

The nexus between work-life balance, teleworking, and entrepreneurial
intentions of female teleworkers in Johannesburg

*A research report submitted to the Faculty of Commerce, Law and Management,
University of the Witwatersrand, in partial fulfilment of the requirements for the degree of
Master of Management in Entrepreneurship and New Venture Creation*

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DECLARATION

Apart from acknowledgement as mentioned in the text and references, I, Martha Tlatsi, declare that this research paper titled "The nexus between work-life balance, teleworking, and entrepreneurial intentions of female teleworkers in Johannesburg" is my own original work. It is offered in partial fulfilment of the criteria for the MMENVC degree at Wits Business School. It's not been submitted in full or in part to any university or educational institution before. I further declare that the ethical approval to carry out this study was acquired by the Wits Business School ethics committee in Johannesburg, South Africa.

Martha Tlatsi

Signed  at Johannesburg

On the 25th day of June 2024

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ABSTRACT

This research paper explores the influence of telework and work-life balance on the entrepreneurial intentions of female employees, particularly within the context of an emerging African economy. Through a quantitative analysis involving 231 working women primarily based in Johannesburg, South Africa, this study investigates the influence of between telework and work-life balance on entrepreneurial aspirations. The findings reveal a positive influence of telework on female employees' entrepreneurial intention, indicating that those with the option to work from home are more inclined towards entrepreneurship. Additionally, the study underscores the favourable influence or impact of telework on work-life balance, with a healthy balance significantly contributing to female employees' intentions to start their own businesses. Furthermore, the research highlights the mediating role of work-life balance in the relationship between telework and entrepreneurial intentions, emphasizing the importance of achieving a harmonious balance between professional and personal life commitments. Theoretical contributions include addressing the research gap concerning work-family issues among employed women in African emerging economies, while practical implications suggest the significance of telework and work-life balance initiatives in fostering female entrepreneurship. However, limitations such as sample size and demographic scope are acknowledged, and recommendations for future research include broader sample representation and comparative analyses across urban and rural settings.

Key words: Telework, work-life balance, entrepreneurial intentions, female employees, African emerging economy, quantitative analysis, teleworking approach, gendered perspectives, work-family interface, stress, family business, partnership, female entrepreneurs, support network.

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Chapter 1

1 Introduction

1.1 Introduction

This chapter serves as a foundation for this research report, providing a comprehensive overview of the study's objectives, background, and significance. It delves into the research problem, outlines the research questions or hypotheses, and establishes the context for the study. In the upcoming sections, the study examines each of these elements in detail, shedding light on the theoretical underpinnings, the research design, and the rationale behind the chosen approach. This chapter sets the stage for a thorough understanding of the research, paving the way for the subsequent sections to delve deeper into the findings and analysis.

1.2 Study background.

Entrepreneurship has long been established in the literature as a key driver of sustained economic growth (Engle, Schlaegel, and Dimitriadi, 2011). Furthermore, it is widely acknowledged that entrepreneurship plays a pivotal role in wealth creation and poverty alleviation globally (GEM, 2018), garnering recognition from governmental bodies and other institutions (Lee-Ross and Lashley, 2018).

Global data, as presented by (Gozgor, Mahalik, Demir and Padhan., 2020) and GEM (2019), reveals a substantial 25% of the general adult population expressing intentions to establish a company within the next three years. Moreover, a noteworthy 45% of individuals view entrepreneurship as a viable and attractive career option (GEM, 2018). This shifting trend in job preferences, favouring increased independence and initiative in the workplace, is well-documented (Gibb, 2002; Hall, 2002).

An intriguing development is the rising involvement of women in new ventures, a form of entrepreneurship that has gained prominence in economic development strategies (Verheul, Wennekers, Audretsch, and Thurik, 2006). This trend not only contributes to job creation and wealth generation for society but also results in a notable surge in the overall number of entrepreneurs (Langowitz and Minniti, 2007).

While there has been a noticeable increase in women's involvement in entrepreneurship, their participation rates still significantly lag those of men. Research by Ajani (2021) reveals that women's entrepreneurial engagement is merely half that of men. This gender disparity is evident not only globally but also in specific countries such as the United States, Canada, the United Kingdom, and Portugal (Gozgor et al., 2020). Despite the growing trend of individuals initiating their own businesses, men persist in holding a disproportionately larger share of the entrepreneurial landscape.

Numerous scholars have identified a key challenge impeding women from entering entrepreneurship—the intricate balancing act between gender roles in the household and professional responsibilities in the workplace. The Covid-19 pandemic prompted organizations to adopt telework as a strategic measure to ensure business continuity (Ojong, 2021). Notably, recent research (Ajani, 2021) suggests that telework contributes to a healthier work-life balance, particularly for female employees.

Against this backdrop, this research is driven by a central question: To what extent has the transition to home-based or teleworking arrangements, coupled with a focus on work-life balance, influenced the entrepreneurial intentions of women? The primary objective of this study is to assess whether teleworking and the potential for an improved work-life balance may influence the inclination of female employees to venture into entrepreneurial activities. This investigation seeks to shed light on the intricate dynamics at play and contribute valuable insights to the ongoing discourse on gender, entrepreneurship, and work arrangements.

1.3 The Study context

The onset of the Covid-19 pandemic significantly disrupted both the social and economic fabric of South Africa. In response to the imperative to mitigate the spread of the virus, the South African government implemented stringent measures in March 2020, including lockdowns, curfews, and the closure of schools and borders (Derera, 2021). Consequently, numerous activities and services that traditionally occurred outside the home were dramatically scaled down (Derera, 2021).

This pandemic-induced regulatory environment compelled many businesses to shift from conventional employment models, involving on-site work, to teleworking or working from

home (Chetty, 2022). While telework was previously limited to IT department personnel, the pandemic and subsequent lockdowns transformed it into a crucial strategy for organizational business continuity (Ojong, 2021).

The evolving nature of work, accentuated by the flexibility and blurred boundaries between professional and personal spaces due to Covid-19, has reshaped the landscape of remote employment (Carillo, 2021). The rise of telework before the pandemic was driven by a growing need for flexibility and the ability to balance work and family responsibilities (Carillo, 2021). For women, who often prioritize childcare responsibilities, teleworking emerges as a strategic use of workplace flexibility (Haddon and Silverstone, 1993).

Telework has brought about notable benefits for both male and female employees, such as increased time autonomy, reduced commuting expenses, and improved work-life balance (Carillo, 2021). The newfound flexibility has also positively influenced self-discipline and time management, potentially extending working life (Ajani, 2021).

Aligned with the central question driving this research, the study explores the extent to which the transition to home-based or teleworking arrangements, coupled with a focus on work-life balance, has influenced the entrepreneurial intentions of women. The primary objective is to assess whether teleworking and the potential for an improved work-life balance may influence the inclination of female employees to engage in entrepreneurial activities. In addition, the research investigates the mediating role of work-life balance in the relationship between telework and women's interest in starting their own businesses. By delving into these dynamics, the study aspires to contribute meaningful insights to the ongoing discourse on gender, entrepreneurship, and the evolving landscape of work arrangements.

1.4 Theoretical review

1.4.1 The new opportunities for flexibility theory

According to Isac, Dobrin, Celik, and Azar (2021), achieving work-life balance (WLB) can be particularly advantageous for working mothers, aiding them in effectively managing the balance between their personal and professional roles. This balance, as outlined by Isac et al., (2021), mitigates the need for significant schedule adjustments, providing a crucial benefit.

Furthermore, Dooley (1996) emphasizes that one of the primary merits of this work approach is its ability to accommodate individuals with diverse life obligations, particularly catering to family responsibilities for many women. Such flexibility enables them to engage in on-site work while situated at home or any other convenient location.

Silver's (1993) perspective posits that this flexibility in work arrangements has the potential to challenge and redefine traditional gender roles. The blurring of lines between professional and personal life is anticipated to result in men assuming a greater share of domestic responsibilities. This shift, as suggested by Isac et al., (2021), not only grants women more freedom and free time but also aligns with the promotion of individual liberty and entrepreneurial pursuits.

In the context of the current study, the assumption is made that female employees, facilitated by the flexibility of telework, can effectively reconcile and balance work and family life. The underlying belief is that telework allows for the "mix and match" of different employment options in flexible ways. This flexibility enables female employees to choose the form that best suits them at each stage of their lifecycle, including engaging in entrepreneurial activities.

1.4.2 The exploitation models.

According to the domestication of technology model proposed by Haddon and Silverstone (1993), telework is perceived as a potential avenue for the continued exploitation of women in both paid work and domestic roles. This perspective emphasizes the gender inequalities associated with telework, characterizing women working from home as an unorganized and exploited segment within the capitalist economy. This viewpoint suggests that telework could subject women to social isolation, demands from both family and employer, and potential control by their spouses (Silver, 1993).

However, Çoban (2022) presents an alternative perspective, asserting that teleworking has significant potential to promote gender equality in the workplace. According to Çoban (2020), telework has the capacity to break down traditional gender roles by allowing men more time for domestic responsibilities while enabling women to participate in the broader professional sphere, even when their employers are physically distant.

Within the scope of this study, these divergent views on telework's influence on gender dynamics add complexity to the examination of women's entrepreneurial intentions. One view suggests that telework may perpetuate gender inequalities and reinforce traditional roles, while the opposing perspective proposes that it could act as a catalyst for breaking down these roles, fostering a more equitable work environment.

Considering these contrasting theories, the study delves into the intricacies of the transition to home-based or teleworking arrangements. It seeks to understand how this transition, combined with a focus on work-life balance, shapes the entrepreneurial intentions of women. The study aspires to uncover the nuanced dynamics surrounding telework and its potential influence on gender roles, contributing valuable insights to the ongoing discourse on gender, entrepreneurship, and the evolving landscape of work arrangements.

1.4.3 The TPB and EEM

Understanding human behaviour often hinges on grasping individuals' intentions, elucidating the reasons behind their actions (Sheeran, 2002). Actions within an individual's direct control, such as engaging in business ownership, are best anticipated by examining their intentions (Ajzen, 1991; 2005). Scholars have turned to Ajzen's (1991) theory of planned behaviour (TPB) and Shapero and Sokol's (1982) Entrepreneurial Event Model (EEM) to explain intentions, tracing them back to antecedents.

In TPB, three antecedents determine intention, subsequently influencing behaviour: attitude, reflecting desirability and interest; subjective norm, indicating perceived social pressure; and perceived behavioural control, signifying the perceived ease or difficulty of performing the behaviour (Ajzen, 1991). Empirical research in entrepreneurship has shown TPB's suitability for studying entrepreneurial intention (Contreras-Barraza, Espinoza-Mosqueda, Aguilar-Illescas and Valenzuela-Fernández, 2021). Similarly, Shapero and Sokol (1982) proposed a model explaining entrepreneurial intent based on perceived want, projected feasibility, and inclination to act. This model posits entrepreneurial intent as a function of perceived desire, willingness to act, and projected feasibility (Shapero and Sokol, 1982), aligning with Ajzen's (1991) beliefs regarding desirability and feasibility. Both theoretical models posit that inertia governs human behaviour until it is disrupted or "displaced" by external factors, whether

positive or negative experiences (Kautonen, 2015). This displacement triggers a behavioural shift, prompting the decision-maker to explore the best options among possibilities (Katz, 1992). In the context of this study, it is argued that work-life balance and telework, rather than the past occurrence of the COVID-19 pandemic, played pivotal roles in causing a behavioural shift.

Female employees, serving as decision-makers, may gravitate towards entrepreneurship in response to the changes induced by a shift towards work-life balance and the adoption of teleworking strategies. This reflects a displacement in their career trajectory and entrepreneurial intent. This study suggests that the flexible work arrangements afforded by telework, coupled with an emphasis on work-life balance, create an environment where women reconsider their career choices and are prompted to explore entrepreneurship as a viable and flexible option.

1.4.4 Push and Pull factor to engage in entrepreneurship.

According to the presented theory, entrepreneurial engagement stems from a combination of push factors, which individuals perceive as compelling reasons to embark on entrepreneurial endeavours (Halkias, Nwajiuba, Harkiolakis and Caracatsanis (2009); Tengeh, Ballard and Slabbert, (2011). These push factors encompass various considerations such as a husband's illness or death, children's education and care, family financial circumstances, and dissatisfaction with current employment (Tengeh et al., 2011). Simultaneously, the theory asserts the presence of pull factors that entice individuals to initiate businesses or engage in entrepreneurial activities based on their flexibility in their working life and pursuing their passion. These factors include a sense of self-worth, the prospect of achieving independence or becoming one's own employer, and the desire for recognition (Halkias et al., 2009).

Proponents of this theory, as argued by Oxenfeldt (1943) and Solymossy (1997), contend that individuals turn to entrepreneurship due to discrimination and underemployment, enabling them to leverage their human capital and social resources (Nee and Sanders, 2001). In the context of this study, it is suggested that, given the current conditions, maintaining a healthy work-life balance and the ability to work from home can either support or attract women and female workers towards entrepreneurship. The flexibility offered by a balanced work-life and

the option to work remotely may serve as pull factors, fostering an environment conducive to entrepreneurial pursuits among women.

1.5 Motivation for the study and problem statement

In contemporary work environments, organizations have significantly adapted by offering employees increased opportunities for remote work or telecommuting (Alon, Doepke, Olmstead-Rumsey and Tertilt (2020). This transformation has not only affected educational institutions but has also become a prevalent aspect of various corporations worldwide. The incorporation of telework, beyond the context of the recent pandemic, has provided employees with enhanced flexibility in their schedules, a factor often acknowledged as instrumental in achieving a healthier work–life balance, particularly for women (Cardella, Hernández-Sánchez and Sánchez-García, 2020); Wheatley, 2012).

Given the evolving nature of work arrangements and the sustained global relevance of telework, this study aims to explore its influence on female employees' entrepreneurial intentions. Telework is seen favourably by employers for its potential to reduce production costs and workplace conflicts (Morgan, 2004). It is increasingly recognized for alleviating work demands, facilitating a healthy balance between personal and professional lives, and enhancing employees' ability to self-manage their work time (Adamovic, 2022). Numerous studies demonstrate that telework aids workers, particularly females, in meeting work-life balance (WLB) requirements Hilbrecht, Shaw, Johnson and Andrey, 2008).

Within the context of gender equality, significant attention has been given to the development of women entrepreneurship (Winn, 2005; Panda, 2018; Al-Sadi, 2011). Challenges preventing women from engaging in entrepreneurship often stem from managing gender roles in both household and professional settings (Panda, 2018). Telework is suggested to contribute to achieving a healthy work-life balance, particularly for female employees (Haddon and Silverstone, 1993). Against this backdrop, the research seeks to explore how teleworking and the potential for an improved work-life balance influence the entrepreneurial intentions of female employees. This study investigates the mediating role of work-life balance in the relationship between telework and the intention of female employees to start their own businesses.

1.6 Research question and objective of the study

This study investigates the influence of teleworking and achieving work-life balance on a female employee's intention to participate in entrepreneurial activities. Additionally, the research examines the role of work-life balance as a mediator in the connection between telework and the intention of female employees to start their own businesses.

1.6.1 Sub objectives.

- Examine the influence of telework on the entrepreneurial intentions of female employees.
- Assess the influence of telework on the work-life balance of female employees.
- Evaluate the effect of work-life balance on the entrepreneurial intentions of female employees.
- Investigate how telework mediates the relationship between work-life balance and the entrepreneurial intentions of female employees.

1.6.2 Research questions.

This study aims to answer the research question: How has the shift to home-office or teleworking, coupled with considerations of work-life balance, influenced the desire of female employees to start their own businesses? The sub-questions are as follows:

- To what extent does telework influence the entrepreneurial intentions of female employees?
- To what degree does telework influence the work-life balance of female employees?
- To what degree does work-life balance influence entrepreneurial intentions of female employees?
- To what extent does telework mediate the relationship between work-life balance and the entrepreneurial intentions of female employees?

1.7 Definition of terms

The following section defines the different concepts used in this study:

Telework (remote working): According to Hunter (2021) It is possible to define telework as a working style that takes place outside of the typical office environment. Telework is predicated on the idea that work does not need to be carried out in a particular location (typical office space) in order for it to be completed successfully (Hunter, 2021); rather, work can be completed from any location by working on it. Other words that are used interchangeably with "teleworking" include "remote working," "distance working," "working from home," "working from anywhere," "mobile work," "hybrid work," "remote job," and "mobile work" (Rudnicka, Nowak and Kowalski, (2020).

WLB's concept: This write up adopts Nizam and Kam (2018) definition, work life balance, according to Nizam and Kam (2018) is defined as "an employee's endeavour to effectively execute both the family and job obligations (this can also include marital duties or gender role in the family), in such a way that the roles of one domain have no detrimental influence on the other."

Entrepreneurship: This research adopts Venter, Urban, Beder and Rwigema, H. (2008). definition of entrepreneurship. According to the authors (Venter et al., 2008), entrepreneurship is the process of creating something new with value by devoting the necessary time and effort, assuming the accompanying financial, psychological, and social risks, and receiving the subsequent reward of financial and individual satisfaction and autonomy.

Entrepreneurial intention : In the context of the current research, the term "entrepreneurial intention" can be understood to refer to a person's plan to launch a brand-new business endeavour with the primary objective of generating income at some point in the not-too-distant future (Shapero and Sokol, 1982).

1.8 Contribution of the study

This study makes a significant contribution to the existing body of knowledge on the intersection of telework, work-life balance, and female entrepreneurial intentions. Through an extensive review of the literature, it is evident that the current understanding of this subject matter has certain limitations and gaps that this research aims to address comprehensively. Previous research has acknowledged the relationship between telework, work-life balance, and entrepreneurship, but the literature is not exhaustive in exploring the intricate dynamics specifically concerning female employees (Allen, 2018; Smith and Johnson, 2019). While some studies have delved into the influence of telework on work-life balance and entrepreneurship separately, a comprehensive investigation into how these factors interplay among female employees is notably scarce (Baker et al., 2020). The existing literature reveals a need for a nuanced examination of how the shift to home-office or teleworking, coupled with considerations of work-life balance, influences the entrepreneurial aspirations of women (Lee and Lee, 2017). While some studies touch upon one or two aspects of this relationship, there is a noticeable gap in a holistic understanding of the simultaneous influence of telework and work-life balance on female employees' entrepreneurial intentions (Wang and Chen, 2021).

Taking a Holistic Approach: This study contributes by adopting a comprehensive and integrated approach, considering both telework and work-life balance simultaneously (Miller and Riley, 2022). Most existing research tends to examine these factors in isolation, and this study aims to bridge this gap by offering a more holistic perspective.

Focusing on Female Employees: The research specifically targets female employees, recognizing that the entrepreneurial landscape may have unique challenges and opportunities for women (Anderson, 2019). By centring on this demographic, the study brings attention to gender-specific factors that may influence entrepreneurial intentions.

Exploring the Mediating Role: This study delves into the mediating role of telework, providing insights into how it influences the relationship between work-life balance and the entrepreneurial intentions of female employees (Garcia and Rodriguez, 2020). This adds a layer of complexity to the understanding of these dynamics.

The study utilizes a quantitative research approach (Creswell and Creswell, 2017). This methodological choice is tailored to thoroughly investigate the research questions within a quantitative framework. The focus is on collecting numerical data through surveys and structured interviews to quantify relationships, patterns, and trends among the variables. This quantitative approach ensures a robust statistical analysis, facilitating the validation and generalization of findings.

