

ANALYZING THE EXPERIENCES OF WOMEN ENTREPRENEURS IN ACHIEVING WORK-LIFE BALANCE WITH MAXQDA 12

Overarching Goal: It is popularly believed that self-employment is an answer to many workplace problems, particularly to the balancing of work and family roles. Findings by Buttner & Moore (1997) suggest that the desire to balance family and work responsibilities is one of the most important entrepreneurial motivations for women. However, the existing literature provides only initial answers regarding the relationship between women's entrepreneurship and work-life balance. The women's entrepreneurship "5M" framework by Brush et al. (2009) is a holistic framework to investigate women's entrepreneurship. The research question clarified for this study is: *Which role do the dimensions of the women's entrepreneurship "5M" framework play regarding the work-life balance of women entrepreneurs?*

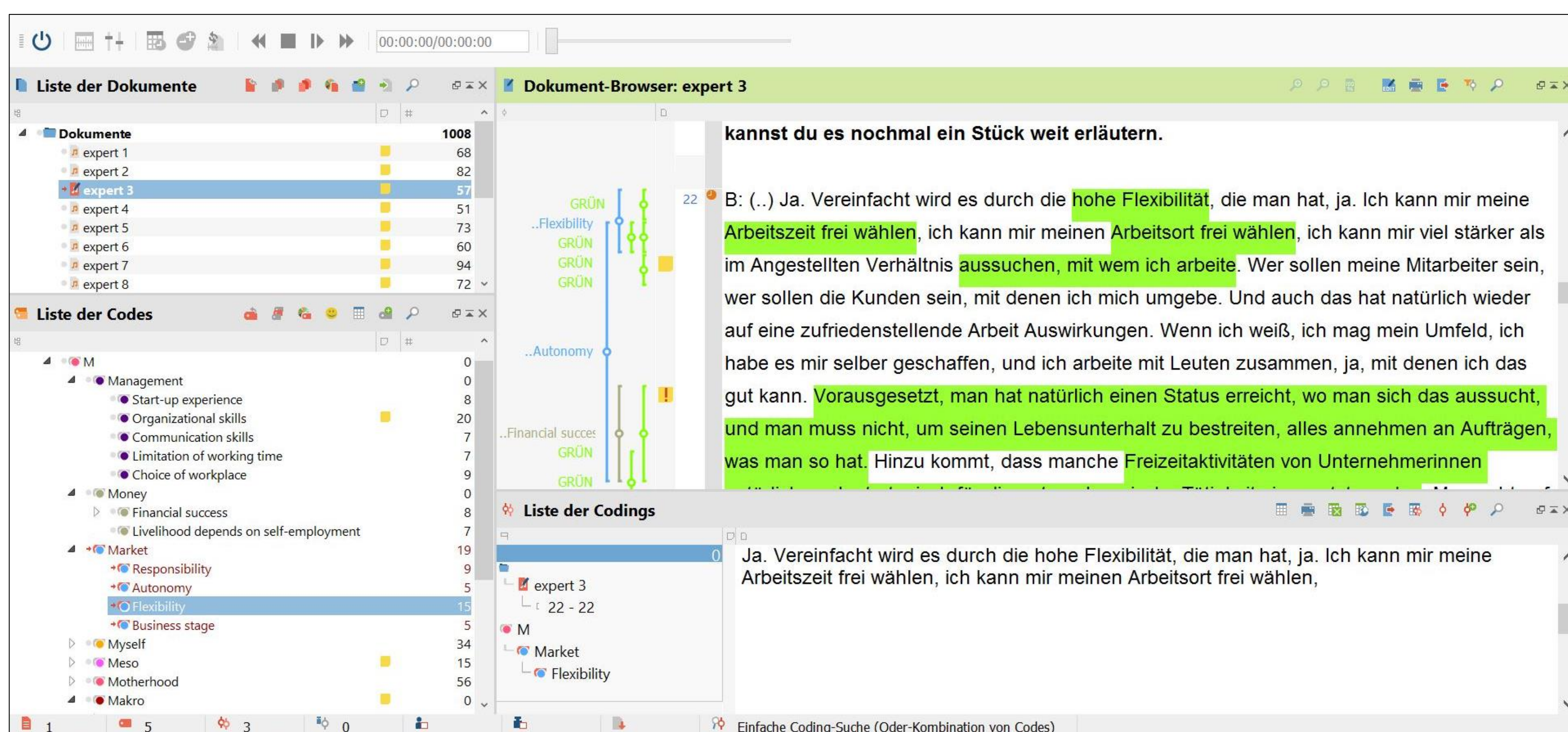


Figure 1 Coding Process in MAXQDA

Method: An interview study with experts in the field of women entrepreneurship from science and practice represents the core element of this research project. In total, 16 semi-structured interviews with experts were conducted. These were transcribed using a system for simple transcription. Next, the seven steps in the basic process of *thematic qualitative text analysis following Kuckartz (2016)* were rigorously applied.

Use of MAXQDA: For the data analysis, the transcripts were imported into MAXQDA. A multi-phase approach of categorizing and coding was applied (Figure 1). MAXQDA allowed to visualize the relationships between codes. Figure 2 shows how often two main categories were coded in the same paragraph. Next, a frequency analysis was conducted (Figure 3).

