



A STUDY ON PROBLEMS AND PROSPECTS OF WORK LIFE BALANCE IN BUSINESS PITCH

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Abstract

Work life and personal life are interconnected and interdependent. Spending more time in office, dealing with clients and pressure related to the job can interfere and affect personal life, sometimes make it impossible to even complete the household chores. On the other hand, personal life can also be demanding if you have a kid or ageing parents, financial problems or even problems in the life of a dear relative. It can lead to absenteeism from work, creating stress and lack of concentration at work.

Keywords: *Work life balance, Personal life, Conflict and Activities.*

Introduction

The term "Work Life Balance" was first coined in 1986. It does not mean equal balance but it is of trying to schedule an equal number of hours for various work and personal activities. The right balance for today will probably be different from tomorrow. Thus the cores of effective work life balance definition are of two keys they are daily achievement at work and enjoyment with their family. Work-life balance is all about people having a measure of control over when, where and how they work. It is achieved when an individual's right to a fulfilled life inside and outside paid work is accepted and respected as the norm, to the mutual benefit of the individual, business and society.

The main issues for people who report high levels of work-life conflict are:

- Lack of time
- Low energy levels
- Stress, anxiety and guilt about not being able "to do it all"
- Lack of control over their work and work arrangements.
- A need for greater work and life satisfaction and next will follows; Retention and attraction, Motivating and improving performance of employees, reducing stress arising at workplace, Meeting professional and personal goals.

Literature Reviews

Agarwala Tanuja (2007) reported that ' Work-life balance is about adjusting work patterns to achieve overall fulfilment. A good work-life balance enables the organizations to thrive and at the same time enables the employees to easily combine work with other aspirations and responsibilities. Work-life balance should not be understood as suggesting an equal balance or scheduling equal number of hours for each of one's work and personal activities. A positive work-life balance involves achievement and enjoyment. A good working definition of work-life balance may be meaningful daily achievement and enjoyment in each of the four quadrants of life - work, family, society and self. The best work-life balance varies for an individual over time. At different stages of career and age, different factors become important for an individual. The right balance for an individual today will probably be different tomorrow. For instance, the right balance for an individual when he/she is single will be different from when he/she gets married or when he/she is nearing retirement.

Cara Williams (2005) conducted a study on work life balance and role overload of shift workers; it was found that shift workers were somewhat more dissatisfied with their work life balance, compared with regular day workers. Resolito Amarlliento Garcia, (2005) made a study related to "stress and work / family balance", the researcher found out that one half of workers feel a great level of stress on the job when it comes to cope with family emergencies".

Deven.F (2007), conducted a study on work life balance policies. Through this study he found that organization which implemented family friendly employment practices beyond the statutory minimum welfare measures will reduce absenteeism and improve the productivity morale and commitment.

Doris Ruth Eikhof, Chris Warhurst and Axel Haunschild (2007) in their study stated that over-work is perceived as the problem. Nevertheless, beyond working time and the provision of flexible working practices to enable child care. The debate also narrowly perceives "life", equating it with women's care work, hence the emphasis again of family-friendly policies. It suggests that reconceptualization is required in analyses of both work-life balance and the relationship between work and life. Gunavathy (2007) in the study among married women employees of BPO companies outlined the causes, consequences of work life imbalance and interventions for work life balance. The study revealed that more than two third of the respondents



reported work life imbalance primarily on account of work interference with personal life. Also concluded from this study, stress and burnout, ill-health and poor work performance are the consequences of work life imbalance.

Hayley Dunne, (2007) reported in their study, Recruiting and retaining highly skilled staff is a challenge facing all types and sizes of organizations in the 21st century. It requires taking a strategic approach to the attraction, selection, development and retention of employees, in order to meet staff, business and societal needs. Work/life balance consultant Hayley Dunne explains how introducing work/life balance initiatives can help organizations to achieve this Higgen and Coghill (2006) studied about employees experiences of work life balance. In this study he found that there were different challenges faced by employees in working and non-working time and that level of balance was considerably low.

K.Santhana Lakshmi et al, (2013) have examined that the Educational institutions should address the Work Life Balance related issues among their staff, specifically women and take a holistic approach to design and implement the policies to support the teaching staff to manage their WLB.

Mary K. Pratt (2006) conducted a study on the various needs of work life balance. The result after repeated study show that providing flexibility timing to employee turned out to be very cost effective and business turned out to be good. It clearly specify that “employee morale, employee productivity , retention- all these things improve when people feel they have more control over when , where , and how they work”.

Mohan and Ashok (2011) explained that “Stress is often developed when an individual is assigned a major responsibility without proper authority and delegation of power, interpersonal factors such as group cohesiveness, functional dependence, communication frequency, relative authority and organizational difference between role sender and formal persons.”N.Gayathri, Dr.P.Karthikeyan, (2013) Employees learn different kinds of behaviour from workplace life and private life. Since reciprocal interactions between both the life domains occur a Green Work Life Balance Concept is suggested to facilitate environmentally friendly behavior for them.

N.Krishna Reddy et al, (2010) concluded that the married women employees indeed experience Work Family Conflict (WFC) while attempting to balance their work and family lives. Thus, Organization needs to formulate guidelines for the management of WFCs since they are related to job satisfaction and performance of the employees.