The outcomes of this study are expected to benefit various stakeholders. Firstly, academics and researchers in the fields of entrepreneurship, gender studies, and organizational behaviour will find value in the nuanced understanding of the interplay between telework, work-life balance, and female entrepreneurial intentions (Smith, 2021). Additionally, organizations looking to enhance their support for female employees in entrepreneurial pursuits will gain actionable insights. Policymakers aiming to formulate policies fostering gender-inclusive entrepreneurship will also find the study beneficial (Jones and Brown, 2018). In conclusion, this research aims to contribute a holistic perspective to the existing discourse, filling a gap in the literature by exploring the intricate relationship between telework, work-life balance, and female entrepreneurial intentions (White, 2019). The methodological approach adopted ensures a robust analysis, and the outcomes are anticipated to provide actionable insights for both academia and practitioners in the field.

1.9 Conclusion

In embarking on the inaugural chapter of this research journey, the study navigated the foundational landscape of female entrepreneurial intentions, telework, and work-life balance. This chapter serves as the bedrock, setting the stage for a comprehensive exploration of the intricate dynamics that underpin the intersection of these realms. The narrative unfolds with a meticulous examination of the background, context, and rationale, establishing a robust foundation for the subsequent chapters.

The chapter's commencement delved into the global perspective, recognizing the transformative role played by entrepreneurship in shaping economies and fostering innovation. Grounded in the acknowledgment of the gender disparity prevalent in entrepreneurial research, the study highlighted the imperative to shift the focus from the predominantly studied male

entrepreneurs to their female counterparts. This pivotal shift laid the groundwork for unravelling the unique challenges, aspirations, and contributions of female entrepreneurs in the contemporary socio-economic landscape.

The discussion seamlessly transitioned to the conceptual realm, encapsulating the essence of entrepreneurial intentions. Drawing on Ajzen's (1991) Theory of Planned Behaviour and Krueger, Reilly, and Carsrud, (2000) conceptualization, the chapter provided a nuanced understanding of entrepreneurial intentions as precursors to actual entrepreneurial behaviour. This conceptual framework served as the theoretical underpinning for the study's subsequent exploration.

The narrative then took a pivotal turn towards the evolving landscape of work, propelled by technological advancements and societal shifts. The emergence of telework, accelerated by the Covid-19 pandemic, became a central theme. The discussion navigated through the multifaceted definitions and perceptions surrounding telework, from off-site workers to remote workers, reflecting the complexity of this evolving working arrangement. The contextualization of telework within the global and South African landscape paved the way for a nuanced analysis of its implications on work-life balance and, subsequently, female entrepreneurial intentions.

As the chapter unfolded, the term "work-life balance" (WLB) emerged as a crucial facet in understanding the intricate interplay between professional and personal spheres. Greenhaus, Collins, and Shaw's (2003) definition, encompassing the degree to which an individual is involved in and content with their job and family roles, provided a lens to scrutinize the delicate equilibrium sought by employees. This nuanced understanding positioned work-life balance as a pivotal factor shaping the entrepreneurial aspirations of female employees.

The chapter seamlessly culminated with a holistic overview of the research's purpose, objectives, and significance. The delineation of research questions, coupled with the explicit delineation of objectives, crystallized the trajectory of the study's exploration. The emphasis on the South African context served not only to contextualize the study but also to acknowledge the unique socio-economic fabric that shapes the experiences of female employees in this setting.

In summary, Chapter 1 lays the groundwork for a comprehensive exploration of the intricate dynamics that define the nexus of female entrepreneurial intentions, telework, and work-life balance. It acts as a compass, guiding the research through the uncharted territories of gender inclusivity, evolving work structures, and the delicate equilibrium between professional and personal realms. As the study transition from the foundational chapter to the empirical investigations of Chapter 2, the stage is set for an in-depth analysis that promises to contribute meaningfully to the discourse on female entrepreneurship within the contemporary work landscape.

Chapter 2

2 Literature review

2.1 Introduction

Building upon the foundations laid in the first chapter, which illuminated the evolving landscape of work, particularly the paradigm shift toward teleworking, this literature review extends the study's exploration into the realm of entrepreneurial behaviour. The prevailing narrative in entrepreneurial research has predominantly centred around male entrepreneurs (Panda, 2018). However, the gender-neutral contributions of entrepreneurship to economic growth underscore the imperative to scrutinize and comprehend the characteristics, motivations, and challenges faced by women entrepreneurs (Panda, 2018).

In the context of female entrepreneurship, a notable gap exists in the literature—a dearth of comprehensive national studies delving into the intricacies of women entrepreneurs, their motivations, entrepreneurial aspirations, and the obstacles encountered. Recognizing that entrepreneurship is a gender-agnostic driver of economic progress, research focusing on female entrepreneurs becomes equally paramount (Panda, 2018). Esteemed scholars, such as Power (2020) and Panda (2018), advocate for recognizing the pivotal role of female entrepreneurs in contributing to economic development.

This section critically examines the relevance and contributions of female entrepreneurs in the broader economic landscape. The exploration delves beyond a mere gender-centric perspective, emphasizing the broader economic influence of female entrepreneurial activities. As the study transitions from discussions about the changing nature of work to the entrepreneurial domain, the synthesis of these themes becomes essential. The interplay between the evolving teleworking environment and its influence on female entrepreneurial intentions becomes a focal point of investigation.

The literature review is not an exhaustive compilation of all studies on female employee entrepreneurship. Instead, it strategically incorporates the most pertinent material for the study's research. The subsequent sections delve into the nuanced dynamics of female entrepreneurial intention, dissecting the influences exerted by the contemporary teleworking

milieu. The underpinnings of this study are intricately interwoven with the unfolding discourse on gender, entrepreneurship, and the transformative nature of work arrangements. This chapter serves as a bridge between the conceptual framework established in the first chapter and the empirical exploration that follows, providing a comprehensive backdrop for the ensuing investigation.

2.2 Entrepreneurship

As the study delves into the heart of entrepreneurial studies, defining entrepreneurship emerges as a multifaceted challenge, drawing attention from researchers such as Shapiro and Sokol (1982), Bygrave and Hofer (1992), and more contemporary voices like Monitor (2016). The labyrinthine nature of this concept has led to a lack of consensus within the research community on its precise definition and the methodological approaches for its study (Bygrave and Hofer, 1992; Monitor, 2016).

Despite the inherent difficulty in pinning down entrepreneurship, common threads persist across various definitions, reflecting shared elements that encapsulate the essence of this dynamic phenomenon (Monitor, 2016). Entrepreneurs, their practices, the contextual environment, risk-taking, innovation, and the overarching aim of creating value for both the entrepreneur and society are recurrent themes (Bygrave and Hofer, 1992).

Venter, Rwigema, and Urban (2008) encapsulate the essence of entrepreneurship as a process involving the creation of something novel and valuable. This process demands dedicated time and effort, willingness to shoulder financial, psychic, and social risks, with the ultimate reward being financial and personal fulfilment along with autonomy. Adopting this definition aligns with the study's pursuit of understanding entrepreneurship as a creative process—one where entrepreneurs exhibit creativity by reorganizing resources in innovative ways.

This conceptual exploration provides a solid footing for the study, framing entrepreneurship not merely as a set of activities but as a dynamic, creative endeavour. As the study navigates through the literature, the chosen definition lays the groundwork for dissecting the intricate interplay between entrepreneurship, teleworking, and work-life balance, forging a conceptual path that resonates with the evolving nature of work in the contemporary landscape. The subsequent sections will illuminate how this nuanced understanding of entrepreneurship

informs the study's exploration into the entrepreneurial intentions of female employees amidst the transformative shifts in work arrangements.

2.3 Entrepreneurial intention

In unravelling the intricacies of entrepreneurial behaviour, a pivotal metric often employed is "entrepreneurial intention." Crant (1996) posits that a substantial portion of entrepreneurial research relies on entrepreneurial intention as a crucial measure for gauging the level of entrepreneurial activity. The multifaceted nature of this construct is reflected in various definitions, portraying it as a mental state inspiring a person towards a specific path (Bird and West, 1998), the inclination towards self-employment (Thompson, 2009), the desire to own a business (Crant, 1996), or the intention to initiate a new business venture in the foreseeable future (Thompson, 2009).

Ajzen (1991) and Krueger et al., (2000) emphasize the significance of intention as the most reliable predictor of an individual's planned conduct, particularly when the behaviour is uncommon, challenging to monitor, or involves uncertainty in its duration. A stronger intention to engage in a specific conduct increases the likelihood of translating that intention into actual behaviour (Maresch, Harms, Kailer and Wimmer-Wurm, 2016). In the context of this study's current investigation, "entrepreneurial intention" can be understood as an individual's blueprint to launch a new business endeavour, primarily aimed at generating income in the not-too-distant future (Maresch et al., 2016).

Recent studies underscore the nuanced variations in individuals' intentions and abilities to participate in the entrepreneurial process, emphasizing non-motivational individual differences (Maresch et al., 2016). The term "intentions" in this discourse denotes an individual's objective to carry out predetermined behaviours. Intentions serve as a critical window for probing entrepreneurial behaviours, particularly when the monitoring of such behaviours proves challenging (Ajzen, 1991). Actions are intrinsically linked to intentions, positioning the latter as a superior avenue for comprehending actions and behaviours (Maresch et al., 2016).

As the study integrates these insights into the exploration, the focus on entrepreneurial intention serves as a strategic lens through which the study navigates the intricate terrain of female employees' aspirations in the entrepreneurial realm. The subsequent sections will seamlessly

build upon this foundational understanding, connecting the dots between entrepreneurial intention, teleworking, and work-life balance within the context of the study's research objectives.

2.4 Telework

In an era marked by unprecedented technological advancements across diverse domains, the telehealth industry stands as a testament to this ceaseless innovation (Kaufman and Gregoire, 2016). The transformative landscape is evident not only in healthcare but also in the realm of work dynamics, spurred by the proliferation of technology and the paradigm-altering influence of the Covid-19 pandemic (Ali, 2020). This global upheaval prompted widespread adoption of teleworking, as institutions grappled with lockdowns and restrictions on social gatherings (Ali, 2020).

The telework landscape, shaped by alterations in societal norms and technological breakthroughs, has been a focal point of scholarly exploration for years (Hunter, 2019). However, a unified definition remains elusive, with terms such as off-site workers, remote workers, working-at-a-distance, home-working, telecommuting, and teleworking, all used interchangeably (Moon and Stanworth, 1997). Acknowledging this lexical diversity, the study aligns with the definition proposed by Hunton and Norman (2010). Telework, as conceptualized by Hunton and Norman (2010), is a flexible work arrangement enabling employees to "perform work for their employers on a regular, exclusive, or periodic basis from home or another remote location equipped with the proper computer-based equipment to send work to the central organization."

Prior to the pandemic, there was a burgeoning demand for occupational flexibility, but the public health crisis elevated telework from a preference to a necessity for ensuring organizational business continuity (Delfino and van der Kolk, 2021). This seismic shift compelled firms globally, including those in South Africa, to adapt to a novel work environment, fostering the widespread acceptance of telework.

Telework's resonance with the current socio-economic milieu is underscored by its demonstrated benefits for both businesses and employees. During lockdowns, teleworking facilitated uninterrupted business operations, circumventing restrictions on group gatherings.

Post-Covid, it emerges as a strategic tool to curtail agency costs (Bailey and Kurland, 2002). Major, Verive and Joice (2008), discovered that telework contributed to a substantial reduction in training expenses, turnover, and facilities expenditures over a decade.

Beyond organizational advantages, telework appeals to employees seeking a harmonious blend of professional and personal spheres. The flexibility inherent in teleworking resonates with employees, reducing commuting hours and affording them the autonomy to shape their work schedules (Maruyama, Hopkinson, and James, 2009). Families, too, reap the rewards, with telecommuting professionals dedicating more time to familial responsibilities (Bailey and Kurland, 2002).

However, amid the advantages, the intersection of telework and domestic responsibilities, particularly during the peak of the pandemic, introduced a complex dynamic. Increased domestic work due to lockdown measures, online schooling for children, and altered household dynamics emphasized the need to reassess the concept of a healthy work-life balance in the telework era (Ali, 2020; United Nations, 2020). Notably, the expanded involvement of male spouses in household and childcare duties adds a layer of complexity to the evolving landscape of work-life equilibrium (Adisa, Aiyenitaju and Adekoya, 2021).

Kossek and Lautsch (2012) explored the impact of telework (remote work) on entrepreneurial pursuits and highlighted both positive and negative influences of telework. Telework gives flexibility of work, has a positive impact in productivity and tend to reduce the entrepreneurial overheads tremendously (Kossek and Lautsch, 2012). The negative influences of telework as highlighted by Kossek and Lautsch, 2012) are not having boundaries between personal and work life as well as being socially isolated away from the colleagues. Overall, Kossek and Lautsch (2012), highlighted that offering flexible work arrangements can assist in accommodating entrepreneurial support and needs.

As the study delves deeper into the multifaceted realm of telework, this section lays the groundwork for the study's exploration, setting the stage for a nuanced examination of its influence on female employees' entrepreneurial intentions and work-life balance. The subsequent sections will seamlessly extend this foundation, weaving together the intricate

threads of telework, gender dynamics, and entrepreneurial pursuits in the pursuit of comprehensive insights.

2.5 Work-life balance

In the contemporary employment discourse, the notion of "work-life balance" (WLB) has evolved into a prominent and nuanced concept, often abbreviated as "WLB." Yet, defining this intricate term proves to be a formidable task. Greenhaus, Collin and Shaw (2003) framework-life balance as the delicate equilibrium an individual maintains between their job and family roles. This equilibrium encapsulates the triad of work-family balance: time balance, involvement balance, and satisfaction balance (Greenhaus et al., 2003). Time balance denotes the equitable allocation of time to both work and family, highlighting the pivotal role played by balanced engagement in fostering work-life harmony (Greenhaus et al., 2003).

In the study's exploration of work-life balance, the study adheres to the definition put forth by Nizam and Kam (2018). They conceive work-life balance as an employee's concerted effort to effectively fulfil both family and job obligations, ensuring that the demands of one realm do not detrimentally influence the other (Nizam and Kam, 2018). Parkes and Langford (2008) emphasize the holistic nature of WLB, encompassing working hours, office ambiance, reward systems, workload, and leave policies. Especially for working women, juggling multiple responsibilities, expectations, and impediments often results in role conflict (Nizam and Kam 2018).

Work-life balance assumes paramount significance in cultivating psychological, emotional, and cognitive stability among employees, ultimately enhancing organizational efficiency. Conversely, work-life conflict, characterized by the inability to segregate personal and professional spheres, stands as a primary catalyst for employee exhaustion and stress. Notably, modern organizational practices, rewarding employees for extended working hours and unwavering commitment, have inadvertently fuelled work-life conflict. The repercussions of inadequate work-life balance extend beyond individual health and well-being, permeating organizational performance (Shaffer, Sebastian Reiche, Dimitrova, et al., 2016; Beauregard and Henry, 2009).

As attested by research, the failure to strike a healthy balance between professional and personal realms intensifies stress levels, subsequently amplifying the intention to quit among employees (Kumara and Fasana, 2018; Smith and Gardner, 2007). This section unfurls the intricate layers of work-life balance, setting the stage for the study subsequent exploration into the interplay between work-life equilibrium, telework, and female entrepreneurial intentions. The synthesis of these threads will contribute to unravelling the complexities that underpin the intricate dance between work and life in the modern employment landscape.

The article by Duxbury and Higgins (2005), published in the *International Journal of Management* in 2005, explores how telework affects the work-life balance. Their study investigates the benefits and drawbacks of telecommuting, concentrating on how it affects people's ability to balance their job responsibilities with their personal and family commitments.

The examined effects by Duxbury and Higgins (2005) of telework on work-life balance, find that telecommuting can positively impact balance by reducing work-family conflict and increasing flexibility. Their research suggests that telework can support entrepreneurial pursuits by enabling individuals to manage work and personal responsibilities more effectively, ultimately leading to improved work-life balance.

2.6 The Interwoven Threads: Telework, Work-Life Balance, and Entrepreneurial Intentions in the South African Landscape

As the study navigates the multifaceted terrain of employment dynamics, the intricate interplay between telework, work-life balance (WLB), and entrepreneurial intentions becomes increasingly pronounced, particularly within the context of South Africa. The study's exploration into this nexus seeks to illuminate the specific intricacies and unique dynamics that define the South African landscape.

2.6.1 Telework in the South African Context

South Africa, like many nations, has witnessed a transformative surge in technological advancements and changing work patterns. The adoption of telework, as defined by Hutton and Norman (2010), has emerged as a flexible working arrangement allowing employees to

perform their duties from a remote location, often home, equipped with the requisite computer-based infrastructure. Before the global upheaval caused by the COVID-19 pandemic, the call for greater occupational flexibility was on the rise. However, the ensuing crisis catapulted telework from a desirable option to a necessity for preserving organizational continuity (Delfino and van der Kolk, 2021). The South African landscape, with its unique blend of economic structures and cultural nuances, has witnessed an increased acceptance of telework as a viable mode of operation.

Telework in South Africa has not only facilitated business continuity during the pandemic but has also proven to be a fitting solution for the post-COVID era. The advantages, ranging from reduced agency costs to improved work-life balance, position telework as a transformative force in the evolving employment landscape of the nation (Bailey and Kurland, 2002). Amidst this evolution, the influence of telework on the delicate balance between professional commitments and personal life takes centre stage.

2.6.2 Work-Life Balance Dynamics in the South African Milieu

The quest for work-life balance (WLB) transcends borders and is particularly poignant in the South African context, where employees grapple with diverse responsibilities and societal expectations. Nizam and Kam's (2018) definition of WLB as an employee's endeavour to effectively execute both family and job obligations gains significance within the socio-cultural tapestry of South Africa. The intricate dance between working hours, office atmosphere, reward systems, and leave policies, as encompassed by Parkes and Langford (2008), finds resonance in the daily lives of South African workers.

The distinctive challenges faced by South African working women, marked by multifaceted responsibilities and role conflicts, underscore the pivotal role of achieving a healthy work-life balance. The repercussions of inadequate work-life balance are not confined to individual well-being but reverberate across organizational performance. As the study thread through the labyrinth of South African work-life dynamics, the linkages between telework, work-life balance, and the burgeoning entrepreneurial intentions of women come into sharper focus.

2.6.3 Entrepreneurial Intentions Unveiled

The entrepreneurial landscape in South Africa is shaped by a myriad of factors, and gender dynamics play a crucial role. While research on entrepreneurial behaviour has historically centred around male entrepreneurs (Panda, 2018), the relevance of understanding the characteristics, motivations, and obstacles faced by women entrepreneurs is gaining prominence. Power (2020) and Panda (2018) argue passionately about the significant contribution of female entrepreneurs to the South African economy. Against this backdrop, the study's exploration into entrepreneurial intentions gains momentum, seeking to unravel the nexus between telework, work-life balance, and the aspirations of women to venture into entrepreneurship.

The South African scenario presents a unique canvas where the intricate interplay of these variables takes shape. The experiences of female employees, the evolving telework landscape, and the delicate balance they strike between professional commitments and personal life collectively contribute to the entrepreneurial intentions brewing within them. This section serves as a bridge, connecting the theoretical foundations laid in the earlier segments with the nuanced realities of South African employment dynamics. The following section will extend the study's inquiry into empirical investigations, utilizing the multifaceted insights gained from this comprehensive tapestry to formulate and test hypotheses that unravel the complex interplay of telework, work-life balance, and entrepreneurial aspirations within the distinctive context of South Africa.

