

A STUDY ON WORK LIFE BALANCE AND PERSONAL SATISFACTION OF WOMEN EMPLOYEES IN IT SECTOR

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Abstract

Work-life balance is the ability to experience a sense of control and to stay productive and competitive at work while maintaining a happy, healthy home life with sufficient leisure. It is attaining focus and awareness, despite seemingly endless tasks and activities competing for your time and attention. This study is undertaken to study the personal aspects of Life that creates chaos in maintaining smooth Work Life Balance especially for Women Employees in IT sector and to study the challenges faced by them. The objective of the study is to Study the Work Life Balance of Women employees. To find the Impact of Personal Satisfaction on Work Life Balance and to identify the Demographic profile of Work Life Balance of Women Employees. Descriptive research design is used in this study. Primary data is collected from structured questionnaire. The sample size is 120 collected based on convenience techniques. Tools used for analysis are Mean analysis and Regression Analysis. It is found that Family Support, Child care, Personal Life Expectation, Personal Life Satisfaction significantly influence Work Life Balance among the employees. The personal satisfaction seems to have a strong variation with demographic profile of the employee like age, designation, marital status, years of service, salary, number of children, family size and number of dependents. Employees are always dynamic in nature and hence frequent changes are required from time to time to restore the balance on both work life and personal life.

Keywords: Personal Life Satisfaction, Work Life Balance.

Introduction

Work-life balance is about employees having a control on their activities which they perform at various times and at different places. This balance is achieved when an organization accepts it as basic right of an employee to have satisfied life both in the organization and outside the organization this would result in benefits to the individual, organization and society as a whole. (Niharika&Supriya 2010).

There was a time when the boundaries between work and home were fairly clear. Today, work is likely to invade our personal life and maintaining work-life balance is not so simple task. A decade back, employees used to have fixed working hours or rather a 9 to 5 job from Monday to Friday. The advent of globalization makes the people working across countries; as a result, concept of fixed working hours is fading away. Instead of just 7 or 8 a day, people are spending as much as 12-16 hours every day in office. The technological blessings like e-mail, text messaging and cell phones which were thought of as tools to connect them to their work being away from their workplace, have actually integrated their personal and professional lives. Therefore, tension and work related pressure, responsibilities at family makes an individual difficult to find balance between work and personal life. The pressures of the work or personal life can lead to stress. According to studies, it has been found that such situation affects person's health both physiologically and psychologically.

Objective

- To Identify the Demographic profile of Work Life Balance of Women Employees.
- To Study the Impact of Personal Satisfaction on Work Life Balance.
- To Study the Work Life Balance of Women employees in IT sector.

Review of Literature

Simtha Singh (2014) measured the work/life balance among the working professionals and stated that work-life balance was an emergent issue in the expanding Indian economy. Achieving a good balance between work and family commitments was a growing concern for contemporary employees and organizations. NeelniGiriGoswami(2014) analysed the Work-Life Balance among working women, to compare and contrast work-life balance among working women. Here women who stepped outside the socially ascribed roles of wife and mother were experiencing emotional turmoil and stress as they had to manage family and work.

Ms. T. Subha (2013) studied the factors that influence work-life balance, the gap in work-life balance with home life dimensions & work-life dimensions, suggested strategies to maintain a healthy work-life balance. The highest level of acceptance was towards the policy of the organization for family leave time was adequate that confined the work-life. S. Lakshmi Narayanan and A. Savarimuthu (2013) studied the impact of the work-family conflict and family-work conflict on the work-life balance of women employees working in Information technology industries. It indicated that work-life balance issues were of major concern to the women employees working in IT industries.

Mrs. Vijayshri Rameshkumar Mehtha (2012) identified the determinants of work-life balance of women employees found the present practices followed by women employees for work-life balance, the perception of women employees towards benefits and challenges towards work-life balance, recommend / suggest ways for improving work-life balance. T.S. Santhi and K. Sundar (2011) studied the level of satisfaction as perceived by the women-respondent employees on the varied determinants of work-life balance, to identify the major factors that influenced the work-life balance among various categories of women employees in I.T. Industry, measure the overall work-life balance of women employees irrespective of cadres.

