



## MANAGEMENT OF WORK LIFE BALANCE AMONG DUAL EARNER COUPLES WITH SPECIAL REFERENCE TO CHENNAI CITY

Dr. P. Poongodi\*      Dr. M. Viswanathan \*\*

\* Professor and Head, Department of Management Science, Kongu Arts and Science College, (Autonomous) Erode .

\*\* Associate Professor, Department of Management Science, Kongu Arts and Science College, (Autonomous) Erode .

### Abstract

A metamorphic change is occurring all over the world with the advent of Information Technology. IT organizations provide employment opportunities to immense talent pool and hence the role of work-life balance is coming into play. Work and family life have always been interdependent, but the increased employment of mothers, rising family hours of work and the trend toward long work hours for some and inadequate family income for others have rendered this interdependence both more visible and more problematic. More than 60 percent of the respondent professionals surveyed said that they were not able to find a balance between their personal and professional lives. This study is aimed at examining the impact of the demographic variables on the work-life balance of software professionals in Chennai city and how they have to make tough choices even when their work and personal life is nowhere close to equilibrium. The empirical data of this research was collected by convenience sampling, using quantitative research methodology. Percentage analysis has been used to test the demographic profile of the respondents. The level of satisfaction with respect to the demographic profile of employees was tested through adequate hypothesis; chi-square test was performed to test its relationship.

**Keywords:** Information Technology, Work-Life Balance, Family Life, Software Professionals.

### INTRODUCTION

Work life balance refers to the effective management of multiple responsibilities at work, at home and in the other aspects of life. It is an emerging and important issue to be addressed for the well-being of employees and organisation. In the current economic scenario, organizations are hard pressed for higher productivity and need employees with improved quality of work - life which will contribute more meaningfully towards the organisational growth and success. Family and personal life related factors include increasing participation of women in workforce, increasing participation of child bearing women in workforce, increasing participation of dual earner couples in workforce, increase in single-parent/ single person households, increase in child-care/ elder care burden on employees and health and well-being considerations.

Information technology has revolutionized the world as never before. A metamorphic change is occurring all over the world with the advent of Information Technology. The Indian women, who were mostly found in a socially acceptable employment like teaching, nursing, banking, etc. in the last decade, are diverted now and actively participate in the Information Technology revolution. It has become a common phenomenon that majority of the employees, especially the software workers, are working harder and longer ever before. As a consequence, they find it difficult to achieve work life balance. This new information technology profession with a good pay, night shifts, cultural and social change has brought work life imbalance among the employees.

### REVIEW OF LITERATURE

**Bhatnagar and Jain (2014)** found that IT organizations provide employment opportunities to immense talent pool and hence the role of work-life balance is coming into play. This research aimed at examining the impact of the demographic variables on the work-life balance of software professionals in metro cities and how they have to make tough choices even when their work and personal life is nowhere close to equilibrium. The empirical data of this thesis was collected by convenience sampling, using quantitative research methodology. Percentage analysis has been used to test the demographic profile of the respondents. The level of satisfaction with respect to the demographic profile of employees was tested through adequate hypothesis; chi-square test was performed to test its relationship.

**Jyothi and Neelakandan (2014)** dual-career couples is still new concept to explore much, though four decades have passed since the phrase was first introduced. No initiatives were taken to identify QWL in dual career-couples in India, in establishing relationship between their job performance and Quality of Work Life. Thus the study aims to investigate the QWL dimensions and dual-career couple's job performance through quantitative survey on 68 full-time academic dual - career couples. The survey is conducted based on a structured questionnaire designed with 5-point Likert-scale questionnaire. The sample includes private universities in India. The results showed the positive influence of QWL factors on dual career couples job performance and it shows that there is no significant difference between male and female among Dual career

couple in terms their Quality of work life, which indicates the implementation and enhancement of QWL programmes, can contribute to improvements in the performances of academic dual-Career couples.

