



**WOMEN
ENTREPRENEURS
IN JAPAN**

—DOES ENTREPRENEURSHIP
OFFER WORK-LIFE BALANCE
FOR WOMEN?—

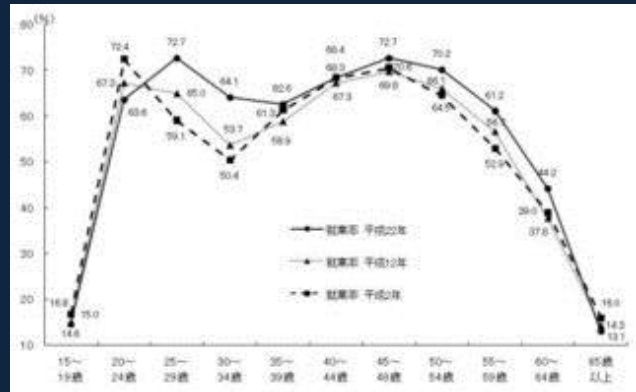
2016.5.5.
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INTRODUCTION

Does entrepreneurship offers work-life balance (WLB) for Japanese women?



OBSTACLES OF WOMEN'S CAREER



EMERGING ENTREPRENEURSHIP

Starting business could be one of the ways to “Come back to work force” and work flexible.

(The Ministry of Health, Labor and Welfare, 2005)



SITUATION OF ENTREPRENEURS

Low level entrepreneurial activities,
decreasing number of female entrepreneurs

Small scale and easy to disappear

Considerable divorce rate

※About 70% of female entrepreneurs are satisfied with their work-life balance even though about 60% of female entrepreneur's work time increased (Ministry of Economy, Trade and Industry 2012).

RESEARCH QUESTION

Are female entrepreneurs satisfied with their WLB? = "Sole proprietors or Corporation who have submitted a written notice"

- 1) Participant observation
- 2) Questionnaire
- 3) Semi-structured Interview

DEFINITION OF "WORK-LIFE BALANCE"

"Individual citizen, while achieving their full potential and sense of fulfillment through work, in addition to accomplishing their work-life responsibilities, regardless of household or regional life, can reach the mid to late stages of life while raising a child and simultaneously selecting/realizing a diverse set of living styles"

(The Cabinet Office, 2007)

FINDINGS & ANALYSIS

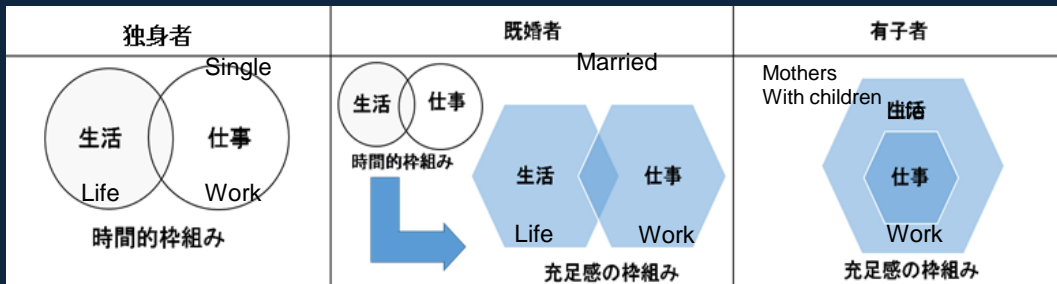


Are entrepreneurs really satisfied with their WLB?

- How do they define “WLB”?
- After starting business, has the level of satisfaction for WLB changed, and why?

Perspective applied in Analysis :
marital status, have children or not

FINDINGS -DEFINITION OF WLB-



- Single: Perspective of **Time**, Life and Work are generally considered separately
- Married: Between “Single” and “with Children” way of thinking
- With Children: Perspective of **Accomplishment**, work is a part of Life

FINDINGS -SATISFACTION FOR THEIR WLB-

	独身者
WLB 定義	<p>生活 Life</p> <p>仕事 Work</p> <p>時間的枠組み</p>
理想	<ul style="list-style-type: none"> ・仕事外の時間を十分にとれた状態 ・生活と仕事の境界が明確な状態
キー ワード	<ul style="list-style-type: none"> 「守るべきものがない」 「仕事は断れない」
優先 順位	仕事≫生活
満足感 とその 原因	<ul style="list-style-type: none"> やや不満 ・働きすぎてしまう ・仕事と生活の区別が不明瞭

Single: Decrease in Satisfaction.

(Cannot take enough time for Life)

FINDINGS -SATISFACTION FOR THEIR WLB-

	既婚者
WLB 定義	
理想	<ul style="list-style-type: none"> 未婚者の定義から有子女者の定義に近づく (時間的枠組み→充足感の枠組み) 充実感がある状態
キーワード	「頑張りすぎた」 「子供がいると違うと思う」
優先順位	キャリア型: 仕事 > 生活 家庭型: 仕事 < 生活
満足感とその原因	<ul style="list-style-type: none"> やや満足 仕事と生活の区切りが比較的明確 未婚時代・結婚初期より生活の時間が増える 大好きな仕事を控える不満

Married:

Perspective of Time: **Increase in satisfaction**

(Clear definition between Life/Work)

Perspective of Accomplishment:

Decrease in satisfaction

(Can no longer focus entirely on Work)

FINDINGS -SATISFACTION FOR THEIR WLB-

	有子女者
WLB 定義	
理想	<ul style="list-style-type: none"> 充実感がある状態 ライフステージに合わせて仕事量を調節できる状態
キーワード	「やればできる、やるしかない」
優先順位	キャリア型: 仕事 < 生活 家庭型: 仕事 << 生活
満足感とその原因	<ul style="list-style-type: none"> 非常に満足 充実感ややりがいを感じている 生活を優先できる自由さ、柔軟性

With children: **Increase in satisfaction.**

(Can make priorities on family when needed)

*they now have the above choice, which used to be difficult to get in companies where they previously worked

ANALYSIS -WLB AND GENDERED DIVISION OF LABOR-



Stay single even though they are not satisfied with their WLB.
 =Internalize social norms for women, and refuse the role.
face difficulty to achieve WLB



Change the definition of WLB
 =Economically rely on men by providing domestic work
face difficulty to be economically independent



Make priorities on family, and define WLB based on this priority
 = Internalize social norm /Economically rely on men
Successful career and WLB are mutually exclusive

FINDINGS -PARTNERS' COOPERATION-



Partner's Perspective

If Employed: Want to commit time/energy to domestic life, but difficult

If Self-Employed: Possible to commit domestic life, but priorities their work

DISCUSSION –WHAT IS WLB?-



Even if the individual thinks she is achieving a WLB, there is always some **unintentional sacrifice**.

*“A person who have responsible for caring cannot use a symmetrical dice when s/he have free choice”
(Hess 2011:187)*

Discussion about WLB **lacks the view point of gender equality** and likewise, the social significance of domestic work.

CONCLUSION

- At this moment, starting a business **is not ideal towards WLB**
- The root of the problem regarding WLB is **“the high commitment of hours required in career jobs”** and the **high commitment of hours** required in **household jobs**.
- The meaning of WLB should be reconsidered with the primary **viewpoint of gender equality**.