Vijaya Mani (2013) has revealed the major factors influencing the Work Life Balance of Women professionals in India such as role conflict, lack of recognition, organizational politics, gender discrimination, and elderly and children care issues, quality of health, problems in time management and lack of proper social support.

Methods

Research is a diligent investigation to ascertain facts, where fact is an empirically verifiable phenomenon. Thus, research is a systematic way of exploring, analysing and conceptualizing social life in order to extend and verify knowledge to see this research helps to construct a theory. Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. The scope of research methodology is wider than that of research methods. When we talk of research methodology we not only talk of research methods but also consider the logic behind the methods we use in the context of our research study and explain why we are using a particular method or technique.

Identify factors that affect the quality of life in terms of career and family and to find out, if demographic variables influence work-life balance of employees in Automobile industry, The study covers a sample of employees of Automobile industry. The Respondents were selected on a Sample Random basis from the following categories of the employees; Senior managers / Senior Engineers, Deputy Managers, Junior Officers / Junior Engineers and Assistants. In additions Respondents are mostly selected from the Executives and Non Executives. So the Sample Size is limited to 82 due to availability and the busy schedule of the employees.

Results and Discussions

From the results it is understood that 52% of the respondents belong to the age group of above 46years & less than 30 years and remaining 48% of the respondents belong to the age group of 31-45 years. The next would be indicates that 76% of employees belong to male category & remaining 24% of employees are female. Based o the education that 57% of employees have completed ITI & UG and remaining 43% of the respondents belong to Diploma, PG & 10/+2.

H₀1: There is no significant difference between age and independent variables.

Table 1 ANOVA Test for Age Vs QWL Factors

Independent Variables	Mean Square	F	Sig.
Domestic Activities	6.817	9.687	.000
	.704		
Work-Life management policies	.198	1.045	.036
	.190		
Quality of Work-Life	.176	1.443	.000
	.122		
Work-Family Conflict	.135	.686	.004
	.197		

The significant values are less than .05 and so null hypothesis is rejected. Therefore, the results are statistically significant, which means age effects the independent variables.

H₀2: There is no significant difference between education and independent variables.

Table 2 ANOVA Test for Age Vs QWL Factors

Independent Variables	Mean Square	F	Sig.
Domestic Activities	4.843	6.430	.000
	.753		
Work-Life management policies	.164	.856	.004
	.192		
Quality of Work-Life	.320	2.869	.020
	.111		
Work-Family Conflict	.185	.950	.001
	.195		

The significant values are less than .05 and so null hypothesis is rejected. Therefore, the results are statistically significant, which means education effects the independent variables.

Findings

From this survey found that company is employing only full-time employees rather than part-time. Most of the employees are married and have children and family look after. Most of them are giving less importance to self health care. 70% of employees, they do spend sufficient time with their children. 70% employees spend only 2-4 hours with their family. Maximum no of employees spouse were employed. All most all the employees think that flexible schedule should be given to them that would help them to balance work and home simultaneously and even increase in efficiency for the job. 60% of employees say that they always pay their home bills but 20% never do that. From the research it was found that age has an effect on work life management policies. All most all the male employees never go to grocery shop for purchasing home articles. But on other hand female employees goes to grocery shop always or most of the time or sometime. From the research i get to know that the employees living in the joint family is either not at all stressful or slightly stressful, but employees in nuclear family who say that their dual life is slightly stressful are bachelor. so now employees prefer joint family. Near to half of the employees said that they are able to balance their work and life fully and fifty percentages of employees says that they are partially balancing their work and life.

Arranging yearly once tour may motivate the employees and also helps to balance work-life. Avoid as far as possible the long hours of work for employees. Benchmarking against similar organizations. Childcare centres at work places. Offer flexibility, Training programs and manage your time.

Conclusion

The family and work life are both important to employees in any sector and if these two are not maintained properly it creates stress and strain and results into various diseases. This study is found important because it tries to know how the work life and family life interface results into stress. The leading business magnets of the world consider work life balance as the most significant factor in order to bring in a quality growth within the organization. The study on work life balance of employees in this sector, gave a statistical proof to us that, the majority of respondents have a good level of work life balance in both the



category of employment. The workloads in this sector helped us to lead a well-balanced life. This study has helped to know about the socio-economic conditions of the respondents and the level of work life balance in various aspects. Work-life balance policies are most likely to be successfully mainstreamed in the organizations which have clear understanding of their business rationale and which respect the importance of work-life balance of all employees. Limitation of the study; Incorrect opinion expressed by the respondents may affect the outcome of findings. This research will serve as a base for future research and throws up different questions in need of more investigation. This study examined and investigated the effects of Work Life imbalance, as well as explored the necessities for work-life balance.

Limitations and Future Scope

The size of the sample used to determine the dimensions of the scale was small. Further research could focus on a wider sample in order to get more generalized results. Moreover, it must be directed at understanding individual differences so that employee specific initiatives to improve work life balance could be initiated by organizations. As a result, the stability of results is uncertain. Additional research should study how the new technology of computers can influence reaching better WLB. In addition, a new perspective is to study the cultural and environmental variables that could have influence on WLB such as the life-style and behaviours in different cultures and nationals. Moreover, a research is needed to study the implementation of WLB policies. A future study investigating the influence of WLB to recruitment and retention would be very interesting.

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