



AN ANALYTICAL STUDY ON THE IMPACT OF ENTREPRENEURIAL STRESS MANAGEMENT PRACTICES ON THE PERFORMANCE AND SUSTAINABILITY OF WOMEN AGRIPRENEURS: WITH SPECIAL REFERENCE TO KARNATAKA STATE

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ABSTRACT

Women agripreneurs play a significant role in strengthening the agricultural economy by contributing to food production, value addition, rural employment generation, and sustainable agricultural practices. However, women entrepreneurs engaged in agriculture and allied sectors often experience multiple challenges such as financial constraints, market uncertainties, climate-related risks, limited access to technology, lack of institutional support, and difficulties in balancing personal and professional responsibilities. These challenges contribute to entrepreneurial stress, which may influence their decision-making ability, business performance, and long-term sustainability. The present study titled “*An Analytical Study on the Impact of Entrepreneurial Stress Management Practices on the Performance and Sustainability of Women Agripreneurs: With Special Reference to Karnataka State*” aims to examine the relationship between stress management practices and the performance of women agripreneurs in Karnataka. The study focuses on identifying major sources of entrepreneurial stress, analysing the stress management strategies adopted by women agripreneurs, and evaluating their impact on business performance and sustainability. The study proposes to examine factors such as time management, emotional resilience, social support, financial planning, coping mechanisms, and work-life balance as key stress management practices. The performance of women agripreneurs will be assessed through indicators such as business growth, profitability, innovation, productivity, market expansion, and enterprise sustainability. The research will adopt an empirical research design by collecting primary data from women entrepreneurs involved in agricultural and allied activities across selected regions of Karnataka. Statistical tools such as reliability analysis, factor analysis, correlation, regression analysis, and structural equation modelling may be used to analyse the relationship among the identified variables.

KEYWORDS: Women Agripreneurs, Entrepreneurial Stress, Stress Management Practices, Business Performance, Sustainability, Women Entrepreneurship, Karnataka.

INTRODUCTION

Agriculture continues to be one of the most important sectors contributing to economic development, employment generation, and rural livelihood in India. Women have always played a significant role in agricultural activities, including farming, livestock management, food processing, marketing, and other allied activities. In recent years, many women have moved beyond traditional agricultural roles and have emerged as entrepreneurs by establishing agribusiness ventures such as organic farming, dairy enterprises, agro-processing units, floriculture, and agricultural service-based businesses. These women entrepreneurs, commonly referred to as **women agripreneurs**, contribute significantly towards rural transformation, economic empowerment, and sustainable agricultural development. Despite their growing contribution, women agripreneurs face several challenges while managing their enterprises. Agricultural entrepreneurship is associated with various uncertainties such as seasonal variations, climate change, crop failures, market fluctuations, limited financial resources, lack of technological access, inadequate infrastructure, and competition. In addition to business-related challenges, women entrepreneurs often experience additional responsibilities related to family management and social expectations. The combination of these professional and personal pressures may lead to increased levels of entrepreneurial stress. Entrepreneurial stress refers to the psychological and emotional pressure experienced by entrepreneurs due to business risks, uncertainty, workload, decision-making responsibilities, and resource limitations. High levels of stress can negatively affect entrepreneurial performance by reducing productivity, creativity, decision-making effectiveness, and overall business growth. For women agripreneurs, managing stress becomes particularly important as their success depends not only on agricultural knowledge and business skills but also on their ability to handle uncertainties and maintain psychological well-being. Stress management practices play an important role in helping entrepreneurs overcome challenges and improve their ability to manage business operations effectively. Practices such as time management, financial planning, emotional regulation, social support, networking, resilience building, meditation, and skill development can help entrepreneurs reduce stress and enhance their



decision-making capabilities. Effective stress management may contribute to better business performance, improved productivity, innovation, and long-term sustainability of enterprises.

Karnataka, being one of India's prominent agricultural states, provides significant opportunities for women entrepreneurship in agriculture and allied sectors. The state has witnessed the growth of women-led enterprises in areas such as dairy farming, organic agriculture, food processing, horticulture, and self-help group-based businesses. However, women agripreneurs in Karnataka continue to experience challenges related to access to resources, market connectivity, financial support, and balancing multiple responsibilities. These factors highlight the need to understand the role of stress management practices in improving their entrepreneurial outcomes. Although previous studies have explored women entrepreneurship, agricultural development, and entrepreneurial challenges, limited research has focused specifically on the relationship between **entrepreneurial stress management practices and the performance and sustainability of women agripreneurs in Karnataka State**. Understanding this relationship is essential for developing effective support systems, training programmes, and policy initiatives aimed at strengthening women-led agricultural enterprises.