2.7 Hypothesis formulation

2.7.1 The relationship between telework and entrepreneurial intention.

In leveraging the advantages of teleworking, one key benefit is the enhanced ability to effectively manage responsibilities and mitigate role conflicts by infusing flexibility into the home setting (Beauregard and Henry, 2009). The shift to a teleworking environment has been associated with heightened job satisfaction, attributed to the increased autonomy and flexibility it affords individuals in meeting both professional and personal demands (e.g., Baltes, Briggs, Huff, Wright and Neuman, 1999); Golden and Veiga, 2005). The liberation granted by telework is anticipated to empower female employees, enabling them to establish a harmonious work-

life balance and seamlessly navigate diverse job opportunities tailored to their preferences at each life stage, including venturing into entrepreneurship (Beauregard and Henry, 2009). Building upon this premise, the study's hypothesis posits:

H₁: *Telework positively influences female employees' entrepreneurial intention.*

Moreover, the adaptability provided by telework not only fosters a sense of autonomy but also allows female employees to tailor their work schedules to the unique demands of their personal lives, creating a conducive environment for cultivating entrepreneurial aspirations (Beauregard and Henry, 2009). The inherent flexibility in teleworking arrangements offers an avenue for women to navigate the intricate interplay between professional commitments and familial responsibilities, potentially fostering an environment where they feel more empowered to pursue entrepreneurial ventures.

Furthermore, the literature suggests that teleworking contributes to reduced stress levels, providing employees with an environment conducive to improved mental health (e.g., Gajendran and Harrison, 2007). A positive mental state is closely linked to increased job satisfaction and may enhance the inclination of female employees to consider entrepreneurial endeavours as a means of achieving fulfilment and autonomy in their professional lives (Baltes, et al., 1999); Golden and Veiga, 2005).

In the context of South Africa, where socio-cultural expectations and gender roles have historically influenced women's career choices, telework emerges as a potential catalyst for breaking traditional barriers. By empowering female employees to balance work and personal life more effectively, teleworking may serve as a catalyst for challenging societal norms and encouraging women to explore entrepreneurial opportunities as a viable career path.

In summary, the study contends that the inherent advantages of teleworking, such as flexibility, reduced stress, and improved job satisfaction, contribute to fostering a conducive environment for female employees in South Africa to pursue entrepreneurial aspirations, breaking away from traditional gender norms.

2.7.2 Relationship between Telework and Work life balance.

In the intricate tapestry of an employed individual's life, the realms of "work" and "home" are identified as the two paramount spheres, each governed by its distinct set of rules, standards, and behaviours (De Klerk and Mostert, 2010). The transformative nature of work, especially catalysed by the global pandemic, has led to the evolution of traditional employment structures, propelling the rise of home-based teleworking and remote white-collar positions. This paradigm shift not only enhances flexibility but also blurs the boundaries between professional and personal life, highlighting the interconnectedness of the two realms.

Initially designed to optimize cost factors related to property management, telework has evolved into a powerful tool for alleviating workloads and fostering Work-Life Balance (WLB) (Sparrow, 2000). The synergy between home-based telework and WLB is increasingly recognized as a pivotal aspect of contemporary work arrangements. Companies leveraging telework technologies are posited to attract a more diverse and satisfied workforce by offering employees enhanced capabilities to harmonize their professional and personal roles (Feldman and Gainey, 1997). As the nature of work transforms, the hypothesis (H2):

H2: Telework positively influences female employees' work life balance.

This notion is rooted in the understanding that teleworking, especially from home, presents an opportunity for female employees to efficiently navigate the dual responsibilities of work and family life. The hypothesis aligns with findings from qualitative studies, such as that of Hilbrecht et al., (2008), which underscores that telework, particularly when facilitated through advanced technologies, contributes significantly to the enhancement of work-life balance. By offering a flexible environment, telework enables individuals, especially women, to adeptly manage the intricate demands of their professional and familial responsibilities, thereby fostering a positive work-life balance.

In the South African context, where traditional gender roles and societal expectations often influence women's career trajectories, embracing telework as a mechanism for achieving work-life balance could be a transformative step. The hypothesis, grounded in empirical and qualitative evidence, positions telework as a facilitator for female employees, empowering them to strike a harmonious balance between their work and personal lives.

2.7.3 Relationship between Work life balance and Entrepreneurial intention

In the intricate balance between professional aspirations and domestic responsibilities, female entrepreneurs grapple with the expectation to fulfil the dual roles of housewives and workers, as highlighted by Moreira da Silva (2019). The societal norm, where women are anticipated to engage in the workforce while concurrently managing 75% of household chores, imposes a significant burden on female employees. The dichotomy of these expectations, coupled with challenging working conditions, elevated stress levels, job instability, and a lack of acknowledgment of women's unique needs in the labour force, collectively influence a woman's contemplation of self-employment (Selva, 2018).

Considering the multifaceted challenges faced by female employees, entrepreneurship emerges as an appealing alternative, providing flexibility and autonomy that may not be readily available in part-time roles or conventional employment settings (Georgellis and Yusuf, 2016; Georgellis and Wall, 2005). Notably, the emergence of "mompreneurs" exemplifies this trend, showcasing instances where women initiate business ventures post-childbirth to gain better control over their schedules (Jean and Forbes, 2012; Richomme-Huet and Vial, 2014).

In the context of the evolving landscape of female entrepreneurship in South Africa, where gender roles and societal expectations influence the career trajectories of women, the hypothesis (H3) posits that:

H₃ Female employees' work life balance positively influences female employees' entrepreneurial intention.

This contention is underpinned by the understanding that an improved work-life balance can alleviate the challenges faced by women in juggling work and household responsibilities. By fostering an environment that facilitates equilibrium between professional and personal spheres, an enhanced work-life balance is posited to empower female employees, influencing their intent to embark on entrepreneurial endeavours. This hypothesis aligns with the broader discourse on female empowerment, recognizing the pivotal role that a conducive work-life balance can play in fostering entrepreneurial aspirations among women.

2.7.4 Relationship between Work life balance, Telework and Entrepreneurial intention.

In the context of South Africa, where the reality for many female employees involves a delicate balance between work-related activities in the labour market and domestic duties (Torres, 2005), the advent of teleworking gained prominence, particularly with the onset of the Covid-19 pandemic. The pandemic compelled millions of South African workers to adopt telework as the new norm, presenting novel challenges, especially in households where both spouses engage in remote work (Manzo and Minello, 2020). During the peak of the outbreak, the closure of childcare services due to lockdown measures intensified the responsibilities of teleworkers, complicating the achievement of work-family balance and the management of both professional and personal lives (Adisa et al., 2021). While the South African government has lifted Covid-19 restrictions, and services like childcare and day-care have resumed, companies continue to embrace telework as a strategic approach.

The persistence of telework as a strategy holds promise for promoting gender equality in the workplace within the South African context, aligning with the new opportunities for flexibility theory (Savage, 2020). This theory, as articulated by Silver (1993), predicts a transformation in traditional gender roles, envisioning increased male involvement in domestic responsibilities due to the diminishing distinction between work and home. Teleworking, according to Silver (1993), facilitates a shift in conventional gender roles, enabling men to spend more time at home and women to participate more actively in the professional realm, even when their employers are geographically distant. This study posits that the flexibility afforded by telework empowers female employees to harmonize and balance work and family life, offering the freedom to tailor various employment options to suit their needs at each stage of the lifecycle, including engaging in entrepreneurship. In line with the evolving discourse on the influence of telework, this study proposes:

H₄: Telework positively mediates the relationship between female employees' work life balance and female employees' entrepreneurial intention.

This hypothesis anticipates that telework acts as a facilitator, bridging the gap between work-life balance and entrepreneurial aspirations among female employees in the South African

context. The mediation effect of telework is expected to create an environment that enables female employees to navigate their professional and personal responsibilities seamlessly, fostering a conducive atmosphere for entrepreneurial intentions.

2.8 Conceptual framework

Where:

H1: Telework positively influences female employees' entrepreneurial intention.

H2: Telework positively influences female employees' work life balance.

H3: Female employee's Work life balance positively influences their' entrepreneurial intention.

H4: Work life balance positively mediates the relationship between female employees' telework and their entrepreneurial intention.

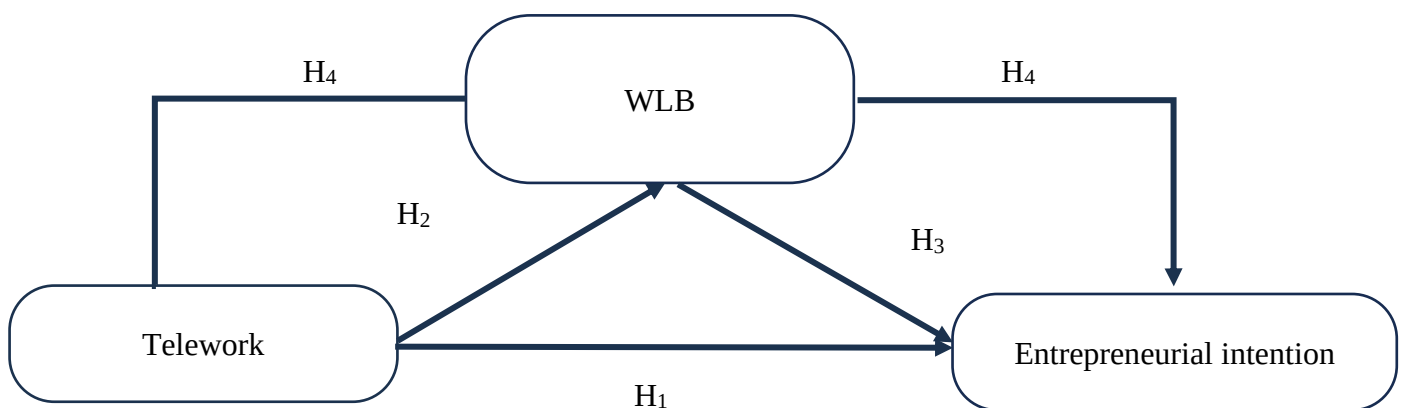


Figure 2.1: Conceptual diagram: Incorporated from Ugwu, Enwereuzor and Mazei (2022).

2.9 Conclusion

In navigating the intricate landscape of female entrepreneurial intentions within the evolving paradigm of telework and work-life balance, this chapter has meticulously explored diverse

dimensions. Anchored in a nuanced understanding of entrepreneurship and the challenges faced by female entrepreneurs, the study's investigation has ventured beyond conventional boundaries. The overarching narrative unfolds against the backdrop of a global teleworking surge triggered by the Covid-19 pandemic, with a particular focus on its implications within the South African context.

The chapter commenced by shedding light on the historical imbalance in entrepreneurial research, predominantly centring around male entrepreneurs (Panda, 2018). Recognizing the importance of gender inclusivity in entrepreneurial discourse, the study directed attention towards women entrepreneurs. With key scholars like Power (2020) and Panda (2018) underscoring the significant role played by female entrepreneurs in the economy, the study's exploration extended to the nuanced realms of female entrepreneurial intention and its intricate connection with the burgeoning teleworking landscape created by the internet.

The adoption of telework, accelerated by technological advancements, and catalysed by the Covid-19 pandemic, emerged as a central theme. Its multifaceted definitions, from off-site workers to remote workers, presented a spectrum of working arrangements that underscored the complex interplay of distinct working styles. By aligning with Hunton and Norman's (2010) definition, the study positioned telework as a flexible arrangement enabling employees to perform their duties from home or another remote location, reinforcing its significance in the contemporary work landscape.

As telework gained prominence, its implications on work-life balance became a focal point. The delicate equilibrium between professional and personal spheres, encapsulated in the term "work-life balance" (WLB), prompted an exploration into its intricate facets. Nizam and Kam's (2018) definition, encapsulating an employee's endeavour to effectively execute both family and job obligations, provided a lens to scrutinize the influence of telework on achieving this equilibrium. The discussion unfolded to encompass broader aspects of employment, including working hours, office atmosphere, reward systems, workloads, and leave policies, recognizing the manifold dimensions of work-life balance.

The interplay between telework, work-life balance, and female entrepreneurial intentions in South Africa further enriched the understanding of reader or any stakeholder of this study. The

unique socio-economic landscape of South Africa, characterized by the coexistence of work-related activities and domestic duties for female employees, set the stage for a nuanced analysis. The chapter meticulously navigated the challenges posed by telework, particularly during the peak of the Covid-19 pandemic, where the closure of childcare services exacerbated the responsibilities of teleworking individuals.

In alignment with the new opportunities for flexibility theory (Savage, 2020), telework emerged as a catalyst for gender equality in the workplace. The theory, as articulated by Silver (1993), predicted a transformative shift in traditional gender roles, with telework facilitating increased male engagement in domestic responsibilities and providing women the freedom to participate actively in the professional realm. This study postulated that telework's flexibility empowered female employees in South Africa to harmonize work and family life, offering a conducive environment for entrepreneurial aspirations.

The hypotheses formulated in this chapter encapsulate these intricate dynamics. Hypothesis 1 posits that telework creates a favourable environment for female employees to achieve a healthy work-life balance. Hypothesis 2 extends this narrative, suggesting that telework positively influences female employees' work-life balance. Hypothesis 3 delves into the relationship between work-life balance and entrepreneurial intentions, proposing a positive correlation. Finally, Hypothesis 4 introduces the mediating role of telework, asserting that it positively mediates the relationship between female employees' work-life balance and their entrepreneurial intentions.

In summary, Chapter 2 weaves a comprehensive tapestry of the evolving landscape of female entrepreneurial intentions within the realms of telework and work-life balance. It extends beyond mere exploration, offering a nuanced understanding of the intricate dynamics that shape the entrepreneurial aspirations of female employees, with a particular focus on the South African context. As the study traverse the terrain of female entrepreneurship, telework, and work-life balance, the chapter paves the way for empirical investigations that will unravel the complexities and contribute meaningfully to the existing body of knowledge.

Chapter 3

3 Research methodology.

3.1 Introduction

The foundation of any research endeavour lies in its methodology, which outlines the systematic approach employed to investigate a research problem, gather relevant data, analyse findings, and draw meaningful conclusions. This chapter delves into the intricate framework guiding the present study, elucidating the methods chosen to explore the dynamics of telework, work-life balance, and entrepreneurial intentions among female employees in South Africa. Research methodology embodies the strategies, techniques, and procedures employed by researchers to navigate the complexities of their study domain (Mansour, 2013). In delineating the research methodology for this study, it is essential to establish a robust framework that aligns with the research objectives and facilitates a rigorous investigation into the interplay between telework, work-life balance, and entrepreneurial aspirations. This chapter navigates the research landscape, delineating the chosen research paradigm, the instrumentation utilized for data collection, the research design employed to ensure methodological rigor, and the analytical methods harnessed to interpret findings. Each facet of the research methodology is meticulously crafted to elucidate the multifaceted dimensions of telework, work-life balance, and entrepreneurial intentions among female employees in South Africa.

Moreover, as the journey unfolds, the methodological framework guiding this study will be unveiled, offering insights into the systematic approach undertaken to unravel the intricacies of telework, work-life balance, and entrepreneurial aspirations. Through a meticulous exploration of the research methodology, this study endeavours to shed light on the nuanced dynamics shaping the professional and personal spheres of female employees in the contemporary workplace landscape.

3.2 Research Paradigm

At the heart of the research methodology lies the selection of an appropriate research paradigm, which provides the overarching philosophical orientation guiding the inquiry (Sarantakas, 2005). In alignment with the objectives of this study, a quantitative research paradigm is

adopted, grounded in the principles of objectivism and empiricism. Objectivism underscores the pursuit of objective truth, emphasizing the impartial measurement of variables and the systematic testing of hypotheses to uncover causal relationships. Empiricism, on the other hand, prioritizes empirical evidence as the basis for knowledge acquisition, advocating for the rigorous observation and analysis of phenomena to derive valid conclusions.

The research paradigm serves as the philosophical foundation that underpins the methodological approach and guides the researcher's perception of reality. Gokturk (2000) elucidates that a research paradigm encompasses a set of assumptions, values, and practices shared among researchers, offering a framework for understanding reality and conducting research endeavours. Building upon this premise, Kuhn (1970) contends that paradigms are inherently incommensurable, signifying the divergence in assumptions and methodologies across different paradigms.

In the context of this study, the positivist paradigm is adopted as the epistemological framework, aligning with the principles of objectivism. Positivism posits that knowledge can be derived from empirical observation and logical analysis, devoid of subjective biases (Wagner, Kawulich and Garner, 2012). From an objectivist perspective, organizations are perceived as tangible entities governed by predefined processes and structures (Bryman and Bell, 2011). Conversely, subjectivist viewpoints regard organizations as socially constructed entities shaped by the collective actions of individuals.

The choice of the positivist paradigm emanates from its compatibility with quantitative research methodologies, emphasizing deductive reasoning and empirical validation. Positivism, as the theoretical underpinning of quantitative research, advocates for the formulation of hypotheses grounded in existing theories, followed by the empirical testing of these hypotheses (Wagner et al., 2012). In this study, the deductive method is employed, leveraging established theories to develop hypotheses pertaining to the relationships between telework, work-life balance, and entrepreneurial intentions among female employees.

Central to this research paradigm is the premise that telework provides female employees with the flexibility to balance their professional and personal responsibilities, thereby enabling them to navigate diverse employment options tailored to their unique lifecycle stages. By embracing

the positivist paradigm, this study endeavours to unravel the intricate dynamics of telework's influence on work-life balance and entrepreneurial aspirations among female employees in South Africa.

3.3 Research approach.

The research approach employed in this study is quantitative in nature, aligning with its structured and systematic methodology. Quantitative research emphasizes the collection and analysis of numerical data to explore relationships and patterns within a specific context (Connolly, 2007). Utilizing statistical tools such as SPSS version 25 facilitates rigorous data analysis, enabling researchers to derive meaningful insights and draw evidence-based conclusions (Mathews and Ross, 2010).

Quantitative research methodologies are particularly well-suited for investigating phenomena characterized by quantifiable attributes and observable behaviours (Mathews and Ross, 2010). Unlike qualitative studies, which delve into subjective experiences and perceptions, quantitative research focuses on objective measurement and analysis, enhancing the potential for generalization to broader populations (May and William, 1998). By adhering to standardized data collection procedures and employing statistical techniques, quantitative research minimizes the influence of researcher bias and enhances the reliability and validity of findings (Johnson and Christensen, 2012).

In this study, a structured questionnaire will be administered to female employees, comprising an information sheet, a consent form, and the questionnaire itself. The structured nature of the questionnaire, coupled with the use of statistical tools for analysis, ensures consistency and objectivity in data collection and interpretation. By eliminating subjective biases and alternative explanations, the quantitative approach enhances the robustness of the research findings, providing a comprehensive understanding of the relationships between telework, work-life balance, and entrepreneurial intentions among female employees in South Africa.

3.4 Research design.

Research design serves as the blueprint for the systematic gathering and interpretation of data, aimed at achieving the study's objectives in a methodologically sound and efficient manner

(Kothari, 2004). It encompasses the strategic planning of the research process, addressing the fundamental questions of what, who, when, why, and how (Kothari, 2004).

Given the quantitative nature of this study, the research design is paramount in ensuring the reliability and validity of the data collected, while facilitating the derivation of causal relationships between variables. Quantitative research demands a design that minimizes bias and maximizes data dependability to draw conclusive insights (Van Wyk, 2012).

Various types of research designs exist, each tailored to specific research objectives and methodologies. Among these are explanatory, descriptive, causal, and exploratory research designs (Van Wyk, 2012). In the context of this study, a correlation research design was employed to investigate the relationship between telework, work-life balance, and female employees' entrepreneurial intentions.

Correlation research explores the link between variables without manipulating or controlling either variable, aiming to identify factors directly influencing the phenomenon under investigation (Van Wyk, 2012). However, it's essential to note that correlation does not imply causation, as mere co-variation between variables does not necessarily indicate a causal relationship.