**Satpathy et al., (2014)** examined that employees care about work life balance more than money. The modern economy has resulted in better opportunities, jobs and salaries. The flip side of the coin is that this has also brought in extended working hours, leaving very little time for individuals to balance their work. It is not surprising that Indians consider work life balance as their main concern although job security remains central to all activities of life. Concerns such as health, children's education and caring old parents, etc; also figures in the work life cycle to cope with. The Indian concern of parents' welfare and happiness is a unique and typical mindset, rarely seen in any other society the world over. But concerns differ across regions and even individuals. In the present paper an attempt is made by the authors to understand the research gap in balancing of work life of working couples serving in private sector units. It was found that women employees need to make more adjustments as compared to male counterpart and also couples working in same organization have more balance in their work and life and also support from children have for better work life balance.

### STATEMENT OF THE PROBLEM

The forces of globalization, new technologies and business restructuring are challenging long established patterns of paid work while imposing new burdens on families, individuals and households. Work and family life have always been interdependent, but the increased employment of mothers, rising family hours of work and the trend toward long work hours for some and inadequate family income for others have rendered this interdependence both more visible and more problematic. The new corporate environment is characterized by willful, from ambiguous persuasions to increasing productivity. As a result of this, the boundaries between work and home tend to get blurred. It is easy for work to invade the personal life making both the work life balance in today's fast paced world present a major challenge to both the employer and employee. Work schedules are complicated the matter for many families, especially in the dual earner couples work as day shift or couples work with different shifts. At this juncture, the researcher has to examine what extent the dual earner couples are satisfied in their life and what are the problems faced by them while balancing their work-life.

### OBJECTIVES OF THE STUDY

- To study the demographic profile of the dual earner couples.
- To find out the satisfaction level of the dual earner couples in their job.
- To identify the problems faced by the dual earner couples while balancing their work and life.

### METHODOLOGY

First hand information pertaining to the dual earner couples demographic profile, opinion of satisfaction towards their job and problems faced while working and in their personal life was collected from 324 sample respondents by using judgment sampling technique. For finding the result of the respondents' opinion, statistical tools like percentage analysis, chi-square test and Henry Garrett Ranking technique.

### RESULTS AND DISCUSSION

#### Demographic Profile of the Respondents - Percentage Analysis.

The distribution of the sample respondents according to their age, working department, designation, educational qualification, monthly income, experience, family size, family type, working hours and distance to work is discussed in the following table.

**Table No.1 Demographic Profile of the Respondents**

S. No.	Factors	No. of Respondent	Percentage
	Age level		
1	21 - 25 years	95	29.3
2	26 - 30 years	123	38
3	31 - 35 years	58	17.9
4	Above 35 years	48	14.8
	Total	324	100
	Education Qualification		
1	UG	150	46.3
2	PG	105	32.4
3	Professional	25	7.7

S. No.	Factors	No. of Respondent	Percentage
4	ITI & Diploma	30	9.3
5	Others	14	4.3
	Total	324	100
	Monthly income		
1	Upto Rs. 30,000	138	42.6
2	Rs. 30,001 – Rs.60,000	159	49.1
3	Above Rs. 60,001	27	8.3
	Total	324	100
	Experience		
1	0 - 2 years	69	21.3
2	2 - 5 years	138	42.6
3	Above 5 years	117	36.1
	Total	324	100
	Dependants		
1	Upto 3 members	118	36.4
2	4 - 5 members	159	49.1
3	Above 5 members	47	14.5
	Total	324	100
	Type of Family		
1	Joint family	184	56.8
2	Nuclear family	140	43.2
	Total	324	100

It is found from the analysis that majority (38 %) of the respondents belong to the age group of 26- 30 years, majority (65.1%) of the respondents working in private sector, majority (45.8%) of the respondents are staff, majority (46.3 %) of the respondents are qualified with under graduate degree, majority (49.1 %) of the respondents are earning Rs. 30,001-Rs.60,000 per month, majority (42.6 %) of the respondents are having 2-5 years of working experience, majority (49.1%) of the respondents family size is 4-5 members in their family, majority (56.8 %) of the respondents belong to joint family, majority (54%) of the respondents are working for 9-12 hours in a day and majority (33%) of the respondents are travelling for above 15 kms to reach their office from their house.

#### Relationship between Demographic Profile of the Respondents and level of satisfaction towards job – Chi square Analysis

In order to find the relationship between age, working department, designation, educational qualification, monthly income, experience, family size, family type, working hours and distance to work and level of satisfaction towards job is discussed by using the following hypothesis.

H<sub>0</sub>: There is no significant relationship between the age, educational qualification, monthly income, and experience, type of family and level of satisfaction towards job.

H<sub>1</sub>: There is a close significant relationship between the age, educational qualification, monthly income, and experience, type of family and level of satisfaction towards job.

**Table No. 2, Relationship between Demographic Profile and Level of Satisfaction towards job**

No.	Factors	Calculated $\chi^2$ value	Table Value	DF	Result
1	Age	31.399	16.812	6	Sig. at 1%
2	Educational Qualification	20.595	20.090	8	Sig. at 1%
3	Monthly Income	20.815	13.277	4	Sig. at 1%
4	Experience	31.725	13.277	4	Sig. at 1%
5	Type of family	7.193	5.991	2	Sig. at 1%

It is noted from the above table that the calculated chi-square value is greater than the table value of all the selected five variables and the result is significant at 1% level. Hence, the hypothesis “age of the respondents and level of satisfaction towards job are not associated” does not hold good. From this analysis, it is identified that there is a close significant relationship between age, educational qualification, monthly income, experience, type of family of the respondent and level of satisfaction towards job.

## PROBLEMS FACED BY THE RESPONDENTS

**Table No. 3 : Problem for working place of the respondents**

S.No.	Particulars	TotalScore	MeanScore	Rank
1.	Due to poor working condition	17022	52.5	III
2.	Work stress	19232	59.4	I
3.	Inadequate salary	18482	57	II
4.	Inadequate leave facilities	15988	49.3	IV
5.	Lack of job security	13191	40.7	VI
6.	Work related illness	13415	41.4	V

**Table No. 4 : Problems Faced in Personal Life**

S.No.	Particulars	Total Score	MeanScore	Rank
1.	Childcare / Eldercare	18254	56.3	II
2.	Family functions	18590	57.4	I
3.	Lack of time for entertainment	18025	55.6	III
4.	No Spouse support	14144	43.7	IV
5.	Absence of interaction between couple	14141	43.6	V
6.	Frequent illness to family members	14029	43.3	VI

It is found from the analysis that majority of the respondents are faced problems for work stress in their work place and family functions in their personal life.

## SUGGESTIONS AND CONCLUSION

The organizations could found the dual earner employees and training programmes should be organized to enhance the emotional intelligence of them, which will in turn improve their work -life balance and enable them to contribute more productively to their organizations. There is a need to provide greater work flexibility and autonomy to dual earner employees in general and to female employees in particular, to enhance the work- life balance and minimize the work interference in personal life as perceived by female employees. Female earners should have been maintain their work- life balance and should encourage the male respondents by assigning non routine and non repetitive task, job rotation or job enlargement, as well as involving the male in creative problem solving. It may increase the performance of the male employees.

This study is focused on the examination of the work- life balance among the dual earner couples in Chennai city. This study provides indication of employees’ general views on work -life balance, their experience and their needs. It has helped in identifying the areas where improvement could be made and policies could be further modified for the well being of employee / organization among the sample respondents in Chennai City.

## REFERENCES

1. Bhatnagar, S. & Jain, P.K. (2014). Management of Work Life Balance with Special Reference to IT Professionals in Metro Cities. *International Journal of Science and Research*, 3(2), 243-248.
2. Jyothi, P. & Neelakandan, S. (2014). Quality of Work Life and Academic Dual - Career Couples. *IOSR Journal of Business and Management (IOSR-JBM)*, 16(1), 62-66.
3. Satpathy, I., Patnaik, C.M. & Agarwal, M. (2014). Work-Life Balance @ Working Couples - A Review of Literature. *Asian Journal of Research in Social Sciences and Humanities*, 4(3), 190-196.

## Web Sites

- [www.workfamily.sas.upenn.edu](http://www.workfamily.sas.upenn.edu).
- [www.sociologyencyclopedia.com](http://www.sociologyencyclopedia.com).