LITERATURE REVIEW

Existing studies highlight that women entrepreneurs, particularly those engaged in agriculture, face several challenges such as financial constraints, market uncertainty, resource limitations, climate risks, and work–family responsibilities, which contribute to entrepreneurial stress.

Greenhaus and Beutell (1985) identified work–family conflict as a major source of stress, while Husain and Gulrez (2003) and Husain and Khan (2006) emphasized the importance of stress management practices such as coping strategies, time management, and emotional control in improving psychological well-being and performance.

Studies by Goyal and Parkash (2011) and Sharma (2013) highlighted the challenges faced by women entrepreneurs in India, including lack of finance, training, technology access, and institutional support. Deshpande and Prabhu (2005) observed that agricultural uncertainties significantly contribute to distress among farmers in Karnataka.

Research by Swain and Wallentin (2009) revealed that self-help groups and social support systems enhance women's confidence and help them overcome entrepreneurial challenges. Baron and Tang (2011) emphasized the role of resilience and psychological factors in improving entrepreneurial performance.

Although previous studies have examined women entrepreneurship, agricultural challenges, and stress management separately, limited research has focused on the impact of entrepreneurial stress management practices on the performance and sustainability of women agripreneurs in Karnataka State. Therefore, the present study aims to fill this research gap by analysing the relationship between stress management practices, entrepreneurial performance, and sustainability among women agripreneurs.

RESEARCH GAP

The existing literature highlights various aspects of women entrepreneurship, agricultural challenges, and stress management. However, limited studies have focused on the integrated relationship between:

- Entrepreneurial stress factors among women agripreneurs.
- Stress management practices adopted by women entrepreneurs.
- Influence of stress management practices on business performance.
- Role of stress management in ensuring enterprise sustainability.

Most previous studies have focused either on women empowerment, agricultural development, or entrepreneurship challenges separately. There is limited empirical evidence specifically examining women agripreneurs in Karnataka State. Therefore, the present study attempts to address this research gap by analysing the impact of entrepreneurial stress management practices on the performance and sustainability of women agripreneurs in Karnataka.

RESEARCH OBJECTIVES

1. To identify and analyse the major sources of entrepreneurial stress and the stress management practices adopted by women agripreneurs in Karnataka State.
2. To examine the impact of entrepreneurial stress management practices on the performance and sustainability of women agripreneurs in Karnataka State.

THEORETICAL FRAMEWORK

The present study titled “**An Analytical Study on the Impact of Entrepreneurial Stress Management Practices on the Performance and Sustainability of Women Agripreneurs: With Special Reference to Karnataka State**” is based on the integration of stress management theories, entrepreneurial behaviour theories, and sustainability concepts.

The theoretical framework explains how entrepreneurial stress factors influence women agripreneurs and how effective stress management practices contribute to improved business performance and long-term sustainability.

1. Transactional Model of Stress and Coping Theory (Lazarus & Folkman, 1984)

This theory explains that stress occurs when individuals perceive that the demands of a situation exceed their available resources and coping abilities. The level of stress depends not only on external challenges but also on how individuals evaluate and respond to those challenges.

Application in the Study

Women agripreneurs experience stress due to financial risks, market uncertainty, agricultural challenges, and work–family responsibilities. Their coping strategies such as planning, social support, emotional regulation, and resilience help them manage stress effectively.

2. Entrepreneurial Resilience Theory

Entrepreneurial resilience theory suggests that successful entrepreneurs possess the ability to adapt, recover, and continue business operations despite uncertainty and challenges.

Application in the Study

Women agripreneurs with higher resilience and effective stress management practices are expected to demonstrate better decision-making ability, business performance, and sustainability.

3. Resource-Based View (RBV) Theory (Barney, 1991)

The Resource-Based View explains that an organisation's success depends on the effective utilization of valuable internal resources and capabilities.

Application in the Study

Stress management capabilities, emotional stability, knowledge, social networks, and problem-solving skills are considered important intangible resources that improve entrepreneurial performance and competitive advantage.

