DEVELOPMENT AND VALIDATION OF AN INSTRUMENT MEASURING INFLUENCE OF TIME MANAGEMENT ON WOMEN EMPOWERMENT

LATHA P¹ & Dr. RINCY V. MATHEW²

¹Research Scholar, Department of Business Administration, Annamalai University, India

²Associate Professor, Department of Business Administration, Annamalai University, India

ABSTRACT

The researcher has gone through the issued scale. Constantly, a sequence of reassessments as well as verification procedures recognized four aspects of Time Management of female micro entrepreneurs of Kudumbashree every estimated with eight, ten, seven and ten units for a total of thirty five units. Comprehensive literature review was carried out to recognize elements within administration of time. A pilot study was carried out to estimate quality of trustworthiness along with correctness of the tool. As an outcome, four elements have been recognized. Confirmatory Factor Analysis has been conducted to decide if the data will suit the four aspect system.

KEY WORDS:-Time Management & Validation of an Instrument

Received: May 25, 2020; **Accepted:** Jun 17, 2020; **Published:** Sep 22, 2020; **Paper Id.:** IJBMRAUG202010

INTRODUCTION

Housewives of Alappuzha are concerned with developing their own operations as executives, both in urban as well as rural regions of Alappuzha District through Kudumbashree. This enables them to get over poverty, generate family earnings and also raise quality of living. Through micro entrepreneurship, women are able to empower themselves socially, financially and technologically to authorize them to arise in society on their own with credence. It involves higher self-assurance along with an inner transfiguration of individual's awareness that makes one defeat outside problems. The effective management of time enables them to manage their survival, self-confidence, self-establishment and direction to attain for themselves. In addition, women micro entrepreneurs are able to improve their personal abilities and make decisions, creating reputation in the family and society as a successful person.

OBJECTIVES

- *To develop psychometric instrument for the measurement of time management of female micro entrepreneurs.
- *To analyse the attitude and support of family members towards women micro entrepreneurs to manage their time at home.
- *To know how women micro entrepreneurs utilize their leisure time.
- To compare the marketing strategies before and after proper management of time.
- *To analyse how team members support the micro entrepreneurs to manage time.
- *To study the capacity of women micro entrepreneur to balance their time between home and enterprise

METHODOLOGY

Internal stability, dependability of the instrument has been evaluated by Cronbach's alpha. The construct, content and face validities were checked. Confirmatory factor analysis was done to verify the fitness of the details. Literature review has been carried out for recognizing elements within management of time. As a result, four factors were identified.

ITEMS DEVELOPED

In order to collect the primary data from women micro entrepreneurs, 35 questions were prepared with a basic knowledge from the questionnaire of Udhay Pareek. In working with others, women micro entrepreneurs have to cooperate with each other; mutual understanding and support must be there. Good training and free time enable them to acquire confidence. Support and care from husband and family give them strength and help them become more empowered. Taking into account these factors, questions were modified.

Methods of Instrument Revision and Validation

Pilot study was conducted with 60 women micro entrepreneurs of Kudumbashree program in Alappuzha District. It exposed that the altered instrument was trustworthy. The reliability and rationality of the questionnaire have been examined using Cronbach's alpha and construct validity ratio.

KMO and Bartlett's Test Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.890
Bartlett's Test of Sphericity	Approx. Chi-Square	5487.180
	df	595
	Sig.	0.000

The content validity is measured by submitting the measurement tool to subject matter experts and they are asked to provide feedback. From their feedback, it is clear that the tool is valid. Face validity involves the expert looking at the items in the questionnaire and agreed that the tool is subjectively viewed as covering the concept it proposed to measure and it is a valid measurement.

RESULTS AND DISCUSSIONS

Questions were developed to measure the marketing strategies, saving strategies, how much time spend towards health care, management of time between home and enterprise, support of team members in managing time at enterprise, time spent for societal activities, children and family members.

To analyse the data, a confirmatory factor analysis has been utilized, to test association among variables. As the theoretical examination generated four sub-constructs, confirmatory factor analysis was properly chosen to examine if the data will be suitable for the four elementformation of Time management.

The total variance explained and Eigen values associated with the initial 4 linear components or factors identified in the data set before extraction as well as 4 principal components extracted after extraction and after rotation are shown in Table

Dependent Variable: TMEfficiency		Method: Least Squares		
Sample: 300		Included observations: 300		
Variable	Coefficient	Std. Error	t-Statistic	Prob.
TMPC1	-0.06886	0.049504	-1.391003	0.1653
TMPC2	0.027364	0.003744	7.308542	0.0000
TMPC3	0.031318	0.014093	2.2223	0.0270
TMPC4	-0.014383	0.016751	-0.858619	0.3912
C	2.702637	0.246157	10.97933	0.0000
R-squared	0.342118	Durbin-Watson stat		1.83432
Adjusted R-squared	0.333198	F-statistic		38.35225
S.E. of regression	0.362724	Prob(F-statistic)		0.0000

The coefficients of TMPC2 and TMPC3 besides the intercept term C were found to be significant since the null hypothesis that coefficient is zero gets rejected, at 5 percent significance level due to the p values of their t-statistic being lesser than 0.05. The model is considered valid since the less than 0.05 probability of F statistics declines the null hypothesis where the fit of the specified model is as good as the intercept only model.

An R-squared of 0.34 and adapted R-squared of 0.33 indicate a reasonably good fit of the model. The near two value of Durbin Watson Statistic specifies the lack of first order serial correlation.

Measurement Mode of Time Management of Women Micro Entrepreneurs

1	I can doseveral roles in a specified time	Self Worthiness
2	I perceiveindependent and happy about my work, as I have no dependent care problems.	
3	I should take good care of my husband and children.	
4	I tried to return from workplace early in the evening.	
5	I should pay attention to all areas of my enterprise even though I find life exciting.	
6	I must be flexible with customer's requirement.	
7	I am confident enough to lead my group.	
8	I should pay attention to all areas in my life even though I find work exciting.	
9	I had to exit home very soon in the morning to take part in entrepreneurial task.	

10	I do get enough time to take decisions in an important situation both at home and workplace.	
11	I find my level best to administer my business and dependent care problems concurrently	Balanced Time Management
12	My pre-occupation with business does not permit me to give dependent care requirements at home, causing to disputes.	
13	Though work/family problems are there, I discover time to take care of my health.	
14	I find it easy to control the elder care problems.	
15	My time resources were uniformly allocated for the enterprise as well as home.	
16	I can concentrate in my business, even though I have dependent care problems	
17	I find alternatives to take care of child care requirements.	
18	I might discover right person for childcare.	
19	I have become a successful entrepreneur as well as a good homemaker.	
20	I have plenty of time to spend on family as well as societal commitments.	
21	I have to handle both enterprise and family, I could find enough time to participate in social/community activities.	Leisure Orientation
22	I find time to attend seminars and yoga.	
23	I find enough time to compromise my hobbies	
24	I find time for rest and meditation during free time.	
25	I feel confident after getting time management classes from SHG.	
26	I find time to discuss with my husband about how to share housework.	
27	I am getting adequate rest and sleep in order to cope with work and life.	
28	I used to attend meditation program at work place after being an entrepreneur	
29	As the group members cooperate, I am quiet contented in my life.	Shared Management of Time.
30	I tried my level best to cooperate with my fellow workers so that I can make alternate arrangements with other entrepreneurs.	
31	I can take more relaxed attitude towards housework that the home does not always look perfect.	
32	It is possible to outsource housework temporarily, when work demand more time.	
33	I find time to discuss with my teammates about how to share work at enterprise.	
34	The long hours of work make me stressed and short tempered. Then my family will give me support.	
35	My spouse understands and accommodates my preoccupation as an entrepreneur.	

Confirmatory factor analysis and reliability examinations for Time Management given statistical assist for a reliable along with valid estimate, proving the four extents of Time Management.

MANAGERIAL IMPLICATIONS

The scale can be utilized for researchers planning to have their studies in time management, support from family and society, time used for family members and societal activities and utilization of leisure time. This instrument provides a valid tool for further research on time management of women micro entrepreneurs of Kudumbashree. So far, there have not been many measures of time management. It can also be used as an assessment tool and evaluation tool.

CONCLUSIONS

This study revised Udhay Pareek (2009) instrument to measure time management and provided additional validity evidence. First, a comprehensive literature review has been carried out to assess the theoretical foundation of time management. Specifically, the study identified four dimensions. After discussion with specialists, a pilot study was conducted. After review as well as supervision, a confirmatory analysis has been carried out that proved the four factor structure of time management. The four elements are Self worthiness, Balanced time management, Leisure orientation and Shared management of time.

Most of the entrepreneurs utilize equal time between home and enterprise. Therefore, they are able to manage the homely duties and entrepreneurial activities in the best way. The scale which is developed measures the effective utilization of time between home and enterprise, time spend for societal activities, time spend for mental, physical and spiritual strength of the entrepreneur.

REFERENCES

1. *Jaya Shukla, Gaurav Bajpai and Tuyishine(2017),The challenges faced by women entrepreneurs in Business expansion,https://www.researchgate.net/publication)*
2. *Kavita Sangolagi and Mallikarjun Alagawadi(2016),Constraints in Women entrepreneurship.*
3. *Choudhary and Rayalwar(2011),Gender equality in women entrepreneurship .*
4. *Rana and Masood(2011) ,Social media marketing-A tool of innovative marketing,International journal of Organization management 3(1),2014)*