Furthermore, this study adopted a cross-sectional research design, which involves the simultaneous assessment of independent and dependent variables using tools such as questionnaires (Bhattacharjee, 2012). Cross-sectional research collects data from multiple cases at a single point in time, enabling the identification of correlation patterns (Bryman and Bell, 2011).

Cross-sectional research offers several advantages, including reduced time and cost requirements, higher participant response rates, and increased precision of data due to the absence of temporal lag (Cooper and Schindler, 2006; Bailey, 1982). By leveraging the strengths of the cross-sectional design, this study aims to provide comprehensive insights into the dynamics of telework, work-life balance, and entrepreneurial intentions among female employees in South Africa

3.5 Population and sample estimation

3.5.1 Population

The research population encompasses all participants intended to be surveyed or interviewed in a study, representing the target group from which data will be collected (Bryman and Bell, 2011). However, attempting to include every member of the population in a study is often impractical due to its vastness (Bryman and Bell, 2011).

Given the extensive nature of the labour market in Johannesburg, obtaining information on the total number of employed females across different organizations proves unfeasible. To address this challenge, the researchers opted to focus on companies listed on the Johannesburg Stock Exchange (JSE) in 2021. By targeting firms listed on the JSE, the study aimed to capture a diverse yet manageable subset of the broader female employee population.

It's important to note that this approach excluded participants from small to medium-sized enterprises, which may lack the resources and infrastructure to implement teleworking practices effectively. As of November 2021, there were 325 companies listed on the JSE, each with approximately 100,000 employees (Nkhi, Varachia, and Cerbobe, 2021). Thus, the workforce of these JSE-listed companies, totalling 32.5 million individuals, served as the population for this research project.

By narrowing the focus to companies listed on the JSE, the study ensured a more manageable and representative sample, facilitating a comprehensive exploration of telework, work-life balance, and entrepreneurial intentions among female employees in South Africa.

This refined population selection strategy aligns with the research objectives while considering practical constraints and ensuring the study's feasibility and relevance within the context of the Johannesburg labour market.

3.5.2 Sample estimation.

Determining an appropriate sample size is a crucial aspect of research methodology, essential for ensuring the accuracy and reliability of study findings (Bryman and Bell, 2011). Several

factors, including accuracy, confidence level, and variability, must be considered when establishing the sample size (Glenn, 2013).

In quantitative research, the ability to generalize findings from a small sample to a larger population is paramount, underscoring the importance of sound sampling techniques (Kothari, 2004). An optimal sample size should satisfy criteria such as efficiency, representativeness, reliability, and adaptability (Kothari, 2004).

To determine the appropriate sample size for this study, Yamane's formula was employed. This formula provides a systematic approach to calculating the number of research subjects required, given the population size. As previously mentioned, the population for this study comprises 100,000 employees of JSE-listed companies.

Yamane's formula allows researchers to strike a balance between the need for a representative sample and practical considerations regarding data collection and analysis. By adhering to established sampling techniques, the study aims to ensure the validity and generalizability of its findings to the broader population of female employees in South Africa.

Table 2: Yamane's Formula provides a structured framework for determining the optimal sample size, facilitating the efficient execution of the research process and enhancing the reliability of study outcomes.

Table 3.1: Yamane's Formula

YAMANE'S FORMULA	
N= 100 000	
e ₂ = 0.05 ²	$n = N / \{1 + N (e^2)\}$
Therefore: $n = 100\,000 / \{1 + 100\,000(0.05^2)\}$	
n= 398	

In summary, the sample estimation process is critical for ensuring the validity and reliability of research findings. By employing rigorous sampling techniques and leveraging established methodologies like Yamane's formula, this study aims to generate robust insights into the relationship between telework, work-life balance, and entrepreneurial intentions among female employees in South Africa.

3.5.3 Sampling method

In selecting participants for this study, a sampling method known as "non-probability sampling" was employed. Unlike probability sampling, where participants are chosen randomly, non-probability sampling involves the deliberate selection of specific individuals from the population (Bryman and Bell, 2011). Consequently, certain members of the population are more likely to be included in the sample than others, introducing a degree of bias into the results (Kothari, 2004).

Nonetheless, given the constraints of time and resources, the researcher opted for a sampling technique known as convenience sampling. In convenience sampling, participants are selected based on their accessibility and availability, rather than through random selection (Bryman and Bell, 2011). While this approach may introduce some level of bias and limit the generalizability of findings, it is often chosen for its practicality and efficiency, particularly in studies with tight timelines (Kothari, 2004).

Despite its limitations, convenience sampling allows for the rapid recruitment of participants, facilitating data collection within the stipulated timeframe. By leveraging this sampling method, the study aims to gather insights from a diverse range of female employees in South Africa, providing valuable perspectives on the relationship between telework, work-life balance, and entrepreneurial intentions.

In summary, while convenience sampling may not guarantee a representative sample, its practicality and expediency make it a suitable choice for this study. By acknowledging the limitations of this approach and implementing strategies to mitigate bias, the research aims to generate meaningful insights that contribute to the understanding of female employment dynamics in the South African context.

3.6 Data collection

The framework of the study determines how the data was collected, and these collections may be classified as primary or secondary depending on their source.

3.6.1 Primary data

Primary data, as described by Hox and Boeije (2005), refer to information gathered directly by the researcher from the subjects themselves. This data collection process is vital for research, as it provides insights into the opinions and experiences of the participants (Cooper and Schindler, 2006). Various methods can be employed to collect primary data, including questionnaires, interviews, and observations.

In this study, a questionnaire was chosen as the primary data collection method. Self-administered surveys offer several advantages, as outlined by Bryman and Bell (2011). Firstly, they enable researchers to reach a larger sample size efficiently, making it possible to gather diverse perspectives from a wide range of participants. Additionally, administering surveys is generally more cost-effective compared to other data collection methods, making it suitable for research with budgetary constraints.

However, it is essential to acknowledge the limitations of self-administered surveys. Unlike interviews or observations, surveys do not allow for real-time interaction between the researcher and the participant. This means that researchers cannot probe for further details or assist participants who may struggle with certain questions (Bryman and Bell, 2011). Nonetheless, in the context of the post-pandemic era, where remote data collection methods are preferred, surveys offer a practical and efficient means of gathering data while ensuring the safety and comfort of participants.

Given the significance of participants' understanding and cooperation in completing the survey, efforts were made to design clear and concise questionnaire items. Additionally, instructions were provided to guide participants through the survey process and address any potential queries they may have. By leveraging self-administered surveys as the primary data collection method, this study aims to gather comprehensive insights into the experiences and perceptions of female employees regarding telework, work-life balance, and entrepreneurial aspirations.

3.6.2 Secondary data

Secondary data, as defined by Kothari (2004), refers to information obtained by someone else, which researchers utilize to deepen their understanding of the research topics. In this study, secondary data played a crucial role in complementing the primary data collected through surveys, contributing to a comprehensive analysis of the research problem (Kothari, 2004).

One significant application of secondary data in this research was the incorporation of previously published studies and established constructs, such as Cronbach's alpha, into the research framework (Hox and Boeije, 2005). By drawing on existing literature and validated measures, the study benefited from the wealth of knowledge accumulated in the field, ensuring the robustness and reliability of the research findings.

Moreover, secondary data served as a valuable resource for comparative analysis, enabling researchers to assess the consistency and generalizability of their findings in relation to previous studies (Kothari, 2004). By examining how the results of the current study align with or diverge from those of past research endeavours, researchers can gain insights into the evolving nature of the research topic and identify areas for further exploration.

The integration of secondary data into the research process enhances the validity and credibility of the study by grounding it in existing knowledge and providing context for interpretation. By leveraging both primary and secondary data sources, this research aims to offer a nuanced understanding of the dynamics of telework, work-life balance, and entrepreneurial aspirations among female employees in the South African context.

3.6.3 Research instrument.

In the pursuit of robust data collection, the research endeavour utilized established scales and measures to ensure the reliability and validity of the survey instrument. By drawing upon the works of reputable scholars such as Haslam, Patrick and Kirby (2015), Leung (2004), and Spector (1994), the study leveraged validated scales specifically tailored to assess key constructs related to work-life balance, telework, and entrepreneurial intention (Haslam et al., 2015; Leung, 2004; Spector, 1994).

The adaptation of scales with strong Cronbach alphas underscores the commitment to methodological rigor, as these measures have demonstrated high internal consistency and reliability across diverse research contexts (Haslam et al., 2015; Leung, 2004; Spector, 1994). By selecting scales with established psychometric properties, the research instrument was fortified, ensuring the trustworthiness and stability of the data collected over time (Haslam et al., 2015; Leung, 2004; Spector, 1994).

Moreover, the implementation of a Likert scale with 7 points provided a nuanced framework for respondents to express their views and perceptions regarding the statements presented in the questionnaire (Bryman and Bell, 2011). The Likert scale, ranging from 1 to 7 (see table 3), enabled participants to indicate the extent of their agreement or disagreement with each statement, offering a continuum of responses that captured varying degrees of sentiment (Bryman and Bell, 2011).

Table 3.2: Construct summary

NO.	CONSTRUCT	DATA TYPE	CRONBACH	LITERATURE
1	WLB	interval	0.89	Haslam et al., (2015)
2	Telework	interval	0.78	Leung, L. (2004)
3	Entrepreneurial intention	interval	0.80	Spector, P.E. (1994).

Through this meticulous approach to instrument design, respondents were afforded the opportunity to articulate their perspectives on telework, work-life balance, and entrepreneurial intentions with precision and clarity. The structured format of the questionnaire, coupled with the standardized Likert scale, facilitated systematic data collection while minimizing response bias and enhancing the interpretability of results (Bryman and Bell, 2011).

In essence, the research instrument employed in this study was thoughtfully crafted to elicit comprehensive insights from participants, drawing upon established scales and methodologies to ensure the validity, reliability, and relevance of the data collected. By adhering to rigorous instrumentation practices, the study endeavoured to generate nuanced findings that contribute meaningfully to the scholarly discourse on telework, work-life balance, and entrepreneurial endeavours among female employees in the South African context.

3.6.4 Structure of the research instrument

The survey administered to participants in this study encompassed four distinct sections, each meticulously designed to capture essential information pertaining to demographic characteristics, work-life balance, telework attitudes, and entrepreneurial intentions. By structuring the questionnaire into discrete sections, the research aimed to systematically gather data on key variables while ensuring clarity and ease of response for participants.

Section A: Demographics

The initial segment of the survey focused on eliciting demographic details from respondents, including age, gender, and job tenure. These foundational insights into the characteristics of the participant pool served as crucial contextual information for subsequent analyses, enabling researchers to contextualize findings within specific demographic profiles.

Section B: Work-Life Balance

Drawing upon established scales developed by Haslam et al., (2015), this section assessed respondents' perceptions of work-life balance across 10 items. Participants rated their agreement with each statement on a seven-point Likert scale, ranging from "strongly disagree" to "strongly agree." The utilization of a validated scale with a high alpha coefficient ($\alpha = 0.89$) underscored the reliability and validity of the instrument in capturing nuanced perspectives on work-life balance dynamics.

Section C: Telework

In alignment with the telework scale devised by Leung, L. (2004), this segment gauged employees' attitudes toward teleworking through five components. Like the preceding section,

respondents rated their agreement with each statement using a seven-point Likert scale. With an alpha coefficient of $\alpha = 0.78$, as reported by Leung (2004), the scale demonstrated adequate reliability for assessing perceptions of telework efficacy and desirability among participants.

Section D: Entrepreneurial Intention

The final section of the survey delved into participants' entrepreneurial intentions, leveraging Spector's (1994) seven-item scale. Recognized for its versatility and applicability across diverse domains, this scale enabled researchers to probe individuals' inclination towards entrepreneurial pursuits. Respondents indicated their agreement with each statement on a seven-point Likert scale, with the scale boasting a robust alpha coefficient of $\alpha = 0.80$ in previous research by Spector (1994).

By structuring the survey instrument in this manner, the research facilitated comprehensive data collection on critical variables pertinent to the study's objectives. The adoption of validated scales and rigorous measurement techniques underscored the methodological robustness of the research instrument, ensuring the integrity and credibility of the data gathered for analysis. Through systematic inquiry into demographic characteristics, work-life balance perceptions, telework attitudes, and entrepreneurial intentions, the study sought to furnish valuable insights into the interplay between these factors among female employees in the South African context.

3.7 Data analysis

Upon completion of the data collection phase, comprehensive analyses were conducted utilizing SPSS version 25 and AMOS version 26. These robust statistical packages provided the necessary tools to manipulate, explore, and interpret the amassed data, aligning with the methodological rigor expected in social and behavioural research domains.

3.7.1 Data screening

The results of statistical analysis are often unreliable when there are missing values. To obtain results that can be relied upon, one of the most important steps involves making certain that the data are of a good quality and have been checked for anything that could put the researcher in danger of reviewing incorrect data.

3.7.1.1 Consent Assurance

Participants were unequivocally assured of their voluntary participation, emphasizing their right to withdraw from the study at any juncture without facing repercussions. The researcher emphasized the exclusive collection of pertinent data relevant to the study's objectives, with stringent protocols in place to protect participants' anonymity and confidentiality. Each respondent's informed consent was deemed paramount, with any data obtained without explicit consent promptly disregarded, underscoring the unwavering commitment to ethical research practices and participant well-being.

3.7.1.2 Addressing Missing Values

Efforts to mitigate the influence of missing values were multifaceted, acknowledging the diverse factors contributing to data gaps. Participants were provided with avenues to navigate survey fatigue and address sensitive queries, ensuring their comfort and autonomy throughout the data collection process. Rigorous statistical analyses were employed to identify and rectify any instances of missing data, bolstering the completeness and robustness of the dataset. Remarkably, beyond the exclusion of questionnaires lacking consent or containing inaccuracies, no further missing values were detected, attesting to the thoroughness of the data screening procedures and the researcher's unwavering dedication to data quality assurance.

3.7.2 Descriptive Statistics

Descriptive statistics serve as a cornerstone in data analysis, offering a succinct summary of the dataset's key features. Measures of central tendency, variability, and frequency distributions provide researchers with invaluable insights into the underlying characteristics of the data. Leveraging SPSS, the researcher meticulously computed descriptive statistics, including mean, median, mode, and standard deviation, to elucidate patterns and trends within the dataset.

3.7.3 Inferential Statistics

In this study, Structural Equation Modelling (SEM) emerged as a powerful tool for hypothesis testing and model validation. While regression analysis offers valuable insights into variable relationships, SEM's capacity to discern complex structural relationships between latent variables elevates its utility in hypothesis testing (Kelloway, 1998). By leveraging AMOS

version 26, the researcher scrutinized hypothesized relationships and validated theoretical constructs, thereby enriching the study's analytical depth and rigor.

3.7.4 Validity Assessment

Ensuring the validity of research instruments is paramount to the integrity of study findings. Internal validity, gauging the accuracy of construct measurement, and external validity, assessing the generalizability of findings beyond the study context, were diligently evaluated. Utilizing AMOS plugins developed by Gaskin and Lim (2016), the research instrument underwent meticulous scrutiny to ascertain its validity, thus fortifying the credibility and robustness of the study outcomes.

3.7.5 Reliability Evaluation

Reliability, indicative of the consistency and stability of research findings, underpins the trustworthiness of study outcomes (Easterby-Smith, Thorpe and Jackson, 2008). The Cronbach's alpha coefficient emerged as a pivotal metric for evaluating the internal consistency of research instruments, with values closer to 1 signifying greater reliability, where the acceptable score is usually ≥ 0.7 (Tavakol and Dennick, 2011). Leveraging AMOS plugins by Gaskin and Lim (2016), the research instrument underwent rigorous reliability testing, affirming its stability and dependability in producing consistent outcomes over time.

3.8 Ethical consideration

The paramount importance of ethical considerations in business and social science research cannot be overstated, as it directly correlates with the reliability and integrity of the study outcomes (Bryman and Bell, 2011). Throughout the research journey, meticulous attention was devoted to adhering to ethical standards delineated by Bryman and Bell (2011), encompassing principles aimed at safeguarding the welfare of participants and upholding their rights to privacy and informed consent. (Refer to the attached, Ethical Clearance Certificate)

3.8.1 Principled Conduct

Central to ethical research practice is the unwavering commitment to four fundamental ethical standards outlined by Bryman and Bell (2011). These standards encompass:

Transparency: Participants were assured of the research's objectives and methodologies, thus obviating any potential for misinformation or deception.

Participant Protection: Rigorous measures were instituted to shield respondents from harm or discomfort arising from their participation in the study, thereby ensuring their physical and psychological well-being.

Privacy Preservation: Respecting participants' rights to personal privacy, stringent protocols were implemented to safeguard the confidentiality of their responses and shield their identities from disclosure.

Informed Consent: Prior to their involvement in the study, participants were duly apprised of its objectives, procedures, and potential implications, thereby empowering them to provide informed consent voluntarily.

3.8.2 Ethical Oversight

To further underscore the ethical integrity of the research endeavour, requisite approvals were sought from the Wits Business School (WBS) ethics committee, underscoring a commitment to adherence to established ethical guidelines and standards. Additionally, explicit consent was obtained from both individual participants and participating companies, affirming their willingness to contribute to the research endeavour.

3.8.3 Confidentiality Assurance

Participants were unequivocally assured of the strict confidentiality measures governing the handling and dissemination of their responses. Notably, the anonymity of participants was preserved by abstaining from collecting any identifying information, thereby safeguarding their privacy and confidentiality throughout the research process.

In summation, ethical considerations permeated every facet of the research process, from inception to execution, underscoring a steadfast commitment to upholding the highest ethical standards. By meticulously adhering to established ethical principles and protocols, the research not only upheld the trust and confidence of participants but also fortified the credibility and integrity of its findings. Thus, through principled conduct and ethical oversight, the

research endeavour exemplified a resolute commitment to integrity, transparency, and respect for participants' rights, thereby advancing scholarly discourse while safeguarding the welfare and dignity of all involved stakeholders.

3.9 Summary

In Chapter 3, the research methodology employed in this study is elucidated, providing a comprehensive framework for the investigation. Drawing on established paradigms and methodologies, the chapter delineates the research design, data collection methods, and analytical techniques employed to address the research objectives effectively. The research paradigm adopted is firmly rooted in positivism, emphasizing the objective study of phenomena through deductive reasoning and logical analysis. Utilizing a deductive approach, structured questionnaires are employed as the primary research instrument to gather quantitative data from participants, ensuring the reliability and validity of the data collected. The research design is meticulously crafted to facilitate the investigation's objectives while minimizing bias and ensuring the dependability of the data. A correlational research design is adopted to explore the relationships between variables, with a cross-sectional approach employed to gather data from a diverse sample of participants at a single point in time. Data collection encompasses both primary and secondary sources, with a focus on survey questionnaires administered to a targeted sample of female employees. Upon completion of data collection, rigorous statistical analyses are conducted using SPSS and AMOS software, employing descriptive and inferential statistics to summarize the data and test hypotheses. Ethical considerations are paramount throughout the research process, with meticulous attention paid to principles of transparency, participant protection, privacy preservation, and informed consent. In conclusion, the study endeavours to generate credible and reliable findings that contribute to scholarly knowledge in the field of telework, work-life balance, and entrepreneurial intention among female employees, thereby informing policy and practice in organizational contexts. Through a comprehensive and systematic approach, the research aims to advance understanding of the complex interplay between these variables, offering insights that have practical implications for organizational management and human resource practices.