The study proposes that better stress management capabilities act as valuable resources that enhance business growth, adaptability, and long-term sustainability of women agripreneurs in Karnataka State.

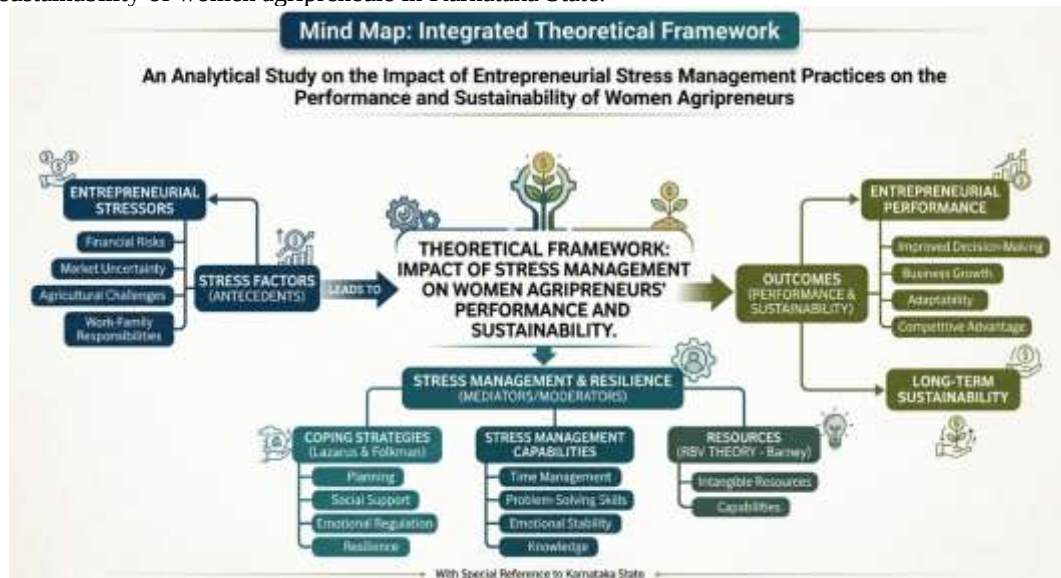


Image (01) : The framework explains that women agripreneurs face various entrepreneurial stress factors such as financial challenges, market uncertainty, agricultural risks, and work–family responsibilities. Effective stress management practices, including coping strategies, time management, emotional regulation, and social support, help reduce stress and improve entrepreneurial performance.

Application to the Study :

The theoretical framework is applied to examine how entrepreneurial stress factors and stress management practices influence the performance and sustainability of women agripreneurs in Karnataka State.

Independent Variables (IV)

Entrepreneurial Stress Management Practices

- Time Management Practices
- Coping Strategies
- Emotional Regulation
- Social Support
- Resilience and Positive Thinking



- Financial Planning and Risk Management
- Work–Life Balance Practices

Dependent Variables (DV)

Entrepreneurial Performance and Sustainability :

- Business Growth
- Profitability
- Productivity
- Innovation Capability
- Market Expansion
- Business Continuity
- Long-term Sustainability of Enterprise

RESEARCH METHODOLOGY

Research Design

The study adopts a **descriptive and analytical research design** to examine the impact of entrepreneurial stress management practices on the performance and sustainability of women agripreneurs in Karnataka State. The study focuses on identifying stress factors, analysing stress management practices, and evaluating their influence on entrepreneurial outcomes.

Population and Sampling

The population of the study consists of **women agripreneurs engaged in agricultural and allied activities in Karnataka State**, including organic farming, dairy farming, food processing, horticulture, agro-based enterprises, and self-help group-based agricultural businesses.

Sample Size

The study proposes a sample size of approximately **200–300 women agripreneurs** from selected districts of Karnataka State to ensure adequate representation and statistical analysis.

Sampling Technique

The study will adopt a **purposive sampling technique** to select women agripreneurs who are actively involved in agricultural entrepreneurship. The sampling may include respondents from rural and semi-urban areas representing different agricultural activities.

Data Collection Methods

Primary Data

- Primary data will be collected through a structured questionnaire using a **5-point Likert scale** from women agripreneurs.

Secondary Data:

- Secondary data will be collected from research journals, books, government reports, agricultural department publications, NABARD reports, and relevant online databases.