A. Rashida Banu and K. Duraipandian (2011) evaluated and designed an instrument to measure work-life balance of IT professionals in Chennai, which would be used to construct dimensionality, generation and description of items relevant to target study. Findings encounter mercurial swings in both global and local cycles and events, almost on daily basis. Vijaya Mani (2011) aimed to perceive the society as well as to highlight the values, attitudes and beliefs of women in the formal work organizations and primary family system. The findings revealed that role conflict, lack of recognition, organizational politics, gender discrimination, elderly and children care issues, quality of health, problems in time management and lack of proper social support were the major factors influencing the work-life balance of women professionals in India.

Dolly Dolai (2011) analysed the measure of work-life balance among the employees in the insurance sector and explore marked differences in the perception of work-life balance across respondents based on different demographic parameters. The comparative analysis of the work-life balance scores of different demographic profiles could not suggest that there were statistically significant differences in the perception of work-life balance across these demographic groups. Preethi Vijaimadhavan and D. Venkatrama Raju (2010) found the role of monitoring section focuses on the tracking of the performance of individuals, reviewing performance, enumerate the initiatives of employees in targets section examines the type of targets, establish the extent to which employees perceive the provision of work-life balance practices as inclusive, ascertain the demand for work-life balance practices, ascertain employees' views on the detrimental effects of flexible working.

S.V. Satyanarayana and Sreelakshmi Shanker (2006) noted the work interference in personal life, personal life interference in work, personal life and work enhancement. The findings reflected the influence of work and life on each other. It threw light on the factors enhancing life and work achievements. Most organizations are giving high-priority to work-life balance through flexi-timings, work from home options, extended maternity/paternity leave. Work-life balance need not always be viewed as negative. Mahmoud Abubaker, and Christopher Bagley (2006) aimed at finding a balance between the demands of the role requirements of work, family, and social life is a challenging problem for modern society and is particularly relevant for the growth of women's participation in the workforce. Findings of the research were work-life balance policies were meeting the needs of women rather than of men, and since a particular focus of research was on female employees, they were purposely oversampled.

Sanghamitra Buddhapriya (2006) focused to understand the perceptions of women professionals with regard to the barriers against their advancement to senior management positions, to study the impact of family responsibility on women professionals' career decisions, to find out the organizational support women professionals would like to get to achieve better work-life balance. The family responsibility considerably affects the career decisions of women professionals. It is generally expected that the female spouse should take care of the family responsibility.

Research Methodology

Research Design adopted is descriptive research because as descriptive explains the study and aims at finding the present scenario of the Work Life Balance of Women Employees in IT sector. Questionnaires are collected from the 120 respondents. The respondents were selected by using Convenience sampling from the selected respondents in organization. Primary data is the first hand information, which is being collected by the researcher, or assistant is called primary data. In this study, the primary data was collected through structured questionnaire. Questionnaire was employed to collect the primary data from 120 selected sample respondents in

organization. Secondary data was also collected for the study. Websites, books were referred for this purpose from the library to facilitate proper understating of the study. Tools used for Analysis are Regression analysis and Mean Analysis.

Table 1 Demographic Profile

Age	Frequency	Percentage	Designation	Frequency	Percentage
<30	34	28.3	Officer	54	45.0
30-40	40	33.3	Deputy Manager	21	17.5
41-50	31	25.8	Manager	45	37.5
>50	15	12.5	Total	120	100.0
Total	120	100.0			
Years of Service	Frequency	Percentage	Monthly Income	Frequency	Percentage
<1	6	5.0	<20000	4	3.3
1-10	61	50.8	20001-30000	42	35.0
11-20	33	27.5	30001-40000	21	17.5
>20	20	16.7	>40000	53	44.2
Total	120	100.0	Total	120	100.0
Marital Status	Frequency	Percentage	No of Children	Frequency	Percentage
Single	16	13.3	0	19	15.8
Married	104	86.7	1	43	35.8
Total	120	100.0	2	56	46.7
Age of Child	Frequency	Percentage	2+	2	1.7
0-2	35	29.2	Total	120	100.0
3-8	29	24.2	Family Size	Frequency	Percentage
9-15	41	34.2	1-2	5	4.2
Above	15	12.5	3-4	95	79.2
Total	120	100.0	5	20	16.7
Dependents	Frequency	Percentage	<5	0	0
0	20	16.7	Total	120	100.0
1	0	0			
2	70	58.3			
2+	30	25.0			
Total	120	100.0			