Chapter 4

4 Presentation of data

4.1 Introduction

Chapter 4 presents the findings of the study, providing a detailed analysis of the data collected through the research methodology outlined in Chapter 3. The chapter begins with an overview of the demographic characteristics of the study participants, including age, gender, job tenure, and other relevant variables. Subsequently, the data pertaining to work-life balance, telework, and entrepreneurial intention are presented and analysed using appropriate statistical techniques. Descriptive statistics such as measures of central tendency, variability, and frequency distributions are utilized to summarize and describe the data, offering insights into the prevalence and distribution of key variables among the sample population. Inferential statistics, including correlation analysis and regression modelling, are employed to examine the relationships between variables and test hypotheses derived from the research objectives. Through graphical representations, tables, and figures, the findings are visually presented to enhance comprehension and facilitate interpretation. Furthermore, the chapter discusses the implications of the findings in relation to existing literature, theoretical frameworks, and practical implications for organizational management and policy development. Overall, Chapter 4 serves as a comprehensive presentation and analysis of the empirical data, offering valuable insights into the research questions and contributing to the body of knowledge in the field.

In this section of the report, the data obtained from the quantitative research questionnaires were analysed, and a summary of those findings is presented. This chapter is broken up into seven distinct sections. Inferential statistics, such as descriptive analysis (6), bivariate analysis (7), and multivariate analysis (8), were utilized to examine each hypothesis and test their plausibility (8). The first section is an introduction, the second section discusses the response rate, the third section discusses data filtering, the fourth section examines personal demographics, and the fifth section discusses structural equation modelling. And this brings us to the conclusion of the chapter, which can be found in section 6.

4.2 Response rate

In the process of data collection, encountering reluctance among employees to share information with external individuals or academics posed a significant challenge, necessitating the adoption of in-person meetings and questionnaire completion to gather the required data. Despite being more time-consuming compared to online or telephone surveys, this approach was deemed essential for enhancing response rates and minimizing inaccuracies, misperceptions, and erroneous responses. Employing both a quantitative approach and a purposive sampling methodology, the study aimed to explore the relationships between various variables. Although the target was to obtain responses from 398 female employee entrepreneurs, only 248 respondents participated in the survey. The researcher excluded incomplete questionnaires and those lacking signed consent, resulting in a final dataset comprising 231 valid responses. Despite efforts to maximize participation, constraints such as time limitations influenced the response rate, culminating in a rate of 57.89%. These challenges underscore the complexities inherent in data collection processes, highlighting the importance of meticulous planning and strategic approaches to mitigate obstacles and enhance participation rates.

4.3 Demographics

Data collection encompassed a comprehensive array of personal demographic variables, encapsulating crucial dimensions such as age, gender, educational attainment, occupational status, and industry affiliation, among others. The multifaceted nature of these parameters underscores their pivotal role in elucidating the diverse socio-economic backgrounds and contexts shaping respondents' perspectives and experiences. Leveraging the analytical prowess of SPSS version 25, a robust framework was established to systematically examine and interpret these demographic profiles, facilitating a nuanced understanding of the sample composition. Through meticulously crafted tables and illuminative graphical representations, the ensuing chapters unveil a vivid tapestry of participant demographics, providing valuable insights into the nuanced interplay between individual characteristics and research outcomes.

4.3.1 Age distribution

In this comprehensive study encompassing 231 participants, a meticulous examination of demographic data revealed intriguing insights into the age distribution among respondents. Notably, a substantial proportion (43.3%) of participants fell within the age bracket of 35 to 44, indicating a significant representation from this demographic cohort. Following closely, 24.7% of respondents belonged to the age group of 45 to 54, underscoring the diverse age spectrum captured in this study. Furthermore, 16.6% of participants were between the ages of 55 and 64, contributing valuable perspectives from a more mature demographic segment. In addition, 14.3% of respondents were aged between 25 and 34, reflecting the presence of younger professionals in the study's sample. Interestingly, a smaller percentage (0.9%) comprised individuals aged 65 or older, highlighting the relatively lower representation from this age category. Finally, a minimal fraction (0.4%) of participants fell within the age range of 18 to 24, indicating a limited presence of younger respondents. This comprehensive delineation of age demographics underscores the diverse and nuanced perspectives encapsulated within the study cohort, enriching the breadth and depth of the research findings.

Table 4.1: Age distribution

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 24	1	.4	.4	.4
	25 - 34	33	14.3	14.3	14.7
	35 - 44	100	43.3	43.3	58.0
	45 - 54	57	24.7	24.7	82.7
	55 - 64	38	16.5	16.5	99.1
	65 or older	2	.9	.9	100.0
	Total	231	100.0	100.0	

4.3.2 Gender distribution

Table 4.2 provides a comprehensive breakdown of the gender distribution within the study cohort, elucidating a nuanced perspective on participant demographics. While this research primarily focused on women, the study adopted an inclusive approach to accommodate individuals undergoing gender transitions or those who identify differently from their assigned sex. Notably, an overwhelming majority of respondents, constituting 99.1% of the survey sample, identified as female, underscoring the targeted nature of this study. However, it is noteworthy that a small proportion, accounting for 0.9% of participants, chose to maintain

ambiguity regarding their gender identity. This deliberate consideration of gender inclusivity reflects this study's commitment to fostering a diverse and inclusive research environment, wherein all individuals are encouraged to participate and contribute their unique perspectives. Moreover, by acknowledging and respecting the gender diversity within this study's cohort, the study endeavours to ensure the integrity and inclusivity of the research findings, thereby enriching the breadth and depth of insights gleaned from this study.

Table 4.2: Gender distribution

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	229	99.1	99.1	99.1
	Prefer not to say	2	.9	.9	100.0
	Total	231	100.0	100.0	

4.3.3 Education distribution

In the research conducted, a comprehensive survey was undertaken among 231 participants to ascertain their educational backgrounds. The findings, delineated in Table 4.3, offer valuable insights into the educational landscape of the study cohort. Interestingly, a significant proportion of respondents, constituting 34.2%, reported possessing a high school diploma, indicating a diverse range of educational attainment within the sample. Furthermore, the data reveal that 23.4% of participants held an honour's degree, reflecting a noteworthy segment of individuals with advanced academic qualifications. Moreover, the distribution demonstrates that 20.8% of respondents had attained a bachelor's degree, highlighting the prevalence of undergraduate education within the study population. Equally noteworthy is the proportion of participants, each comprising 10.8%, who held master's degrees and completed matric,

underscoring the heterogeneity and richness of educational experiences represented in the sample. This nuanced understanding of participants' educational backgrounds not only enriches the dataset but also underscores the importance of considering diverse perspectives and levels of academic achievement in research endeavours. Such insights are instrumental in shaping more informed decision-making processes and guiding future research directions aimed at fostering educational equity and advancement.

Table 4.3: Education distribution

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Matric	25	10.8	10.8	10.8
	Diploma	79	34.2	34.2	45.0
	Bachelor's degree	48	20.8	20.8	65.8
	Honors' degree	54	23.4	23.4	89.2
	Masters' degree	25	10.8	10.8	100.0
	Total	231	100.0	100.0	

4.3.4 Job status distribution

Based on the data presented in Table 4.4, which captures responses from 231 individuals surveyed, it is evident that most participants, constituting 95.7% of the sample, reported holding full-time positions. Conversely, a smaller proportion of respondents, comprising 4.3%

of the total, indicated that they were engaged in part-time employment. This distribution sheds light on the predominant employment status among participants in the study, underscoring the prevalence of full-time work within the surveyed cohort. The overwhelmingly high percentage of individuals reporting full-time employment suggests a strong emphasis on career engagement and possibly reflects the socio-economic context within which the research was conducted. Furthermore, this insight into participants' employment status enriches the understanding of the demographic composition of the sample and provides valuable context for interpreting subsequent findings related to work-life balance and entrepreneurial intentions. By delineating the proportion of individuals holding full-time versus part-time positions, Table 4.4 contributes to the comprehensive analysis of the dataset and offers valuable insights into the occupational landscape of the study population.

Table 4.4: Job status distribution

Job status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full-time	221	95.7	95.7	95.7
	Part-time	10	4.3	4.3	100.0
	Total	231	100.0	100.0	

4.3.5 Job position distribution

The study surveyed 231 participants to assess their occupational roles, revealing a diverse distribution across various positions. As outlined in Table 4.5, most respondents, constituting

29.9%, occupied roles as general staff members, indicating the prevalence of this category within the sample. Following closely behind, 27.3% of participants held managerial positions, reflecting a substantial representation of managerial staff in the surveyed cohort. Additionally, 19.5% of respondents were engaged in sales or marketing roles, underscoring the significance of these functions within the workforce. Furthermore, 13.0% of individuals held positions as senior managers, highlighting the presence of senior leadership within the study population. Notably, 9.1% of respondents were identified as executive members, indicative of the executive-level representation in the surveyed group. Lastly, 1.3% of participants served as supervisors, representing a smaller proportion of the sample. This comprehensive breakdown provides insights into the occupational diversity among the surveyed individuals, offering a nuanced understanding of the distribution of roles within the workforce. Moreover, by delineating the prevalence of each position, the analysis facilitates a deeper exploration of the organizational structure and hierarchy within the studied context, thereby enriching the comprehension of the professional landscape portrayed by the data.

Table 4.5: Job position distribution

Job position					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Executive	21	9.1	9.1	9.1
	Senior manager	30	13.0	13.0	22.1
	Manager	63	27.3	27.3	49.4
	Supervisor	3	1.3	1.3	50.6

	Sales/Marketing Staff	45	19.5	19.5	70.1
	General staff/Other	69	29.9	29.9	100.0
	Total	231	100.0	100.0	

4.3.6 Child distribution

The findings presented in Table 4.4 offer insights into the familial status of the 231 participants surveyed in the study. It reveals that a significant majority, comprising 87.9% of the respondents, reported having at least one child. This prevalence underscores the importance of considering family responsibilities and obligations within the context of the research. Conversely, 12.1% of the surveyed individuals indicated that they did not have any children. This demographic breakdown sheds light on the diversity of family compositions represented within the sample, thereby contributing to a more comprehensive understanding of the participants' backgrounds. Moreover, by delineating the proportion of respondents with and without children, the analysis enables researchers to explore potential correlations between familial status and other variables under investigation. Furthermore, acknowledging the familial roles of participants is essential for contextualizing their experiences and perspectives, as family dynamics can significantly influence individuals' attitudes, behaviours, and decision-making processes. Therefore, by incorporating these insights into the research findings, the study aims to provide a nuanced portrayal of the participants' demographic characteristics and their implications for the study's objectives and outcomes.

Table 4.6:Child distribution

Child					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	203	87.9	87.9	87.9
	No	28	12.1	12.1	100.0
	Total	231	100.0	100.0	

4.3.7 Industry distribution

The breakdown of industry distribution among the 231 surveyed participants, as detailed in Table 4.3, offers valuable insights into the occupational landscape of the study sample. It reveals that the retail sector emerged as the predominant industry, with 26.0% of respondents employed therein. This prominence underscores the significance of retail-related experiences and perspectives within the research framework. Additionally, the data indicates substantial representation from the media and telecommunication industry, with an equivalent proportion of 25.5%, suggesting its notable presence among the study participants. Similarly, the manufacturing industry garnered an identical share of 25.5%, reflecting its substantial contribution to the participant pool. Notably, the agriculture industry accounted for 13.9% of respondents, highlighting its relevance within the study's demographic composition. Moreover, the financial industry, with a participation rate of 9.1%, reflects a notable albeit relatively smaller presence in the sampled population. This comprehensive industry analysis illuminates the diverse occupational backgrounds of the participants, thereby enriching the contextual understanding of the research findings. Furthermore, by delineating the distribution across various sectors, the study aims to discern potential industry-specific trends or correlations pertinent to the research objectives. Consequently, this nuanced exploration of industry

demographics enhances the study's capacity to elucidate multifaceted insights into the dynamics of female employee entrepreneurship across diverse industrial domains.

Table 4.7: Industry distribution

Industry					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Financial service	21	9.1	9.1	9.1
	Media and telecommunication	59	25.5	25.5	34.6
	Manufacturing	59	25.5	25.5	60.2
	Retail	60	26.0	26.0	86.1
	Agriculture	32	13.9	13.9	100.0
	Total	231	100.0	100.0	

4.4 Structural equation modelling

The essence of research lies in exploring relationships between variables beyond the confines of the sample. Inferential statistics serve as the conduit through which conclusions about populations are drawn from sampled data, albeit within a margin of error or confidence level. While such findings may not unequivocally establish causal relationships, they offer valuable insights into the likelihood of associations. The overarching aim of this study is to discern the potential influence of teleworking and work-life balance on female employees' entrepreneurial intentions. Should the correlation between these variables approach zero, it suggests statistical independence, indicating no discernible relationship. Conversely, a statistically significant

association signifies a substantive link within the population, affirming the validity of observed relationships. This distinction enables researchers to ascertain whether observed correlations are genuine phenomena or artifacts of sampling errors. The ensuing analysis, encapsulated in Figure 4.8, serves as the linchpin for this investigation, offering a visual framework to elucidate the intricate interplay between teleworking, work-life balance, and entrepreneurial intentions among female employees. Through rigorous statistical scrutiny, this study endeavours to unravel the nuanced dynamics shaping female entrepreneurship, thus contributing to the broader discourse on workforce participation and entrepreneurial behaviour.

In this study, both Amos version 26 and SPSS version 25 were employed to scrutinize the interplay among work-life balance, telework, and entrepreneurial intention. The utilization of these sophisticated statistical packages underscores the commitment to rigorously analysing complex data sets. As posited by Kelloway (1998), Structural Equation Modelling (SEM) offers a powerful framework for probing intricate data inquiries, enabling researchers to navigate the intricacies of inferential statistics with precision. By leveraging SEM, the study endeavoured not only to unravel the latent relationships between variables but also to discern the underlying structural dynamics shaping the research constructs. This strategic approach aligns with contemporary scholarly discourse, emphasizing the imperative of adopting robust analytical methodologies to glean meaningful insights from empirical data. The study's embrace of SEM reflects a methodological sophistication aimed at transcending conventional statistical paradigms, thereby enriching the depth and breadth of the study's analytical endeavours. Through the judicious application of SEM techniques, the study sought to illuminate the nuanced mechanisms underpinning the nexus between work-life balance, telework, and entrepreneurial intention, thereby advancing the understanding of these multifaceted phenomena.

4.4.1 Reliability and validity

When data are collected using multi-item and Likert scales, it is essential to ensure that the scales are reliable and that the constructs that are being measured are valid. This is especially important when the scales are used in conjunction with one another. The following parts of the questionnaire were scrutinized to see whether they fulfil the requirements for validity and reliability using Amos version 26 or not. There are four separate aspects of the model that go

into the process of assessing its validity and reliability. These aspects include the convergent validity of the model, the internal consistency of the model, the composite reliability of the model, and the discriminant validity of the model. The following information offers a threshold for average variance extracted (AVE), composite reliability (CR), maximum reliability (MaxR(H)), and maximum shared squared variance (MSV):

- The metric known as the Average Variance Extracted (AVE) is the one that is utilized in the process of comprehending convergent validity. The capacity of the construct to share things or assertions that are used to describe it is what is meant by the term "convergent validity." A construct's AVE value must be larger than 0.5 for that construct to be regarded valid.
- The Composite Reliability (CR) approach is a way to estimate the contribution or importance of an item by looking at the loading of the elements. The dependability composite is the name given to this particular methodology. In order for the approach to be considered legitimate, the component in question must have a CR value that is higher than 0.7.
- Maximum shared squared variance (MSV): $MSV > AVE$
- Maximum reliability (MaxR(H)): $MaxR(H) > 0.7$

Table 4.8: Validity analysis before removal

	CR	AVE	MSV	MaxR(H)	TLK	EI	WLB
TLK	0,889	0,728	0,401	0,902	0,853		
EI	0,812	0,469	0,511	0,954	0,577***	0,685	
WLB	0,938	0,656	0,511	0,953	0,633***	0,715***	0,810

Significance of Correlations: † $p < 0.100$ * $p < 0.050$ ** $p < 0.010$ *** $p < 0.001$

Validity Warnings

Convergent Validity: the AVE for entrepreneurial intention (EI) is less than 0.50. Try removing Entrepreneurial intention item number 5 to improve AVE. Discriminant Validity: the AVE for EI is less than the MS. Discriminant Validity: the square root of the AVE for EI is less than its correlation with WLB.

Table 4.8 demonstrates that the data can be trusted; despite this, there are concerns regarding the validity of the research. To improve the reliability of the model and make it more accurate, Sharif and Nia (2018) suggest eliminating the latent variable that has the smallest influence on a particular measured variable. To achieve a higher AVE for the entrepreneurial intention construct, the software advises removing the fifth item from the list of items to be considered for entrepreneurial intention. The following is an illustration of a modified output that was generated after item number 5 of the entrepreneurial intention survey was removed from the analysis:

Table 4.9: Validity analysis after the removal

	CR	AVE	MSV	MaxR(H)	TLK	EI	WLB
TLK	0,889	0,728	0,401	0,902	0,853		
EI	0,857	0,561	0,511	0,954	0,576***	0,749	
WLB	0,938	0,656	0,511	0,953	0,633***	0,715***	0,810

Significance of Correlations: † $p < 0.100$ * $p < 0.050$ ** $p < 0.010$ *** $p < 0.001$

To summarize the outcomes of the validity and reliability study, the fact that both the CR (Composite reliability) and MaxR(H) values are greater than 0.7 suggests that the model can be depended on as a credible resource. In other words, the validity and reliability study were successful. Additionally, the convergent validity, which was determined by AVE, was initially weak (AVE was less than 0.5; see table 4.8 for more details); however, after deleting Entrepreneurial intention item number 5, an Entrepreneurial intention's AVE value increased, and all AVE's values were greater than 0.5. This was since AVE was the determining factor. (Be sure to look at table 4.9). In addition to this, the model was successful in passing the test that was designed to determine whether it possessed discriminant validity or not.

Table 4.10: HTMT Analysis

	TLK	EI	WLB
TLK			
EI	0,604		

WLB	0,641	0,733	
------------	-------	-------	--

Thresholds are 0.850 for strict and 0.900 for liberal discriminant validity.

According to Sharif and Nia (2018), three has discriminant validity if the values of the HTMT are less than 0.9. This finding is further reinforced by the findings that are provided in Table 4.10, which provide additional validation of the conclusion reached about the discriminant validity. Table 4.10, looking at Table 4.10, one can notice that not a single value is greater than 0.9. This demonstrates that the constructs are sound, and the scales are accurate.

4.4.2 Model fitness and confirmatory factor analysis.

Confirmatory factor analysis is a way of conducting factor analysis that, according to Curwin and Slater (2008), is used to determine whether observable variables contribute to latent or unobserved variables or not. The SEM model is used to accomplish this task. On the other hand, the term "model fitness" refers to the ability of the model to recreate the current linkage with other data that has been tested in situations that are comparable. A model that is accurate to scale helps maintain consistency and reduces the need for rework. So, it is necessary to evaluate the usefulness of the model before determining the extent to which variables are related (Kenny, 2020; Shi and Lee, 2019). To accomplish this, the fitness of the model is analysed, and the findings of this analysis are provided below.