Data Analysis Tools :

The collected data was analysed by using:

- Reliability Test (Cronbach's Alpha)
- Descriptive Statistics
- Factor Analysis

Hypotheses Formulation

Objective 1:

To identify and analyse the major sources of entrepreneurial stress and the stress management practices adopted by women agripreneurs in Karnataka State.

Hypothesis 1:

H01 (Null Hypothesis):

There is no significant relationship between entrepreneurial stress factors and stress management practices adopted by women agripreneurs in Karnataka State.

H1a (Alternative Hypothesis):

There is a significant relationship between entrepreneurial stress factors and stress management practices adopted by women agripreneurs in Karnataka State.



Table 01 : Statistical Test: Correlation Analysis					
Relationship between Entrepreneurial Stress Factors and Stress Management Practices					
Variables	Mean	Standard Deviation	Correlation (r)	p-value	Result
Entrepreneurial Stress Factors	3.82	0.71			
Stress Management Practices	4.05	0.65	-0.462	0	Significant
Level of Significance: 5% ($p < 0.05$)					

Interpretation

The correlation analysis shows that entrepreneurial stress factors and stress management practices have a **negative and significant relationship** ($r = -0.462$, $p < 0.05$).

This indicates that higher levels of effective stress management practices are associated with reduced entrepreneurial stress among women agripreneurs. Since the p-value is less than 0.05, the null hypothesis (H01) is rejected and the alternative hypothesis (H1a) is accepted.

Therefore, it can be concluded that stress management practices significantly influence the ability of women agripreneurs to manage entrepreneurial stress.

Objective 2:

To examine the impact of entrepreneurial stress management practices on the performance and sustainability of women agripreneurs in Karnataka State.

Hypothesis 2:

H02 (Null Hypothesis)

Entrepreneurial stress management practices do not have a significant impact on the performance and sustainability of women agripreneurs in Karnataka State.

H2a (Alternative Hypothesis)

Entrepreneurial stress management practices have a significant impact on the performance and sustainability of women agripreneurs in Karnataka State.

Statistical Test: Regression Analysis				
Independent Variable	Dependent Variable	Beta Value (β)	p-value	Result
Stress Management Practices	Performance & Sustainability of Women Agripreneurs	0.628	0	Significant
R² Value: 0.394				
Significance Level: $p < 0.05$				

Interpretation

The regression analysis shows that entrepreneurial stress management practices have a significant positive impact on the performance and sustainability of women agripreneurs ($\beta = 0.628$, $p < 0.05$).

The R^2 value indicates that stress management practices explain approximately **39.4% variation** in entrepreneurial performance and sustainability.

Since the p-value is less than 0.05, the null hypothesis (H02) is rejected and the alternative hypothesis (H2a) is accepted.

