skills is the ability of handle the emotions of others which the ability to handle difficult customers. Many researchers has found and revealed that EI can affect the style of entrepreneurs. Managers with the higher emotional intelligence has better entrepreneurial behaviour (Zampetakis et al.,2010;Bahadori,2012). A study conducted in South India has found out that women scored higher than men in perceptive skills and overall emotional intelligence (Krishaveni et al., 2011). A study by Goldenberg et al. (2006) and Brackett,Mayer & Warner (2004) and Reddy et. al (2012) observed that females employees have more EI than male employees.

Subjective well being (SWD) is based on the idea of, how each person thinks and feels about her or his life and defines as a person's cognitive and affective evaluation of one's life (Reddy et.al,2012). Diener at al. (1999) defined subjective well being deals with how and why as a broad category of phenomena that includes people's emotional responses, domain satisfactions, and global judgements of life satisfaction. It is mostly used thoughts as the dynamic process that gives people a sense of how their lives are going, through the interaction between their circumstances, activities and psychological resource or, mental capital and due to the dynamic nature , high levels of SWD enables individual respond to difficult circumstances , to innovate and constructively engage with other people and the world around them (Anita & Swarnalatha, 2016). Lucas and Gohm (2000) found that gender differences in subjective well-being were small, but women exhibited more subjective well-being. Bagshaw (2002) studied 80 students at the University of Leeds (50 female, 30 male) and found a significant correlation between

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overall emotional intelligence measured and student subjective well-being (r=.376, p=.001 one-sided, df =78).Mark Chee and Peggy Choong (2014) studied the relationship between the emotional intelligence and happiness of students, more so in the students involved in sports activities. They found a positive and significant relationship between all dimensions of emotional intelligence and happiness. SWB,include positive and negative affect,happiness and life satisafaction and added that there is a strong relationship between good health and greater happiness (Diener,1999). Diener (1999) also added that the term "happiness" is commonly used in regards to SWB and has been defiend variously as "life satisfaction".

3. Methodology

Since this study will replicate the model that been used by Anita & Swarnalatha (2016) which the elements and variable been adopted from Goleman,Boyatizis & Hay (1998). This scale are been considered as an effective, reliable and generalised measurement to evaluate relationship between EI and SWD. Quantitative method was used as the main method for this study. The entire data collection takes approximately 4 to 6 weeks.

3.1. Instruments

The questionnaire was adopted from Anita & Swarnalatha (2016) were use for this study. It has seventy three statements to measure the emotional intelligence of the respondents under two dimensions viz. Personal factors and social factors. Personal factors comprises of two components namely, self awareness and self management. Social factors comprises of two components including social awareness and social skills or relationship management. This tool has employed five point scale ranging from never, rarely, sometimes, often and always to record the response of the entrepreneurs with regard to eighteen emotional competencies. This existing research study employed five statements on a six point scale to study the subjective well being of individuals based on the review of literature collected from the previous studies.

3.2. Data collection procedure

The quantitative data were collected through convenience sampling. Convenience sampling is used because it is a non probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher. The location of data collection is done during the four weeks to six weeks in the area of Klang Valley targeting 4 major location; Leboh Ampang, Brickfields, Sentul and Klang.

3.3 Respondents

The population of the study consists of Indian Female Entrepreneurs registered with the Indian Entrepreneurs Chamber Kuala Lumpur. The quantitative survey had about 250 respondents but only 186 managed to participate. This is because some of them did not want to participate in the survey.

3.4 Data Analysis

The data collected was subjected to analysis through SPSS package in accordance with the objectives of the study. Percentage analysis, mean, standard deviation, ANOVA, correlation, regression and discriminate analysis were used to analysis the data. All the statistics tests were conducted at 5% level of significant.

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4.Findings and Discussions

4.1. Over perception of emotional intelligence and subjective well-being

Table 1: Over all perception of emotional intelligence and subjective well-being

Components	Minimum	Maximum	Mean	SD
Self awareness	1.91	4.27	4.1740	0.412
Self management	2.28	4.84	4.6550	0.655
Social awareness	2.33	4.83	3.5501	0.552
Empathy	2.12	4.13	3.1220	0.525
Social skills	1.92	5.00	4.2281	0.422
EI (in total)	2.25	4.68	3.2181	0.401
SWB (in total)	1.00	6.00	4.2271	1.010

It is observed from Table 1, that the mean value for self management (4.6550) is higher than all other components and it is perceived to be the influential factor in determining the emotional intelligence of women entrepreneurs in the study. The mean value for social awareness is 3.5501, for social skills (4.2281), empathy (3.1220) and 4.1740 for self-awareness, which is all lower than the mean value of social management. It is also observed from table 1.0 that the standard deviation is highest for self management (0.5655) and social-awareness (0.552), which indicates that perception of the respondents towards these variables, is highly varying than all other dimensions. Standard deviation is low for self-awareness (0.412) in emotional intelligence, which shows that they are fully aware of themselves. The table also reveals that mean value for subjective well-being is (4.2271) in the scale of 0 to 6 and the standard deviation is 1.010 and this highlights that the respondents have high level of subjective well-being and the happiness towards their business performance.

Table 2: Correlation among emotional intelligence components and subjective well-being

Variable	SA	SM	SAW	E	SS	SWB
Self awareness (SA)	1					
Self management (SM)	0.533**	1				
Social awareness (SAW)	0.545**	0.695**	1			
Empathy (E)	0.511**	0.533**	0.535**	1		
Social skills (SS)	0.584**	0.829**	0.696**	0.544	1	
SWB	0.317**	0.441**	0.434**	0.516**	0.430**	1

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

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The entire constructs positively correlates with each other at 0.01 level of significance as shown in the table 2. Co-efficient measures the strength of a linear association between emotional intelligence and subjective well- being of women entrepreneurs. The correlation coefficients are higher between self-management and social skills (0.829). The strongest statistically significant correlation between self-management and social skills reveals that women entrepreneurs can be successful in their business, if they are aware of their innate potential and strike better relationship with their stakeholders in their business. This is in tune with the findings of Bagshaw (2002) and Mark Chee and Peggy Choong (2014), who found that emotional intelligence of students correlated well with subjective well-being.

4.2. Impact of EI on SWB

The impact of emotional intelligence on the subjective well-being was studied using multiple regression co- efficient with emotional intelligence components as independent variable or predictor variable and subjective well- being as dependent variable or criterion variable. It could be observed from the table 4.3, that the adjusted R square value of 0.255 indicates that around 25% of the independent variable (emotional intelligence) have impact in the subjective well-being of women entrepreneurs.

Table 3: Model summary of the impact of emotional intelligence on subjective well-being

Model 1	R	R square	Adjusted R square	S.E. of estimate	R square change	F change	Sig. F change
1	0.481a	0.241	0.255	0.92599	0.231	40.619	0.000**

a. Predictors: (Constant), emotional intelligence, self-awareness, social awareness, self-management ** indicates significance at 0.05 level

The below table 4 indicates that there is a significant relationship between independent variable and dependent variable. Therefore, it could be known that components of emotional intelligence have an impact on subjective well-being. The unstandardized co-efficient obtained in the table, was used to derive the regression equation, which may be used to estimate the subjective well-being.

Table 4: ANOVA analysis of emotional intelligence on SWB

Model	Sum of squares	Df	Mean Square	F	Sig.
Regression	131.316	4	34.829	40.619	0.000b
Residual	463.882	541	0.857		
Total	603.198	545			

Dependent variable: Subjective well-being
Predictors: (Constant), emotional intelligence, self-awareness, social awareness, self-management and social skills

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Table 5: Regression Coefficients of impact of emotional intelligence on SWB

Model	Unstandardized coefficients		Standardized coefficient	T	Sig
	B	Std.Error	Beta		
Constant	0.517	0.382		1.353	0.177
Self awareness	-0.013	0.157	-0.005	-0.086	0.932
Self management	0.164	0.266	0.075	0.615	0.539
Social awareness	0.324	0.145	0.160	2.227	0.026**
Empathy	0.333	0.345	0.122	1.244	0.219
Social skill	0.659	0.407	0.275	1.627	0.109

Dependent Variable: Work Engagement ** indicates significance at .05% level

It could be observed from the above table, that self-awareness, self-management and social awareness have no significant on the subjective well-being of women entrepreneurs as their level of significance is more than 0.05. Social awareness has a significant impact on subjective well-being of women entrepreneurs, as their significance level is 0.026, which is below the significance level. From the above findings, the following regression model can be developed. The impact of self-awareness, self-management, social awareness and social skills on work engagement is given by, **Regression variate: subjective well-being** = 0 .517 + (-0.013) (self-awareness) + 0.164 (self-management) + 0.324 (Social awareness) + 0.333 (empathy) + 0.659 (social skill).Hence, the predictor identified to enhance the subjective well-being of women entrepreneurs is social skill as their significance level is below 0 .05 % level of significance.

5. Conclusion and recommendation

From the analysis we can explore that Indian Female entrepreneurs have high level of subjective well being and very much happy towards their business performance. The correlation also shows there is a strong relationship between self management and social skills. This study points out that emotional intelligence has significant relationship with subjective well-being. The components of emotional intelligence are able to explain 25% of the work engagement of women entrepreneurs. Due to the time constraint the study did not able to explore more in terms of SWB. For future analysis, researcher may conduct a qualitative analysis to analyse the actual in depth research. Future researcher also can look into the characteristics between highly engaged and high subjective well being among Indian Entrepreneurs. Based on the literature there was a comment that Indian female not able to balance their EI however, the study shown that Indian Female Entrepreneurs able to handle EI especially by scoring high in Self Management and Social skills. Since this could be an interesting analysis, future researchers may explore on the overall female entrepreneurs in Malaysia or can do a comparative study between male entrepreneurs. This research could be a grassroots for the upcoming research. To enhance more Indian Chambers of Entrepreneurs can organize more training especially in handling the EI.

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