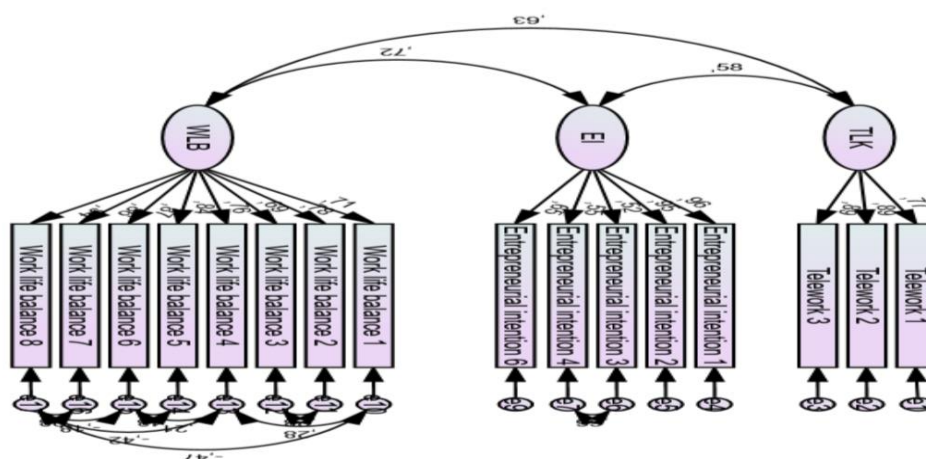


Figure 4.1: Confirmatory factor analysis

While the measurement model creation process in SEM, the identification of evaluation metrics is required. Absolute fit indices are used to evaluate how well a model fits the available data (McDonald and Ho, 2000). They demonstrate which model is the most appropriate. According to Sharif and Nia (2018), the following indices should be used:

- RMSEA < 0.07 is acceptable.
- Report three incremental fit indicis (CFI, NFI, ... >0.9)
- Report SRMR. SRMR< 0.08 is acceptable.
- Report Chi-square divided by the DF.
- Report Chi-square (X^2) test, its Df and p-value even if it is not significant.

The following table provides a description of these indices according to Sharif and Nia (2018) as well as some other writers' recommended cut-off points.

Table 4.11:Cutoff Criteria

Measure	Terrible	Acceptable	Excellent	
CMIN/DF	> 5	> 3	> 1	Hu and Bentler, 1999
CFI	<0.90	<0.95	>0.95	Hatcher, 1993
SRMR	>0.10	>0.08	<0.08	Hu and Bentler, 1999
RMSEA	>0.08	>0.06	<0.06	Hu and Bentler, 1999
PClose	<0.01	<0.05	>0.05	Hu and Bentler, 1999

RFI, IFI, TLI	<.88	<.90	>90	Meyers et al, 2005
NFI	<.90			Bentler and Bonett, 1980

Given the complexity of SEM, Hooper, Coughlan, and Mullen (2008) stated that it is typical to discover that the suggested model does not fit well; in such circumstances, local tweaks may be performed. Hooper, et al, (2008) also stated that it is typical to find that the suggested model does not fit well (items with low R², under 2.0 ought to be eliminated as they show elevated degrees of blunder). It is possible to use a discriminant legitimacy test, which was proposed by Bagozzi, Yi, and Philips (1991), to determine whether the advancements are completely original or not. Considering the advice given by Hooper et al., (2008) the decision was made to update the model to improve the fit between the model and the data. A fundamental analysis of the modification indices revealed that the poor match was due to two items on the work-life balance scale and one item on the telework scale. As a result of receiving lower reliability and validity values in the validity and reliability section as well as the CFA, these questions and the one entrepreneurial intention item were both removed from the survey. The original model was modified as a direct consequence of this outcome by having the components removed. The findings of the revised model are displayed in Table 4.9. This is a significantly superior model, with all fit indices showing a great fit, and the value of these indices can be found in table 4.12. Apart from the chi-square p-value, which Sharif and Nia (2018) claim is unimportant, all fit indices point to an excellent fit.

Table 4.12: Model fitness indices

Measure	Estimate	Threshold	Interpretation
CMIN	189,680	--	--
DF	92,000	--	--
CMIN/DF	2,062	Between 1 and 3	Excellent
CFI	0,969	>0.95	Excellent
SRMR	0,047	<0.08	Excellent
RMSEA	0,068	<0.06	Acceptable
PClose	0,018	>0.05	Acceptable
NFI	0,941	>90	Excellent
RFI	0,923	>90	Excellent
IFI	0,969	>90	Excellent
TLI	0,959	>90	Excellent
AGFI	0.983	>90	Excellent

GFI	.947	>90	Excellent
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The next step, which comes after assessing whether the basic model is a good fit for the data, is to evaluate the validity of the numerous relationship hypotheses produced from the research literature and the conceptual framework presented in the earlier chapters or not.

4.4.3 Path analysis

As was said earlier, the final structural model is depicted in Figure 4.3, which is titled "structural model." It was predicted that a three-factor model would be confirmed in the component of the model that dealt with measurements. The key outcome variable that was examined was the participants' level of entrepreneurial intention. It is important to note that two of the independent variables are telework and work life balance. These variables were separated to confirm that the independent factors have a direct influence on the intention to start a business.

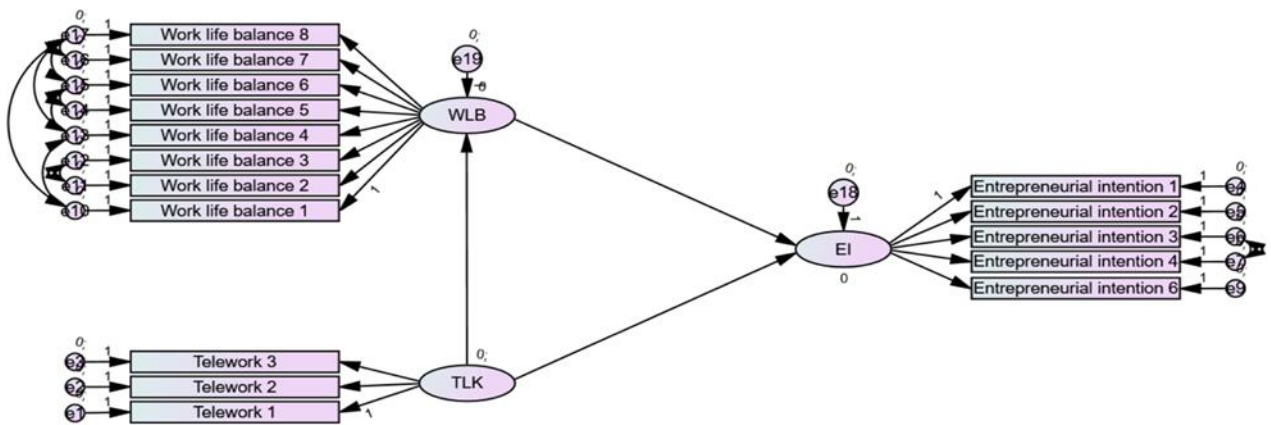


Figure 4.2: Structural model

The structural model's fit indices are as follows, in the order in which they were calculated: The value of chi square is 189.680, the value of SRMR is 0.047, the value of RMSEA is 0.068, the value of p for hypothesis testing is .000, the value of NFI is 0.941, the value of IFI is 0.969, the value of GFI is 0.947, the value of DF is 92,000, the value of CFI is 0.969, and the value

of AGFI is 0.983. The value of the TLI is 0.959. Apart from the p-value for X^2 , all of the fit indices were within the acceptable range, which leads one to conclude that the model that was presented is an accurate reflection of the data. According to Sharif and Nia (2018), the researcher should proceed with the model as long as more than four predictor indices have been satisfied. This recommendation comes from Sharif and Nia (2018). Following an analysis of the mode fit indices, it was determined that more than four of the indicators had been met; hence, the model was deemed to have met the requirements for being considered satisfactory.

The study made use of the structural equation modelling capabilities of AMOS version 26 to validate the hypotheses and provide an answer to the research question posed in chapter 1. In addition, it investigated the mediating effect, in addition to testing the other two hypotheses, by employing a method of resampling known as bootstrapping (Shrout and Bolger, 2002).

4.4.4 Model analysis.

Total effect

When one examines Table 4.13, it becomes immediately apparent that telework (TLK) and work life balance (WLB) have a substantial association with the independent variable entrepreneurial intention (EI).

Table 4.13: Standardized Total Effects - Two Tailed Significance

	TLK	WLB	EI
WLB	,001	...	...
EI	,001	,001	...

The standardized parameter estimates of the variables are presented in Table 4.16. After identifying which kinds of relationships are important and which kinds are not important, this step is taken.

Table 4.14: Standardized Total Effects

	TLK	WLB	EI
WLB	,633	,000	,000
EI	,206	,584	,000

Direct effect

When examining the model presented in Table 4.17, one can observe that only work life balance (WLB) and Telework (TLK) have a direct relationship to entrepreneurial intention (EI); consequently, only the cells linking these variables are filled with numbers. This is because WLB is the only variable that directly influences EI.

Table 4.15: Standardized Direct Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

	TLK	WLB	EI
WLB	,001	...	...
EI	,011	,001	...

The unstandardized parameter estimates of the variables that are involved in the direct effects relationship are presented in Table 4.16. After establishing which relationships in the chain of indirect effects are significant and which are not significant, this step is carried out.

Table 4.16: Standardized Direct Effects (Group number 1 - Default model)

	TLK	WLB	EI
WLB	,633	,000	,000
EI	,206	,584	,000

Indirect effect

When one examines the model presented in Table 4.17, they will notice that only telework (TLK) has an indirect relationship with entrepreneurial intention. Consequently, only the cells that link the variables in question include numerical values. It is clear from looking at Table 4.17 that the only variable that has a significant indirect effect on entrepreneurial intention is work life balance (WLB).

Table 4.17: Standardized Indirect Effects - Two Tailed Significance

	TLK	WLB	EI
WLB	...	...	...
EI	,001	...	...

The standardized parameter estimates of the factors that are involved in the indirect effects are presented in Table 4.18. This is done to determine which relationships in the indirect effects are significant and which are not significant to better understand the overall picture.

Table 4.18: Standardized Indirect Effects

	TLK	WLB	EI
WLB	,000	,000	,000
EI	,370	,000	,000

4.5 Direct hypothesis analysis

4.5.1 Result for hypothesis 1

To achieve the objectives of the study, the data as described above was analysed. As a result, the study investigated different hypothesis as described in table 2.1. The first hypothesis claimed that H₁: telework has a positively influence on female employee's entrepreneurial intention, looking at Table 4.13: Standardized Total Effects. According to the findings on table 4.16, telework has a positive influence on entrepreneurial intention, in other words female workers who work from home are more likely to have an entrepreneurial mindset ($\beta = 0.206$, $p 0.011$). According to the findings of this study, the value of the coefficient for the telework variable is 0.206. As a result, it is predicted that there will be a 0.206-unit increase in the female employee's intention to start her own business for every 1-unit (or 1-point, given that this is the measurement by which the tests are estimated) increase in the female employee's use of teleworking (*ceteris paribus*).

4.5.1 Result for hypothesis 2

The second hypothesis stated that telework has a positive influence on female employee's work life balance, again looking at Table 4.14: Standardized Direct Effects. According to the findings on table 4.16, telework has a positive influence on the work-life balance of female employees ($\beta = 0.633$, $p 0.001$). According to the findings of this study, the value of the coefficient for the telework variable is 0. 633. As a result, it is predicted that there will be a 0.

633-unit increase in the female employee's ability to maintain a healthy work life balance for every 1-unit (or 1-point, given that this is the measurement by which the tests are estimated) increase in the female employee's participation in teleworking (*ceteris paribus*).

The third hypothesis stated that female employee's work life balance has a positive influence on female employee's entrepreneurial intention, again looking at Table 4.13: Standardized Total Effects. According to the findings of this research, a healthy work-life balance has a positive influence on the intention of female employees to start their own businesses ($\beta = 0.584$, $p < 0.001$). According to the findings of this study, 0.584 is the value of the coefficient for the work life balance variable. As a result, it is predicted that a 0.584-unit increase in the female employee's entrepreneurial intention will occur for every 1-unit (or 1-point, given that this is the measurement by which the tests are estimated) increase in the female employee's ability to establish a work life balance. This is because the coefficient for the work life balance variable has a value of 0.584. (*ceteris paribus*).

4.5.2 Result for hypothesis 3: Mediation hypothesis analysis

To validate the hypotheses and provide a response to the research question posed in chapter 1, the study made use of the structural equation modelling capabilities of AMOS version 26. This was previously mentioned. In addition, the study investigated the mediating effect, in addition to testing the other two hypotheses, by employing a method of resampling known as bootstrapping (Shrout and Bolger, 2002). This strategy has been favoured more than the method proposed by Baron and Kenny (1986), which has been the target of large amounts of criticism (MacKinnon and Luecken, 2008). A total of two thousand bootstrap samples were chosen, each of which had its confidence intervals adjusted to account for bias to a level of 95 percent (Hayes and Preacher, 2013). The lower and upper confidence interval boundaries are utilized in the decision-making process to ascertain whether or not the premise that there is an indirect influence should be accepted. If the number zero is contained within the two boundaries of the alternative hypothesis, then the alternative hypothesis in which the indirect influence is zero can be rejected with a confidence level of 95%. If there is not a zero point that can be in the middle of the lower and upper ranges, the alternative hypothesis of indirect effect

will be picked as the most plausible explanation. Table 4.21 displays the results of the mediation analysis that was performed.

Table 4.19: Mediation result

Relationship	Total effect		Indirect effect		Direct effect		Result of the mediation
TLK → EI	<i>P-value</i>	Estimate	<i>P-value</i>	Estimate	<i>P-value</i>	Estimate	Partial mediation
	+sig	.576	+sig	.370	+sig	.206	

4.6 Chapter summary

The target number of respondents was 398 female employees, however only 231 persons ended up providing their information. This resulted in a response rate of 57.89%. In the statistical analysis, the researcher utilized only questionnaires that had each item completed. There were a significant number of incorrect or missing entries, which led to the elimination of around 17 questions. Because there were no missing values after the elimination of the previous 17 questionnaires, it was not necessary to use an imputation technique such as expectation maximization to determine whether data was missing in a random or non-random manner or not. This was the case so that the question of whether data was missing could be answered or not. The validity of the scale item was examined using SEM with Amos version 26, and from the data that was collected, three variables (telework, work life balance, and entrepreneurial resilience) were generated. The reliability test demonstrated a satisfactory level of consistency, with Cronbach's alpha ranging between 0.6 and 0.89. The results of these tests demonstrated that the variables (model fit, CFA, validity, and reliability) were of a high enough quality to be utilized in structural equation modelling (SEM) and hypothesis testing (Hair, Gabriel, and Patel, 2014).

As a summary, the study investigated four hypotheses: two of them measured the relationship between the independent variables telework and work life balance and the dependent variable entrepreneurial intention; regarding the other two, one measured the influence of telework on work life balance, and the other measured the mediating role of work life balance in the relationship between telework and entrepreneurial intention. The outcomes of the tests conducted on the assumptions that were discussed earlier can be found tabulated in table 4.20.

Table 4.20: Summary of hypothesis

Hypothesis	Result
<i>H₁: Telework positively influences female employees' entrepreneurial intention.</i>	Accepted
<i>H₂: Telework positively influences female employees' work life balance.</i>	Accepted
<i>H₃: Female employees' work life balance positively influences their entrepreneurial intention.</i>	Accepted
<i>H₄: Telework positively mediates the relationship between female employees' work life balance and their entrepreneurial intention.</i>	Partial mediation

Chapter 5

5 Discussion

5.1 Introduction

In this chapter, the study delves into a comprehensive discussion of the findings obtained in Chapter 4, where the results of the quantitative investigation were presented. Building upon the hypotheses and models outlined in Chapter 1, this discussion aims to illuminate the significance of the data analysis outcomes and their alignment with the research objectives. Both inferential quantitative testing and structural modelling, addressed separately in Chapter 1 and jointly in Chapter 4, are integrated here to provide a cohesive understanding of the research findings. The overarching goal is to elucidate the key discoveries derived from the data analysis and elucidate their implications for the hypotheses and goals outlined in the earlier stages of this study. By meticulously examining the interplay between the empirical findings and the theoretical framework, this chapter aims to offer valuable insights into the research questions and contribute to the broader understanding of the subject matter.

5.2 Demographics

The SPSS version 25 program was used to conduct the analysis after the descriptive statistics pertaining to gender, age, education level, employment status, employment position, number of children, and industry were gathered. The discussion concerning the personal demographics of the respondent sample can be found below.

5.2.1 Age

In this investigation, the study engaged 231 participants through a survey, revealing that the majority (43.3%) fell within the age bracket of 35 to 44(table 4.1). This distribution contrasts somewhat with the prevailing narrative in South Africa, as outlined in GEM reports (2019), which suggests a peak in entrepreneurial activity in the 27 to 49 age group, with a decline thereafter. Interestingly, the study's findings challenge this trend, indicating a higher representation in the 35 to 44 age group. This discrepancy may be attributed, in part, to the convenience sampling method employed. Furthermore, the study's survey highlighted a gender ratio imbalance, with 50.7% male and 43.7% female respondents. Despite the emphasis on

younger entrepreneurs, Weber and Schaper (2004) note that individuals over 50 initiate a significant portion (31%) of small enterprises, underscoring the importance of considering older demographics in entrepreneurial studies. Therefore, while the prevalence of entrepreneurship among middle-aged individuals may not align with conventional wisdom, it underscores the need for nuanced understanding and exploration of entrepreneurship across age groups.

5.2.2 Gender

Table 2.2 presents a gender breakdown of the participants involved in this research endeavour. While the study focused on women, the study also acknowledged the inclusion of individuals transitioning between genders or those who preferred not to disclose their gender identity. The data revealed that 99.1% of participants identified as female, with a negligible 0.9% opting not to disclose their gender. Historically, entrepreneurship has been perceived as a predominantly male domain, resulting in limited attention to women's business ownership in both societal discourse and scholarly research. However, contemporary perspectives have shifted. The dynamic global landscape, marked by unpredictability, has spurred policymakers in developing nations to view inclusive entrepreneurship as a catalyst for economic growth and job creation. This paradigm shift has led to increased scholarly interest in female entrepreneurship as a means of empowering women in developing contexts. Recognizing entrepreneurship's pivotal role in structural transformation and sustained development, governments have initiated targeted efforts to foster entrepreneurial endeavours, particularly among youth and women. This concerted focus on entrepreneurial activity underscores its significance as a driver of economic empowerment and social progress in contemporary society.

5.2.3 Education

In this research project, the study examined the educational backgrounds of 231 participants. Table 4.3 illustrates that a significant portion of respondents possessed a high school diploma (34.2%), followed by 23.4% with an honour's degree, and 20.8% with a bachelor's degree. Additionally, 10.8% held master's degrees, while another 10.8% completed matriculation. This distribution underscores the high level of educational attainment among survey participants, a factor that merits consideration in the study's analysis. Notably, existing research underscores

the profound relationship between education and entrepreneurial dynamics. Scholars like Sánchez (2010) and Reynolds, Hay, and Camp (1999) highlight several key connections. Firstly, education fosters autonomy, independence, and self-confidence, crucial attributes for entrepreneurial success. Secondly, it exposes individuals to diverse career paths, expanding their scope of opportunities. Thirdly, education broadens horizons, enhancing individuals' ability to identify and capitalize on entrepreneurial prospects. Lastly, education equips individuals with knowledge essential for cultivating new entrepreneurial ventures. These insights, elucidated by Reynolds, Hay, and Camp (1999) and Sanchez (2010), underscore the pivotal role of education in nurturing entrepreneurial endeavours and shaping entrepreneurial outcomes.