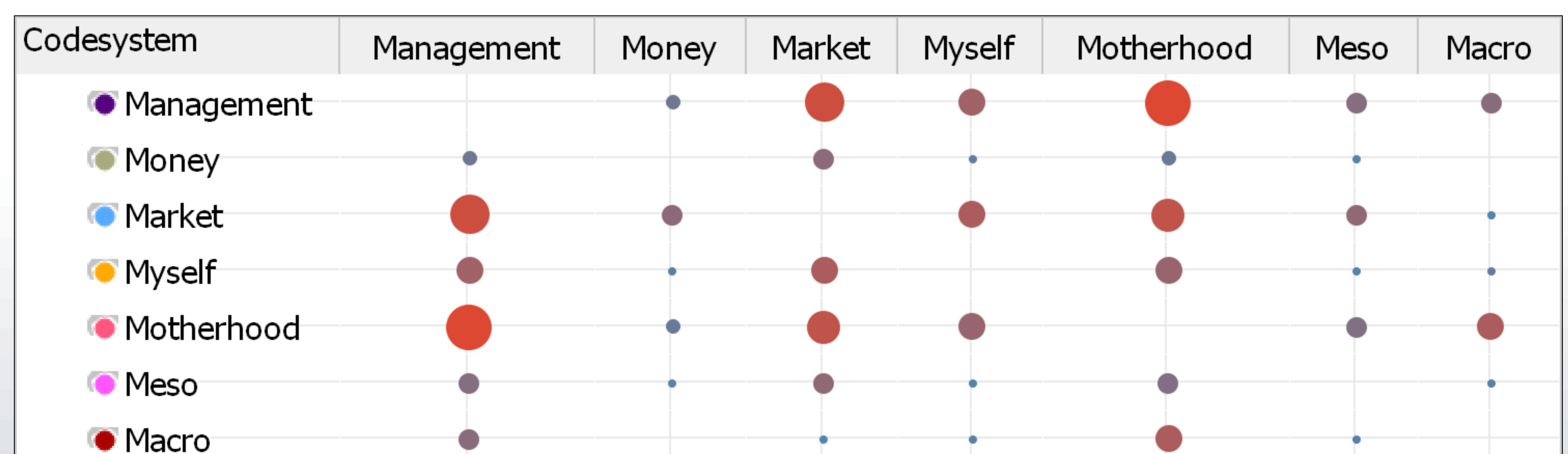


Figure 2 Relationships between the Main Categories

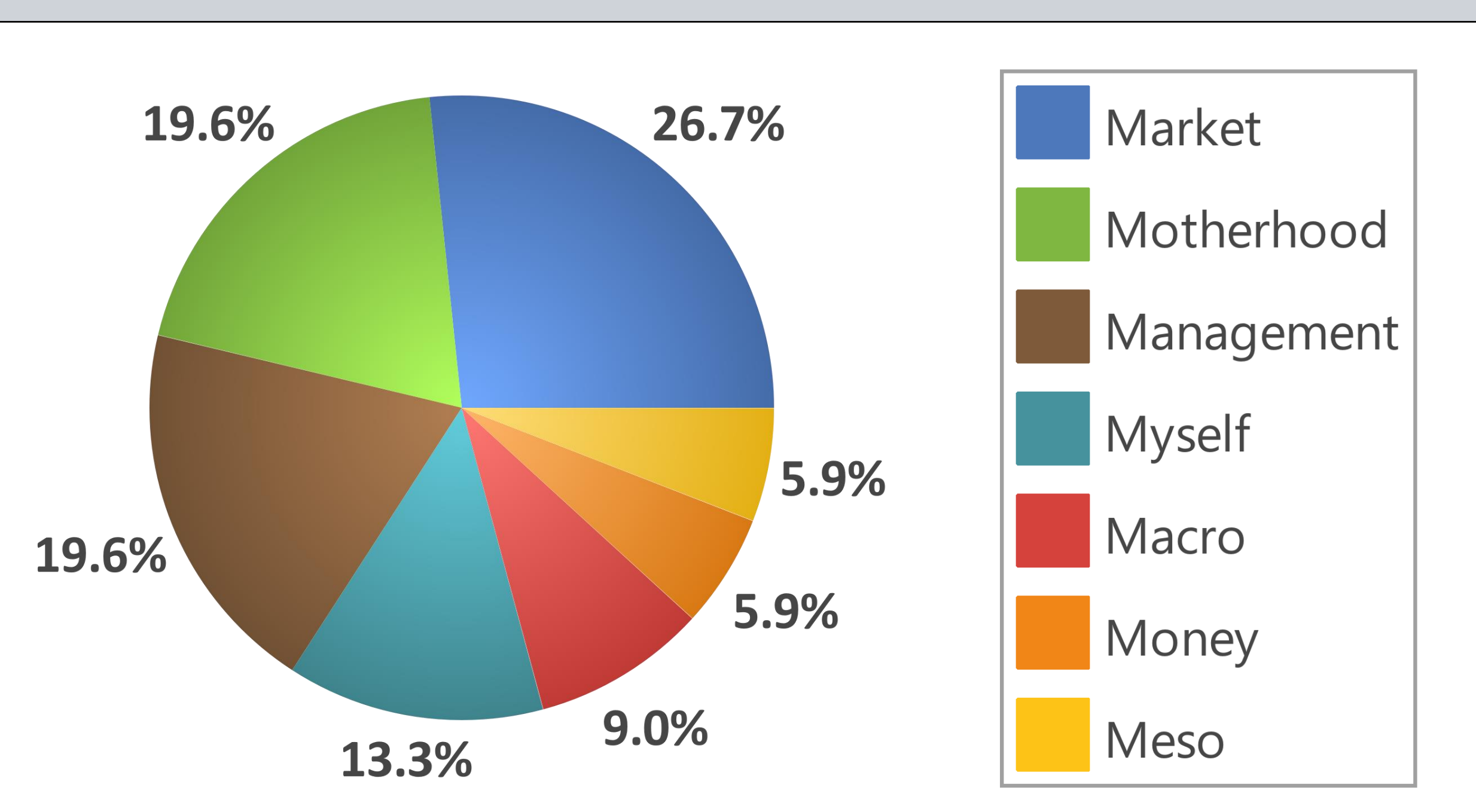


Figure 3 Percentage of All Coded Text Passages per Main Category

Key Results and Discussion: The final category system is composed of seven main categories. Brush et al. (2009) represented six of these categories in the original "5M" framework. The dimension "myself" was introduced as a new dimension in the framework. Further, a different number of sub-categories was created for each main category. The number of sub-categories varies from one (macro) to five (management). In particular, the main categories "market", "management", and "motherhood" seem to have high relevance for achieving work-life balance. The analysis of relationships between codes emphasized the interconnectedness of the dimensions.

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Literature

Brush, C. G., De Bruin, A. & Welter, F. (2009). A gender-aware framework for women's entrepreneurship, *International Journal of Gender and Entrepreneurship* 1(1): 8-24.
Buttner, E. H. & Moore, D. P. (1997). Women's Organizational Exodus to Entrepreneurship: Self-Reported Motivations and Correlates with Success, *Journal of Small Business Management* 35(1): 34-46.
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