From the table 1 it is inferred that The frequency results of Demographic details

Majority of the Age level of the Employees are between 30-40 years, Designation are Officer, Year of service are 1-10 years, Monthly Income are above 40000, Marital Status are Married Women, No of Children's are 2, Age of Children are between 9-15 years, Family Size are 3-4 members, No of Dependants are 2.

Regression Analysis

Table 2 Determinants of Work Life Balance with respect to the factors of Personal life Environment

S.No	Work Life Balance Factors	Regression Co-efficient	Standard Error	T-Statistics	P-Value
1	Family Support	-.310	.453	-3.905	.000
2	Childcare/Dependent care	-.024	.087	-.222	.000
3	Self-Management	.985	.103	10.856	.824
4	Personal Life Expectation	.643	.102	5.497	.000
5	Personal Life Satisfaction	.288	.122	2.477	.000
	Constant	-2.122	.453	-4.687	.000
	R ²	.874			
	Adjusted R ²	.868			
	F-Statistics	158.109			.000

From the Table 2 it is found that Family Support, Childcare/Dependent care, Personal Life Expectation, Personal Life Satisfaction significantly influence Work Life Balance among the employees. Since the value of 'p' (sig) value is less than 0.05. A unit increase in the Work Satisfaction results in the Family Support by -.310, Childcare/Dependent care by -.024, Personal Life Expectation by .643, Personal Life Satisfaction .288. Similarly for the Self-Management.

Significant constant shows that even in the absence of factor influencing Work Satisfaction positive impact on the Engagement.

Coefficient of R² infers that the changes in the Work Satisfaction is explained by the factors to the extent of 87.4 % i.e. R² = .874

Significant F-Statistics reveals the validity of the fitness of the regression model.

Mean Analysis of Factors of Work Life Balance of Women Employees

S.no	Preferences	Mean	Rank
1	Personal Life Expectation	3.5354	1
2	Family Support	3.2633	2
3	Financial Assistance	2.8833	3
4	Childcare Care	2.7306	4
5	Personal Life Satisfaction	2.6850	5
6	Self-Management	2.5958	6

Table 3 depicts mean analysis for factors of Work Life Balance of Women Employees in The Highest Rank is give to m1 with the mean value 3.53 which shows that the employees are influenced by Personal Life Expectation in Work Life Balance.

The Table 3 depicts a result as the lowest is m6 with the mean value of 2.59 which shows that the employees are least influenced by Self-Management in Work Life Balance.

Suggestions

As majority of the women employees are married, it has created a difference in the work life balance so the company could arrange for some stress management activities to avoid the difference. Work from home and flexible time options is suggested to facilitate the women employees. Women generally at home are seen as caretakers of children and elderly dependents. At work place also they play a major role on completing tasks and targets. Sharing work at personal life with the family members will uplift the burden.

Conclusion

As primary care taker of the home and family women possess greater responsibilities that impact their work life and vice versa. But most of the respondents tend to manage the chaos taking place between work and personal life. They seem to be satisfied to a greater extent. It is evident from the study that Work life balance of IT employees is strongly influenced by Personal factors like Family Support, Childcare, Personal Life Expectation, Personal Life Satisfaction. The personal satisfaction seems to have a strong variation with demographic profile

of the employee like age, designation, marital status, years of service, salary, number of children, family size and number of dependents. Employees are always dynamic in nature and hence frequent changes are required from time to time to restore the balance on both work life and personal life. A proper understanding between both work and family is to be carried out. In future a research can be made on the topic on efficiency on developing employee friendly policy formation in IT sector.

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