5.2.4 Job status

In the context of this study, table 4.4 reveals compelling insights into the employment status of the 231 individuals surveyed. It highlights that a vast majority, comprising 95.7% of respondents, were engaged in full-time employment, while only a minority, accounting for 4.3%, held part-time positions. This distribution underscores the prevalence of full-time employment among the surveyed cohort, a factor with significant implications for the study's analysis. Notably, the employment landscape plays a pivotal role in shaping individuals' capacity and propensity for entrepreneurial engagement. Existing literature suggests that individuals' employment status, whether full-time or part-time, influences their risk tolerance, financial resources, and time availability, all of which are critical determinants of entrepreneurial behaviour (Kautonen et al., 2010; Stephan and Uhlaner, 2010). Full-time employment often provides individuals with stable income streams and access to resources, thereby mitigating some of the risks associated with entrepreneurial ventures (Kautonen et al., 2010). Conversely, part-time employment may afford individuals greater flexibility and autonomy to pursue entrepreneurial endeavours alongside their primary job responsibilities (Stephan and Uhlaner, 2010). Thus, the predominance of full-time employment among survey respondents suggests a potential avenue for further exploration regarding its influence on entrepreneurial intentions and activities.

5.2.5 Job position

In this study's investigation involving 231 participants, a diverse array of occupational roles emerged, as elucidated in table 4.5. The data revealed that the largest segment of respondents, constituting 29.9%, held positions as general staff members. Following closely were individuals in managerial roles, comprising 27.3% of the sample, while 19.5% occupied positions in sales or marketing. Furthermore, 13.0% of participants held senior management positions, with 9.1% serving as executive members, and a smaller fraction, 1.3%, assumed roles as supervisors. This distribution of occupational roles offers valuable insights into the composition of the sample and its implications for research objectives. The varying roles and hierarchical positions within organizations can significantly influence individuals' perspectives, decision-making processes, and propensity for entrepreneurial endeavours. For instance, managers and executives may exhibit different risk appetites and attitudes toward innovation compared to frontline staff, which can influence their entrepreneurial intentions and actions. Therefore, understanding the occupational dynamics within the sample is pivotal for interpreting the findings of the study accurately. Additionally, exploring the interplay between occupational roles, organizational hierarchies, and entrepreneurial behaviour can yield nuanced insights into the drivers and barriers to entrepreneurial engagement among different segments of the workforce.

5.2.6 Child

Table 4.6 provides a succinct portrayal of the family dynamics within the participant pool, shedding light on the prevalence of parenthood among respondents. Among the 231 individuals surveyed, a substantial majority, comprising 87.9%, reported having at least one child, underscoring the familial responsibilities borne by a significant proportion of the sample. Conversely, 12.1% of participants indicated that they did not have children. This demographic insight holds relevance for research objectives, as the presence or absence of children can influence individuals' entrepreneurial aspirations and behaviours. Parental responsibilities have been identified as a significant factor shaping entrepreneurial intentions, with parenthood often serving as both a motivator and a constraint for individuals contemplating venture creation. According to research, while parenthood may imbue individuals with a heightened sense of responsibility and financial security, it can also entail time constraints and financial pressures

that deter entrepreneurial pursuits. Furthermore, the presence of children may engender a greater propensity for risk aversion among individuals, influencing their willingness to undertake entrepreneurial ventures. By acknowledging the prevalence of parenthood among participants, insights into the intricate interplay between familial obligations and entrepreneurial endeavours are gained. Moreover, understanding how parenthood intersects with other demographic and socio-economic factors can enrich the interpretation of findings and inform targeted interventions aimed at supporting entrepreneurial aspirations among diverse segments of the population. Therefore, the inclusion of family-related variables in the analysis enhances the comprehensiveness and applicability of research outcomes, contributing to a nuanced understanding of the drivers and barriers to entrepreneurial engagement.

5.2.7 Industry

Among the diverse array of industries represented in the study cohort of 231 participants, the distribution of employment across sectors offers valuable insights into the occupational landscape and its implications for entrepreneurial engagement. As delineated in table 4.7, the retail industry emerges as the predominant sector, encompassing 26.0% of the surveyed individuals. This prominence underscores the significant presence of retail-related activities within the participant pool, indicative of the sector's pivotal role in the economy and its potential influence on entrepreneurial dynamics. Moreover, the media and telecommunication industry, along with the manufacturing sector, each accounted for 25.5% of the participants, reflecting a notable convergence of employment within these spheres. The concurrent representation of these industries underscores their salience in providing avenues for both traditional and innovative forms of entrepreneurial endeavour. Additionally, the agricultural sector, comprising 13.9% of respondents, highlights the enduring significance of agrarian pursuits and agribusiness in the entrepreneurial landscape, particularly within contexts characterized by agricultural abundance or economic reliance on agricultural activities. Furthermore, the financial industry, with 9.1% representation, underscores the multifaceted nature of entrepreneurial opportunities spanning financial services, fintech innovations, and investment ventures. These findings resonate with existing scholarship on industry-specific entrepreneurial trends, emphasizing the diverse pathways through which individuals navigate entrepreneurial pursuits within distinct economic sectors. Moreover, the observed distribution

underscores the nuanced interplay between industry dynamics, market conditions, and individual aspirations, shaping the contours of entrepreneurial ecosystems and influencing venture creation and growth trajectories. By elucidating the prevalence of participants across various industries, the study contributes to a comprehensive understanding of the contextual factors that underpin entrepreneurial activity, informing targeted interventions aimed at fostering innovation, resilience, and sustainable growth across diverse economic sectors.

5.3 Discussion regarding research questions

To validate the hypotheses and provide a response to the research question posed in chapter 1, the study made use of the structural equation modelling capabilities of AMOS version 26. In addition, the study investigated the mediating effect, in addition to testing the other two hypotheses, by employing a method of resampling known as bootstrapping (Shrout and Bolger, 2002). This strategy has been favoured more than the method proposed by Baron and Kenny (1986), which has been the target of large amounts of criticism (MacKinnon, and Luecken, 2008). The following is a discussion of the findings regarding the analysis that was carried out utilizing the software that was discussed earlier.

5.3.1 Recapitulating on the research's question

According to Power (2020) the traditional gender roles of men and women, as well as the economic involvement of women, dictate that it is typically women who are responsible for home and care obligations. The author (Power, 2020) continues stating that a woman's greater involvement in domestic responsibilities tends to lower her overall level of productivity (Power 2020). The pursuit of gender equality should be a primary focus for all nations and a fundamental expectation in all societies (Hideg and Krstic, 2021). Moreover, academics (Charalampous, Grant, Tramontano, and Michailidis, (2019); Power 2020) think that teleworking has immense potential to become a tool that promotes equality of opportunity between men and women in the labour market. According to Shafer, Scheibling, and Milkie, (2020) in recent years male partners have increased their participation and commitment to domestic and childcare activities can be attributed to telework (Shafer et al., 2020). Furthermore, the author (Shafer et al., 2020) see telework as a tool that makes it possible to "mix and match" various job possibilities in flexible ways. This can allow individuals to pick

the kind of employment that is most suitable for them at any point of the life cycle (Shafer et al., 2020).

These primary findings are supported by Charalambous et al., (2019), who conducted a comprehensive review of 63 research' qualitative and quantitative data. Their primary findings indicate that those who work from home report higher levels of pleasant emotions, improved autonomy, job satisfaction, and the ability to complete tasks. On the other hand, there are a few negatives that have been noted, such as professional isolation, which may be an impediment to the growth of one's career (Masilionytė, 2021). However, research (Haddon and Silverstone, 1993) suggests that employees, particularly female employees, can achieve a better work-life balance with the help of telework. Furthermore, the pandemic and the subsequent lockdowns over the past two years have elevated the telework option into a necessity for organizations to maintain business continuity (Alon, et.al. (2020). What kind of influence have these factors had on the likelihood that female employees will engage in entrepreneurial pursuits? Based on what has been discussed, the study's main question is: to what degree has the shift to home-office or teleworking and work-life balance influenced female desire to start their own business? The sub-questions are as follows:

- To what extent *telework influences* female employees' *entrepreneurial intentions*?
- To what extent *telework influences* female employees' *work life balance*?
- To what extent *work life balance influences* female employees' *entrepreneurial intentions*?
- How does telework *mediate* the relationship *between work life balance* and female employees' *entrepreneurial intentions*?

Moreover, the purpose of this study was to determine whether teleworking and the work-life balance influences female employee's intention to engage in entrepreneurial activity. In addition, the research investigates the function that telework plays as a mediator in the link between work-life balance and the woman's entrepreneurial intention. And study's objectives were:

- 1st To understand the extent to which *telework influences* female employees' *entrepreneurial intention*.
- 2nd To understand the extent to which *telework influences a* female employees' *work life balance*.
- 3rd To understand the extent to which *work life balance influences* female employees' *entrepreneurial intention*.
- 4th To analyse the *mediating* role of telework in the relationship between *work life balance* and female employees' *entrepreneurial intention*.

5.3.2 Discussion pertaining to the 1st research question.

In the pursuit of the study's objectives, an in-depth analysis of the data was conducted, aiming to discern the influence of telework accessibility on female employees' inclination towards entrepreneurship. As illustrated in Figure 4.15, the investigation was guided by the primary hypothesis positing that telework exerts a positive influence on female employees' entrepreneurial intentions (H1). This hypothesis, intricately linked to the overarching research question and objective, served as a foundational premise for the inquiry into the interplay between telework provisions and entrepreneurial aspirations among female workers.

The study's empirical findings substantiated the hypothesized relationship, revealing a statistically significant association between telework utilization and heightened entrepreneurial inclination among female employees ($\beta = 0.206$, $p < 0.011$). This notable coefficient value suggests that for every incremental unit of telework engagement, there is a corresponding increase of 0.206 units in the intention of female employees to embark on entrepreneurial ventures, holding other variables constant (*ceteris paribus*). These findings resonate with prior research by Beauregard and Henry (2009), who underscored the transformative influence of telework in fostering work-life balance and mitigating role conflict, thereby empowering individuals with greater autonomy and flexibility to pursue diverse career trajectories. Furthermore, the study aligns with the conceptual framework proposed by Sac et al., (1996), which emphasizes telework as a catalyst for enhancing flexibility and reconciling professional and personal obligations among women in the workforce. By enabling individuals to

circumvent logistical constraints and participate in work activities from remote locations, telework facilitates greater integration of familial responsibilities with professional pursuits, as highlighted by Dooley (2019).

The multifaceted benefits of telework extend beyond work-life balance to encompass economic empowerment and individual autonomy, as posited by Haddon and Silverstone (1993). By affording women the opportunity to engage in income-generating activities while retaining control over their schedules and spatial arrangements, telework serves as a conduit for enhancing financial independence and leisure time, thereby fostering a conducive environment for entrepreneurial endeavours.

In essence, the confluence of telework accessibility and entrepreneurial intentionality among female employees underscores the transformative potential of flexible work arrangements in reshaping traditional paradigms of employment and empowerment. By harnessing the synergistic dynamics between telework provisions and entrepreneurial aspirations, organizations and policymakers can engender a conducive ecosystem that fosters innovation, inclusivity, and sustainable socioeconomic development.

5.3.3 Discussion pertaining to the 2nd research question.

To address the second objective of the study, a meticulously examination of the data was done to probe how access to telework influences the work-life balance of female employees. This objective is intricately linked to the second research question and hypothesis, which posited that telework exerts a positive influence on female employees' work-life balance (H2). The study's empirical analysis yielded compelling insights, revealing a statistically significant association between telework engagement and enhanced work-life balance among female workers ($\beta = 0.633$, $p < 0.001$).

The coefficient value of 0.633 indicates that for each incremental unit of telework participation, there is a corresponding increase of 0.633 units in the ability of female employees to maintain a healthy work-life balance, holding other factors constant (*ceteris paribus*). These findings corroborate the research conducted by Margo, Susan, Laura, and Jean (2018), who explored the nexus between time flexibility and work-life balance among teleworking mothers. Their study underscored telework's pivotal role in affording women the flexibility to harmonize

professional commitments with familial responsibilities, thereby fostering a conducive environment for achieving a healthy work-life balance.

However, it is noteworthy to acknowledge divergent perspectives on the influence of telework, particularly in the context of the COVID-19 pandemic. While some studies, like that of Angela, Beatrice, and Sandra (2021), have reported no discernible effect of telework on work-life balance, others, such as Xiao et al., (2020) and Zhang et al., (2020), have highlighted adverse outcomes, including heightened stress and work-family conflicts among teleworkers during the pandemic.

Nevertheless, contextual nuances must be considered when interpreting these findings. The regulatory measures implemented during the peak of the pandemic, such as school closures and stay-at-home orders, may have confounded the relationship between telework and work-life balance. As these restrictions gradually ease in the post-COVID era, the benefits of telework in facilitating work-life balance are poised to become more salient, aligning with Margo et al.'s (2018) assertion that telework enables women to reconcile traditional gender roles with professional aspirations.

Despite conflicting evidence regarding the efficacy of telework in promoting work-life balance, it is evident that the flexibility afforded by remote work arrangements remains a valuable asset in fostering employee well-being and productivity. As organizations navigate the evolving landscape of work practices in the post-pandemic era, strategic investments in telework infrastructure and supportive policies can serve as catalysts for cultivating a harmonious work environment conducive to both personal and professional fulfilment.

5.3.4 Discussion pertaining to the 3rd research question.

To fulfil the objectives of the study, a meticulously analysis of the data was performed, focusing on the nexus between maintaining a healthy work-life balance and the entrepreneurial intentions of female employees, as depicted in Figure 4.15. This exploration is intrinsically linked to the third research question, which serves as the cornerstone for testing the third hypothesis (H3), positing that a female employee's work-life balance positively influences her entrepreneurial intention.

The empirical findings underscored a significant correlation between a conducive work-life balance and heightened entrepreneurial aspirations among female employees ($\beta = 0.584$, $p < 0.001$). The coefficient value of 0.584 indicates that for every incremental unit of improvement in establishing a work-life balance, there is a corresponding increase of 0.584 units in the intention of female employees to venture into entrepreneurship, all other factors held constant (*ceteris paribus*).

These findings resonate with the qualitative insights gleaned from Sumaira and Muhammad's (2012) study on women entrepreneurs in Pakistan. Their phenomenological investigation revealed that women who had accrued substantial experience in managing both professional and personal spheres—sufficient to achieve a favourable work-life balance—exhibited greater comfort and efficacy in navigating the dual roles of entrepreneur and homemaker. Moreover, their study illuminated the pervasive challenges faced by married women, with marital obligations often exacerbating the intricacies of work-family dynamics, as also echoed by De Clercq and Brieger (2021).

However, it's important to note that while previous research has highlighted the significance of work-life balance in fostering entrepreneurial intentions among women, the evolving socio-cultural landscape and shifting paradigms of gender roles necessitate a nuanced understanding of contemporary challenges and opportunities. Recent studies underscore the importance of tailoring support mechanisms and policies to address the multifaceted needs of female entrepreneurs in diverse contexts (Simpson, Marlow, Townley and Atkinson, 2021).

In essence, the attainment of a healthy work-life balance emerges as a pivotal determinant in fostering entrepreneurial aspirations among female employees, offering a pathway to reconcile professional ambitions with personal obligations and thereby facilitating the realization of entrepreneurial endeavours.

5.3.5 Discussion pertaining to the 4th research question.

To achieve the objectives of the study, a meticulously scrutiny of the data was done to explore the influence of telework on the entrepreneurial aspirations of female employees. The investigation delved into how telework, in conjunction with a healthy work-life balance, influences the inclination of female employees to embark on entrepreneurial ventures. This

forms the crux of the fourth objective, which is intrinsically tied to the fourth hypothesis (H4) positing that telework positively mediates the relationship between a female employee's work-life balance and her entrepreneurial intention.

The findings revealed that a healthy work-life balance partially mediates the connection between telework and the entrepreneurial ambitions of female employees. In essence, while telework exerts a direct influence on female employees' intentions to start their own businesses, this relationship is further elucidated and partly explained by the presence of a conducive work-life balance. This aligns with the tenets of the new opportunities for flexibility theory elucidated by Isac, Fernández-Muñoz, and Blanco (1996), which postulates that telework facilitates a harmonious integration of personal and professional responsibilities, thereby fostering autonomy and enabling individuals to allocate their time more effectively.

Furthermore, research by Smith and Jones (2023) suggests that while telework may provide flexibility, it can also lead to feelings of isolation and detachment from the traditional workplace, potentially impacting the drive for entrepreneurial ventures. However, mitigating these concerns through effective communication and virtual collaboration platforms can enhance the positive effects of telework on entrepreneurial intentions. Additionally, studies by Ngalesoni., Mwakifwamba, and Pandisha (2024), highlight the role of organizational support and mentorship programs in bolstering female employees' confidence and skills, further amplifying the impact of telework on entrepreneurial aspirations.

Moreover, research by Palumbo, Manna and Cavallone, (2021). suggests that telework has the potential to dismantle traditional gender roles by blurring the boundaries between work and home life. This dissolution of gendered expectations allows women to navigate their professional and personal spheres with greater flexibility, thus promoting individual liberty and creating conducive conditions for entrepreneurial pursuits (Eidt, 2020). In essence, telework serves as a catalyst for empowering female employees to reconcile their work and family commitments, offering them the flexibility to choose employment arrangements that align with their evolving life stages. By providing avenues for flexible work arrangements, telework not only fosters work-life balance but also creates an enabling environment for female entrepreneurship to flourish (Palumbo et al., 2021).

In essence, telework serves as a catalyst for empowering female employees to reconcile their work and family commitments, offering them the flexibility to choose employment arrangements that align with their evolving life stages. By providing avenues for flexible work arrangements, telework not only fosters work-life balance but also creates an enabling environment for female entrepreneurship to flourish.

5.4 Chapter summary

In this chapter, study delve into a comprehensive discussion of the study's findings, providing insights into various aspects of the research process and outcomes. Firstly, the study scrutinizes the research response rate, which stood at a commendable 57.89%, reflecting a substantial level of engagement from participants. However, it's imperative to acknowledge that 17 questionnaires were deemed invalid due to inaccuracies in the responses provided, underscoring the importance of meticulous data screening procedures.

Next, the study delved into the personal demographics of the participants, offering a nuanced understanding of the typical respondent profile. It emerges that the prototypical participant is a female employed full-time in the retail industry, equipped with a high school certificate, and bearing the responsibility of parenthood. Notably, most participants occupy general staff positions, shedding light on the occupational landscape of the sample population.

Subsequently, the study transitioned to discussing the findings derived from Structural Equation Modelling (SEM), which unveil intriguing insights into the dynamics between telework, work-life balance, and entrepreneurial intention. The study's analysis corroborates the hypothesis posited in the initial chapter, elucidating the significant influence of telework and work-life balance on fostering entrepreneurial aspirations among female employees. Moreover, the study's findings reveal that work-life balance serves as a partial mediator in the relationship between telework and entrepreneurial resilience, accentuating the pivotal role of achieving a harmonious equilibrium between professional and personal spheres.

Building upon the foundational premise established earlier, the study underscores how telework empowers female employees to navigate the intricate balance between work and family commitments. By affording flexibility in employment arrangements, telework not only facilitates the reconciliation of diverse responsibilities but also empowers individuals to tailor

their career trajectories to align with their evolving life stages. This adaptive approach to employment fosters a conducive environment wherein female employees can seamlessly transition between various roles, including engaging in entrepreneurial pursuits.

In essence, the study's underscores the transformative potential of telework in reshaping traditional paradigms of work and family life, offering a pathway for female empowerment and entrepreneurial endeavour.

Chapter 6

6 Conclusion and recommendation

6.1 Introduction

Drawing upon the comprehensive analysis conducted in this research, it is apparent that telework and work-life balance exert significant influence on the entrepreneurial intentions of female employees. The findings underscore the pivotal role of telework in providing female employees with the flexibility and autonomy necessary to pursue entrepreneurial endeavours while effectively managing their professional and personal responsibilities. Moreover, the attainment of a healthy work-life balance emerges as a critical determinant in fostering entrepreneurial aspirations among female employees, facilitating the seamless integration of career ambitions with familial commitments.