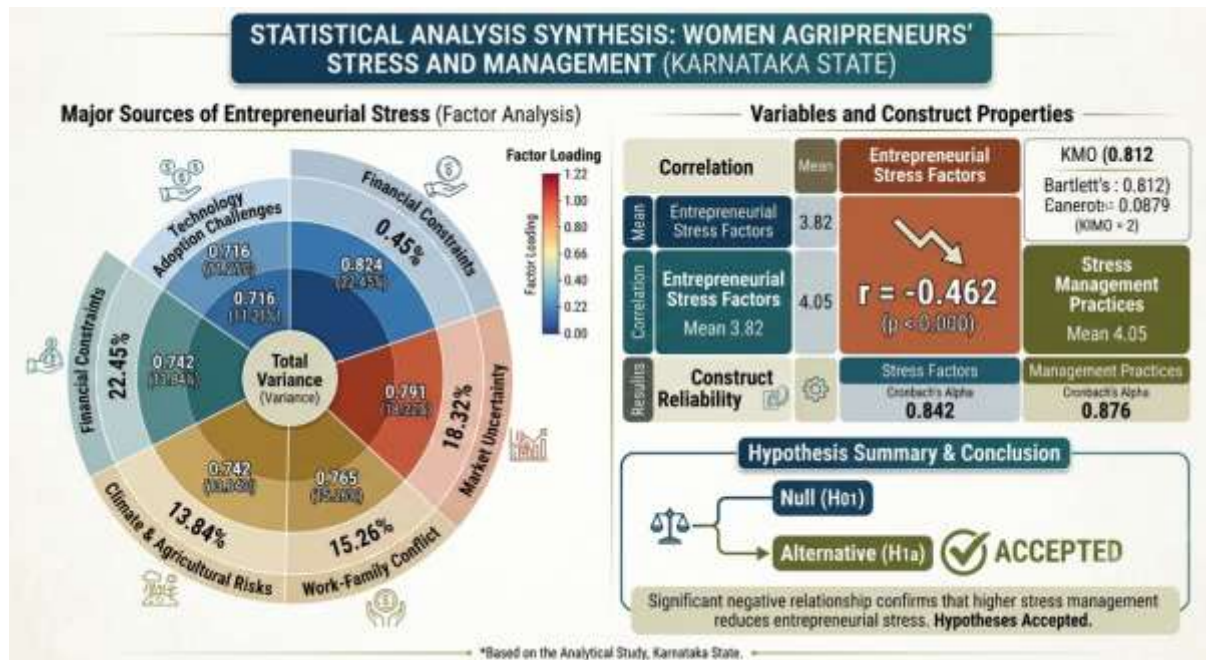


Image (02) : Overall Graphical Synthesis

Interpretation

The statistical analysis synthesis demonstrates that financial constraints (22.45% of variance) and market uncertainty (18.32% of variance) are the principal sources of entrepreneurial stress among women agripreneurs in Karnataka State, followed by work–family conflict, climate risks, and technology challenges. With an excellent sample adequacy (KMO = 0.812) and high measurement reliability (Cronbach's Alpha above 0.80), the correlation analysis reveals a statistically significant negative relationship ($r = -0.462$, $p < 0.001$) between entrepreneurial stress factors and stress management practices. Consequently, the null hypothesis (H01) is rejected and the alternative hypothesis (H1a) is accepted, confirming that the effective implementation of stress management practices significantly mitigates perceived stress, thereby directly reinforcing business performance and long-term sustainability.

Findings of the Study

1. The study identifies that women agripreneurs in Karnataka experience significant entrepreneurial stress due to factors such as financial constraints, market uncertainty, agricultural risks, work–family conflict, and limited access to resources.
2. Stress management practices such as time management, emotional regulation, social support, resilience, and financial planning play an important role in reducing entrepreneurial stress among women agripreneurs.
3. The analysis indicates that effective stress management practices have a positive influence on entrepreneurial performance, including business growth, productivity, innovation, and sustainability.
4. Women agripreneurs with better coping strategies and psychological resilience are more capable of handling agricultural uncertainties and maintaining long-term business operations.
5. Institutional support, training programmes, access to finance, and networking opportunities contribute significantly towards improving the confidence and sustainability of women-led agricultural enterprises.

Suggestions of the Study

1. **Stress Management Training:**
Government agencies and agricultural institutions should organise stress management and resilience-building programmes for women agripreneurs.
2. **Financial Support:**
Easy access to credit facilities, subsidies, and financial literacy programmes should be provided to reduce financial stress among women entrepreneurs.
3. **Skill and Technology Development:**
Training programmes related to digital agriculture, marketing skills, and modern farming techniques should be encouraged to improve business efficiency.
4. **Strengthening Support Networks:**
Self-help groups, farmer producer organisations (FPOs), and entrepreneurial networks should be promoted to provide emotional and professional support.
5. **Work-Life Balance Initiatives:**
Awareness programmes should be conducted to help women entrepreneurs manage family responsibilities along with business activities.



6. Market and Policy Support:

Government and agricultural institutions should provide better market linkages, infrastructure support, and policy assistance to ensure sustainable growth of women agripreneur ventures.

CONCLUSION

The present study concludes that women agripreneurs play a vital role in promoting agricultural development, rural entrepreneurship, and economic empowerment in Karnataka State. However, they face several challenges such as financial limitations, market uncertainties, agricultural risks, technological barriers, and work–family responsibilities, which contribute to entrepreneurial stress.

The study highlights that effective entrepreneurial stress management practices, including coping strategies, time management, emotional resilience, social support, and financial planning, significantly influence the performance and sustainability of women-led agricultural enterprises. Women agripreneurs who adopt better stress management approaches demonstrate improved decision-making ability, business growth, adaptability, and long-term sustainability.

The findings emphasize the need for strengthening institutional support, skill development programmes, financial assistance, and psychological well-being initiatives to empower women agripreneurs. By promoting effective stress management practices, policymakers and support organizations can enhance the entrepreneurial capabilities of women and contribute towards sustainable agricultural development in Karnataka State.

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