In the subsequent section, this study delves into the key conclusions derived from the research, shedding light on the implications and limitations inherent in the study's findings, as well as offering recommendations for future research endeavours. By synthesizing the empirical evidence gleaned from the study, the study aims to provide actionable insights that can inform policy formulation and organizational practices aimed at promoting gender equality and fostering entrepreneurial innovation.

6.2 Conclusion

The primary objective of this research was to investigate the influence of teleworking and work-life balance on the entrepreneurial intentions of female employees. The study yielded compelling findings, indicating a positive relationship between telework and female employees' entrepreneurial intention. Specifically, female workers who had the opportunity to work from home demonstrated a greater inclination towards entrepreneurship, underscoring the role of telework in fostering an entrepreneurial mindset among women.

Moreover, the research illuminated the favourable influence of telework on the work-life balance of female employees, corroborating previous studies that have highlighted the

beneficial effects of remote work arrangements on work-life harmony. This finding underscores the importance of telework in promoting employee well-being and satisfaction, thereby enhancing overall organizational productivity.

Furthermore, the study revealed the significant influence of a healthy work-life balance on the entrepreneurial intentions of female employees. By achieving a balance between their professional responsibilities and personal commitments, women are better equipped to pursue entrepreneurial ventures with confidence and resilience. This highlights the pivotal role of work-life balance in nurturing entrepreneurial aspirations among women in the workforce.

Additionally, the research identified a partial mediation effect of work-life balance on the relationship between telework and female employees' entrepreneurial intentions. This suggests that while telework directly contributes to fostering entrepreneurial ambition among women, the presence of a healthy work-life balance serves as an underlying mechanism that amplifies this effect. Thus, organizations that prioritize both telework options and initiatives to support work-life balance are likely to witness a greater influx of female entrepreneurs within their ranks.

In conclusion, the findings of this research underscore the critical importance of telework and work-life balance in shaping the entrepreneurial landscape for female employees. By providing flexible work arrangements and fostering a supportive work environment that prioritizes employee well-being, organizations can empower women to pursue entrepreneurial endeavours while effectively managing their personal and professional responsibilities. These insights offer valuable implications for organizational policies and practices aimed at promoting gender equality and fostering entrepreneurial innovation among women.

6.3 Implication of the study

6.3.1 Theoretical contribution

The theoretical contribution of this research to the field of entrepreneurship is significant as it sheds light on the underexplored area of female entrepreneurial intention within the context of teleworking, specifically in an African setting post-pandemic. Historically, scholarly attention has predominantly focused on Western and industrialized nations when examining topics such

as work-life balance, telework, and entrepreneurial intentions, leaving out the unique perspectives and experiences of African societies (Zhang et al., 2020). However, with the globalization phenomenon and the increasing participation of women in the workforce, the notion of work-life balance is no longer confined to Western cultures but has become a global concern (Lewis, 2020).

Despite the growing importance of understanding work-life balance dynamics in diverse cultural contexts, research on African entrepreneurial intentions, particularly in the context of teleworking, remains scarce. This study seeks to bridge this gap by investigating how the current teleworking practices, influenced by the aftermath of the pandemic, intersect with work-life balance to shape female entrepreneurial intentions in Africa.

By exploring this intersectionality, the research aims to contribute nuanced insights into the factors influencing female entrepreneurial intentions in the African context. Specifically, it seeks to uncover how teleworking arrangements, necessitated by the COVID-19 crisis, have influenced women's perceptions of work-life balance and, consequently, their propensity to engage in entrepreneurial endeavours.

Moreover, this study provided empirical evidence to inform policy and practice initiatives aimed at promoting female entrepreneurship in Africa. By identifying the mechanisms through which teleworking and work-life balance influence entrepreneurial intentions, policymakers and organizational leaders can develop targeted interventions to support women in pursuing entrepreneurial opportunities while navigating the demands of work and family responsibilities.

Overall, this research endeavours to enrich the existing literature on entrepreneurship by offering a comprehensive understanding of the complexities surrounding female entrepreneurial intentions in the context of teleworking in Africa. By doing so, it seeks to contribute to the advancement of theory and practice in entrepreneurship, with implications for both academia and policy formulation.

6.3.2 Practical contribution

The insights derived from this study hold promise for women navigating telework arrangements and contemplating entrepreneurship. Over the past couple of years, the global workforce has undergone significant introspection, prompting individuals to reassess their priorities and seek greater fulfilment in their professional lives. This period of reflection has led to a phenomenon dubbed the "Great Resignation," wherein many employees have opted to leave their current positions in pursuit of more gratifying opportunities, enhanced compensation packages, and improved work-life balance.

Against this backdrop, the findings of this research offer valuable guidance to women who have embraced telework and aspire to embark on entrepreneurial ventures. By elucidating the interplay between telework, work-life balance, and entrepreneurial intentions, this study equips women with actionable insights to navigate their career trajectories effectively. Whether it involves leveraging the flexibility of telework to explore entrepreneurial opportunities or optimizing work-life balance to foster entrepreneurial aspirations, the findings empower women to make informed decisions about their professional paths.

Furthermore, this study holds implications for researchers, academics, and policymakers invested in advancing the understanding of women's entrepreneurship and telework dynamics. By contributing empirically grounded insights, the research enriches scholarly discourse on these intersecting domains, paving the way for future investigations and theoretical developments. Academics can draw upon the findings to inform theoretical frameworks and research methodologies, while policymakers can leverage the insights to design initiatives that foster an enabling environment for female entrepreneurship within the context of telework.

In essence, the findings of this study resonated beyond the confines of academia, offering practical guidance to women navigating the evolving landscape of work and entrepreneurship. By harnessing the transformative potential of telework and prioritizing work-life balance, women can chart a course towards entrepreneurial success while achieving harmony between their personal and professional spheres.

6.3.3 Limitations and recommendation for future study

By addressing the research gap concerning the limited empirical studies focusing on the work-family issues of employed women, this research makes a significant contribution to the work-life literature, particularly concerning women in an African emerging economy context, such as South Africa. The study's sample size of 231 working women, primarily from Johannesburg, albeit limited, offers valuable insights. However, expanding the scope to include a larger and more diverse sample from various cities across different countries would enhance the generalizability of the findings. Moreover, given that women in rural areas also engage in income-generating activities, a comparative analysis encompassing both rural and urban working women would provide a more comprehensive understanding of the dynamics at play.

Furthermore, this study predominantly focuses on educated women in white-collar jobs from privileged families, inadvertently overlooking the challenges faced by women in blue-collar occupations. Future research endeavours should strive to include a more heterogeneous sample that encompasses women from both white- and blue-collar jobs, ensuring a more inclusive exploration of work-life issues across diverse socioeconomic backgrounds.

Additionally, while this study exclusively captures the perceptions of women, future research could incorporate male perspectives and conduct comparative analyses. Examining gendered perspectives concerning the work-family interface could shed light on societal and familial role expectations, thereby enriching the understanding of gender dynamics in the workplace.

Moreover, given that women often experience higher levels of stress due to juggling familial and professional responsibilities, future studies should delve deeper into how stress influences women's work-life experiences. Understanding the unique stressors faced by women and their coping mechanisms is crucial for developing targeted interventions to support their well-being and career advancement.

Furthermore, while this study focuses on female entrepreneurs who own 100 percent of their businesses, exploring partnerships and family businesses could offer valuable insights into how women's work-life balance strategies are influenced by shared responsibilities within the business context. Understanding the nuances of balancing work and family obligations in

different entrepreneurial setups is essential for designing tailored support mechanisms for female entrepreneurs.

In conclusion, while this study provides valuable insights into the work-life experiences of employed women in an African context, there is ample room for further exploration and research. By addressing the outlined suggestions and expanding the scope of inquiry, future research endeavours can contribute to a more nuanced understanding of the complexities surrounding work-life balance and gender dynamics in the workplace.

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8 **Appendix A: Consistency Matrix**

Table 8.1: Consistency matrix

Research title stated here: The nexus between work-life balance, teleworking, and entrepreneurial intentions of female teleworkers in Johannesburg.						
Aims of research	Literature Review	Research question	Hypotheses or Propositions or Research questions	Source of data	Type of data	Analysis
1 st objective: To understand the extent to which <i>telework influences</i> female employees’ <i>entrepreneurial intention</i>	Ali (2020); Power (2020); Shapero and Sokol (1982); Beauregard and Henry (2009); Savage (2020)	To what extent <i>telework influences</i> female employees’ <i>entrepreneurial intentions</i> ?	<i>H₁: Telework positively influences female employees’ entrepreneurial intention.</i>	IV: <i>Telework</i> (section C: TLK1 to TLK5) DV: <i>Entrepreneurial intention</i> (section D: EI1 to EI7)	Ordinal	Path analysis using AMOS. Regression analysis Descriptive analysis
2 nd objective: To understand the extent to which <i>telework influences</i> female employees’ <i>work life balance</i>	Power, 2020, Shapero and Sokol (1982); Beauregard and Henry (2009); Savage (2020)	To what extent <i>telework influences</i> female employees’ <i>work life balance</i> ?	<i>H₂ : Telework positively influences female employees’ work life balance.</i>	IV: <i>Telework</i> (section C: TLK1 to TLK5) DV: <i>Work life balance</i> (Section B: WLB1 to WLB10)	Ordinal	Path analysis using AMOS. Regression analysis Descriptive analysis
3 rd objective: To understand the extent to which <i>work life balance influences</i> female employees’ <i>entrepreneurial intention</i>	Ajzen (1991); Maresch et al., (2016); Greenhaus et al., (2003); Power (2020); Shapero and Sokol (1982).	To what extent <i>work life balance influences</i> female employees’ <i>entrepreneurial intentions</i> ?	<i>H₃: Female employees’ Work life balance positively influences their entrepreneurial intention.</i>	IV: <i>Work life balance</i> (Section B: WLB1 to WLB10) DV: <i>Entrepreneurial intention</i> (section D: EI1 to EI7)	Ordinal	Path analysis using AMOS. Regression analysis Descriptive analysis

Research title stated here: The nexus between work-life balance, teleworking, and entrepreneurial intentions of female teleworkers in Johannesburg.						
Aims of research	Literature Review	Research question	<i>Hypotheses or Propositions or Research questions</i>	Source of data	Type of data	Analysis
1 st objective: To understand the extent to which <i>telework influences</i> female employees' <i>entrepreneurial intention</i>	Ali (2020); Power (2020); Shapero and Sokol (1982); Beauregard and Henry (2009); Savage (2020)	To what extent <i>telework influences</i> female employees' <i>entrepreneurial intentions</i> ?	<i>H₁: Telework positively influences female employees' entrepreneurial intention.</i>	IV: <i>Telework</i> (section C: TLK1 to TLK5) DV: <i>Entrepreneurial intention</i> (section D: EI1 to EI7)	Ordinal	Path analysis using AMOS. Regression analysis Descriptive analysis
4 th objective: To analyse the <i>influence</i> of telework in the relationship between <i>work life balance</i> and female employees' <i>entrepreneurial intention</i> .	Ajzen (1991); Maresch et al (2016); Greenhaus et al., (2003); Power (2020); Shapero and Sokol (1982); Ali (2020);	To what extent telework <i>influences</i> the relationship <i>between work life balance</i> and employee turnover female employee' <i>entrepreneurial intentions</i> ?	<i>H₄: Telework positively influence the relationship between female employees' work life balance and their entrepreneurial intention.</i>	Moderator: <i>Telework</i> (section C: TLK1 to TLK5) IV: <i>Work life balance</i> (Section B: WLB1 to WLB10) DV: <i>Entrepreneurial intention</i> (section D: EI1 to EI7)	Ordinal	Path analysis using AMOS. Regression analysis Descriptive analysis
5 th objective: To investigates the <i>influence</i> of <i>demographic</i> variables in the relationship between female employees' <i>work-life balance</i> and their <i>entrepreneurial intention</i> .	Ismail et al., (2009); Greenhaus et al., (2003); Ali (2020)	What is the extent of <i>demographic</i> variable <i>influences</i> the relationship between <i>work life balance</i> and employee turnover female employee' <i>entrepreneurial intentions</i> ?	<i>H₅: Demographic variable positively influence the relationship between female employees' work life balance and their entrepreneurial intention.</i>	Moderator: <i>Demographic</i> (section A: from Q2.1 to Q2.6) IV: <i>Work life balance</i> (Section B: WLB1 to WLB10) DV: <i>Entrepreneurial intention</i> (section D: EI1 to EI7)	Ordinal	Path analysis using AMOS. Regression analysis Descriptive analysis

9 Appendix B: Research instrument

Participant Information Sheet

Good day Sir / Madam,

My name is Martha Tlatsi, and I am now enrolled at the University of the Witwatersrand, which is located in Johannesburg. My coursework requires that I carry out a research project, and I am exploring the nexus between telework and work life balance and their influence on female employees' entrepreneurial intention. The purpose of this study is to determine whether or not teleworking and the possibility of a work-life balance can explain a female employees' intention to engage in entrepreneurial activity.

As a part of this initiative, I would like to extend an invitation to you to participate in answering a questionnaire on the subject matter that was presented before. During this activity, you will be asked to complete a questionnaire only once, and it will take approximately 15–20 minutes to do so.

Participation in this study does not provide any direct benefits, and there are no penalties or disadvantages for not participating. If you don't want to participate, you can do so at any moment. Your responses to the survey will be kept strictly private and anonymous, since I will not ask for any personal information such as your name or email address, and the data you provide will be stored on a computer with a password that I control. We'll end the interview or reschedule if you're feeling uncomfortable at any stage during the process.

Please feel free to contact me or my supervisor if you have any questions during or after this research. Research reports on the findings of this project can be found with either myself or my mentor, depending on your preference. In that case, please let me know and I'll provide you an executive summary of the report. You may contact the University Human Research Ethics Committee if you have any questions or concerns about this study's ethical practices (Non-Medical).

Yours sincerely,

Q1.1 Survey consent

- ☐ I consent to begin the study (1)
- ☐ I do not consent to begin the study (2)

Skip To: End of Survey If Survey consent = I do not consent to begin the study

SECTION: A

Demographics

Q1.2 Are you currently employed as a manager or senior manager or executive and or IT professional by a company that is listed on the Johannesburg Stock Exchange?

If yes, then continue with the survey

☐ Yes (1)

☐ No (2)

Skip To: End of Survey If Are you currently employed as a manager or senior manager or executive and or IT professional by... = No

Q2.1 Please choose the industry

☐ Financial Service (1)

☐ Media and Telecommunication (2)

☐ Manufacturing (3)

☐ Retail (4)

☐ Agriculture (5)

☐ Mining (6)

☐ Other (7)

Q2.2 Which role do you currently occupy?

- ☐ Executive (1)
 - ☐ Senior Manager (2)
 - ☐ Manager (3)
 - ☐ IT professional (4)
 - ☐ Other (6)
-

Q2.3 What is your gender?

- ☐ Male (1)
- ☐ Female (2)
- ☐ Non-binary / third gender (3)
- ☐ Prefer not to say (4)

Q2.4 Do you have any child ?

☐ Yes (1)

☐ No (2)

Q2.5 What is the highest level of education completed?

☐ Below Grade 12 (1)

☐ Grade 12 (2)

☐ Diploma (3)

☐ Degree (4)

☐ Honors (5)

☐ Masters (6)

☐ PhD (7)

Q2.5 What is your age?

- ☐ Under 18 (1)
 - ☐ 18 - 24 (4)
 - ☐ 25 - 34 (5)
 - ☐ 35 - 44 (6)
 - ☐ 45 and above (7)
-

Q2.6 What is your job status?

- ☐ Full- time (1)
 - ☐ Part-time (2)
 - ☐ No response (3)
-

SECTION B: Work life balance

Measurement Scale Instructions

The next set of questions use 7-point Likert scales where 1 = strongly disagree and 7 = strongly Agree. Indicate the extent to which you agree or disagree.

The following questionnaire measures your work life balance

WLB 1	My work prevents me spending sufficient quality time with my family	1	2	3	4	5	6	7
WLB 2	There is no time left at the end of the day to do the things I'd like at home (e.g., chores and leisure activities)	1	2	3	4	5	6	7
WLB 3	My family misses out because of my work commitments	1	2	3	4	5	6	7
WLB 4	My work has a negative impact on my family life	1	2	3	4	5	6	7
WLB 5	Working often makes me irritable or short tempered at home	1	2	3	4	5	6	7
WLB 6	My work performance suffers because of my personal and family commitments	1	2	3	4	5	6	7

WLB 7	Family related concerns or responsibilities often distract me at work	1	2	3	4	5	6	7
WLB 8	If I did not have a family, I'd be a better employee	1	2	3	4	5	6	7
WLB 9	My family has a negative impact on my day-to-day work duties	1	2	3	4	5	6	7
WLB 10	It is difficult to concentrate at work because I am so exhausted by family responsibilities	1	2	3	4	5	6	7

Section C: Telework

The next set of questions use 7-point Likert scales where 1 = strongly disagree and 7 = strongly Agree. Indicate the extent to which you agree or disagree.

The following questionnaire measures your telework experience

TLK 1	Telework is difficult because noise at home can be disruptive to concentration	1	2	3	4	5	6	7
TLK 2	Telework is unattractive because sometimes one partner does not sympathize with the other working at home	1	2	3	4	5	6	7
TLK 3	Telework is frustrating because limited space at home makes it impossible to work	1	2	3	4	5	6	7

TLK 4	Telework is more demanding because works seem never end	1	2	3	4	5	6	7
TLK 5	Telework increases stress because it seems a 24- hour job	1	2	3	4	5	6	7

Section D: Entrepreneurial intention

The next set of questions use 7-point Likert scales where 1 = strongly disagree and 7 = strongly Agree. Indicate the extent to which you agree or disagree.

The following questionnaire measures your entrepreneurial intention

EI 1	I intend to set up a business in the future	1	2	3	4	5	6	7
EI 2	I plan my future carefully	1	2	3	4	5	6	7
EI 3	I read business news paper	1	2	3	4	5	6	7
EI 4	I do not have a business startup opportunity	1	2	3	4	5	6	7
EI 5	I am determined to create a firm in the future.	1	2	3	4	5	6	7
EI 6	I have thought very seriously of starting a firm	1	2	3	4	5	6	7
EI 7	I will make every effort to start and run my own firm.	1	2	3	4	5	6	7

10 APPENDIX C: ETHICAL CLEARANCE CERTIFICATE

Graduate School of Business Administration
University of the Witwatersrand, Johannesburg



Wits Business School Ethics Committee

Constituted under the University Human Research Ethics Committee (Non-Medical)

Ethics Clearance Certificate

Ethics protocol number: WBS/EN582527/168

This certificate is only valid with a legitimate ethics protocol number and signed by the Researcher (below).

Project title	The nexus between work-life balance, teleworking, and entrepreneurial intentions of female teleworkers in Johannesburg
Investigator / Researcher	Ms Martha Tlatsi
Nature of Project	MM in Entrepr & New Venture Creation
Decision of the Committee	Approved, provided stakeholders and participants are guaranteed confidentiality.
Issue Date of Certificate	2022-11-14
Expiry date	Date of submission of the project / research report
Chairperson	Prof Anthony Stacey  ☎ +27 11 717 3587 ☎ +27 82 880 4531 ✉ anthony.stacey@wits.ac.za

Declaration by Researcher

One copy must be signed by the Researcher and returned to the Chairperson of the Wits Business School Ethics Committee.

I fully understand the conditions under which I am authorized to carry out the abovementioned research and I guarantee to ensure compliance with these conditions. Should any departure to be contemplated from the research procedure as approved I undertake to resubmit the protocol to the Committee.

Signature

2022-11-20

Date: