

Work Life Balance and Working Women

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Abstract

The present role of working women has changed worldwide due to economic conditions and social demands. This has resulted in to increase in tremendous pressure to develop a career against their male counterparts while sustaining active engagement in personal life. The mounting work pressure is taking a toll on the working women leaving them with less time for themselves. The increasing responsibilities on the personal front with the technological blessings like mobile phones, notepads, etc. that keep work life integrated with personal life and creates imbalances, stress on personal and professional fronts. Such imbalance has a negative effect on personal life of working women which in turn have taken form of social hazards such as increasing number of divorces, infertility due to high stress levels. This affects the working women's physical, emotional and social well-being. Thus, achieving work life balance is a necessity for working women to have a good quality of life. This research paper is an attempt to explore the tough challenges faced by working women in maintaining a balance between their personal and professional life.

Keywords : Personal Life, Professional Life, Quality Of Life, Stress, Work Life Balance, Working Women

Classification-JEL : B54, D63, E24

1. INTRODUCTION

Changing trends in the current era of cut throat competition, employers are thinking seriously to their HRM related practices. Multiple demands between work and life balances, responsibilities have increased relevance for working women in recent years due to demographic and workplace changes. The mounting challenges like aging workforce, competitive labor market, booming popularity of IT and rising benefit costs create new opportunities for employers to achieve organizational performance & success while simultaneously creating personal imbalances of working women's. Such imbalance has a negative effect on personal life of working

women which in turn have taken form of social hazards such as increasing number of divorces, infertility due to high stress levels. This is reflected most prominently in work-life imbalance and job stress. The way of how work-life balance can be achieved and enhanced is an important issue in the field of human resource management and has received significant attention from employers, workers & government. It is the right time now to redesign organizational work life balance & stress relieving management strategy for promoting better conducive organizational environment.

2. REVIEW OF RELATED LITERATURE

Anju Sigroha (2014), Impact of work life balance on working women: a comparative

analysis, The Business & Management Review, Volume 5,(3), 22-30 expressed that the present world might be characterized by revolutionary innovations, accelerated growth and development in every possible field but the other side of the coin relates to the extended working hours. Compounded to that are gadgets like the web enabled mobile technology which make one accessible to the work environment 24*7. As a result, the one area of life which most individual's neglect is maintaining a balance between work and family. Work life balance is seen more as women issue due to the traditional mindset, where the woman is considered primarily responsible for the smooth running of the day to day affairs of the family irrespective of her job profile and official responsibilities that is why managing work and family responsibilities can be very difficult for working women.

G. Delina & R. Prabhakara Raya (2013), A study on Work-Life Balance in Working Women, International Journal of Commerce Business and Management (IJCBM), Vol. 2, No.5, 274-282 advocates that the role of working women has changed throughout the world due to economic conditions and social demands. This has resulted in a scenario in which working women have tremendous pressure to develop a career as robust as their male counterparts while sustaining active engagement in personal life. The ever-increasing work pressure is taking a toll on the working women leaving them with less time for themselves. The increasing responsibilities on the personal front with the technological blessings like advanced mobile phones, notepads, etc. that keeps work life integrated with personal life also creates stress on personal and professional fronts in this knowledge age. This affects the person's physical, emotional and social well-being. Thus, achieving work life balance is a necessity for working women to have a good quality of life.

Orogbu Lilian Obiageli (2015), Work life balance and employee performance in selected commercial banks in Lagos state, European Journal of Research and Reflection in

Management Sciences, Vol. 3, No. 4, 66-73 advocates that work life balance philosophy is associated with real benefits for an organization. This is because the social and psychological life of every employee needs to be rightly put in check for them to be an asset and not just an employee that is used to carry out day to day operations of the organization further he expressed that high employee performance lead an organization to have greater opportunities for employees than those who have low performance. Therefore it is important for employer to look for better ways in improving employee performance. This can be done by helping them prioritize their work and life activities. When this is achieved, employee is motivated to render their service efficiently and effectively. Employees are happier when they are able to balance their work life demands. Management also experience improve relationship with employees. Management support for employees work life balance fosters a good relationship between the work force and management which improve effective communication in the organization.

3. RATIONALE OF THE STUDY

This study is basically design for assessing the prevalence of worklife balance among working women in private sector banks in Vidarbha. The purpose is to present and discuss specifically the problems face in the process of balancing their work and family life. The conflicts between competing work demands, personal and family needs seem to be the most probable reason for this scenario of work-life conflicts. Mounting pressure from the job and family are often incompatible, giving rise to imbalance. Therefore, work life balance is a core issue that must be investigated as the number of working women is on the rise and the problems they face because of it is without doubt quite serious. This study is proposed to examine the effect of long working hours, caring responsibilities or other potential workplace or family determinants on the work life balance of working women in Vidarbha.

4. STATEMENT OF RESEARCH PROBLEM

In recent years the Indian working women has undergone immense change as a result of worldwide recession. Recent economic downturns and increased competition has put pressure on organizations to perform, and on employees to increase their productivity. The wellbeing of working women who kept their employment can be negatively affected by job insecurity. Many individuals feel under pressure to work longer hours to keep their jobs, and to meet their family expenses.

5. OBJECTIVE OF THE STUDY

- To study the work-life balance problems faced by working women.
- To study the various factors which affects work-life balances like long hours of work, work involvement, family responsibilities etc.
- To study the work-life balance problems of working women across their demographic characteristics such as age group, number of children and spouse's profession.
- To study the effect of work-life balance on the quality of life of working women.

6. SCOPE OF THE STUDY

The scope of the study revolves around two prime focuses i.e. one from working women point of view and other from organization point of view.

From working women perspective – Job security, enhance control over work, reduced job stress, increases job satisfaction, better physical & professional life, enhances quality of life.

From organization Perspective – Improved productivity, increase in profit, reduce absenteeism, enhance organizational image, increases loyalty, reduce turnover, improved relations, creation of better conducive environment.

7. HYPOTHESIS

- H01- There is no significant relation between work life balance & job satisfaction.

- H11- There is a significant relation between work life balance & job satisfaction.
- H02- There is no significant relation between work life balance & employee performance.
- H22- There is a significant relation between work life balance & employee performance.
- H03- There is no significant relation between work life balance & employee turnover.
- H33- There is a significant relation between work life balance & employee turnover.
- H04- There is no significant relation between work life balance & leave policy.
- H44- There is a significant relation between work life balance & leave policy.

8. RESEARCH METHODOLOGY

a) Data Source: Primary Data : Questionnaire is a main tool for collecting primary data. To make the study more practical in nature, primary data were collected through structured questionnaire and personal interviews of 200 working women respondents working in private sector banks in three major districts (Nagpur, Amravati, and Akola) of Vidarbha of Maharashtra state only.

b) Secondary Data : Secondary data were collected from related research works, published books, and journals, reports of banks, government records, news papers, business magazines, and websites.

c) UNIVERSE AND SAMPLE

Table 1

S. No	Districts	Women Respondents	Respondents Category
01	Nagpur	100	Working women in Private Sector Banks
02	Amravati	50	
03	Akola	50	
Total		200	

d) Tools used for analysis : Statistical tools used for the study analysis area are Percentage Analysis & Chi-square test.

e) Limitations of the Study

- Sample Size has been restricted to 200 samples due to time constraints and to provide an in-depth analysis.
- The study is confined to the respondents of three major districts (Nagpur, Amravati, and Akola) of vidarbha of Maharashtra state only.
- The study relies more heavily on primary as well as on secondary data.
- The details furnished by the working women respondents are considered as true and the study results are based on this assumption.
- The result arises from the research may or may not be applicable to other parts of the state or country.
- Effect of work and life demands on job satisfaction and career developments of women can be another research area.

9. DATA ANALYSIS & DISCUSSIONS

Working women from private sector banks were observed to be in the age group of 31-40 maximum in numbers whose percentage is almost 40%, maximum among the group were

married but large number of women were observed to be in the category of Divorce group which may be the great cause of concern whether this problem may be arise due to imbalance in working life condition. Most of the female employee was observed to be graduate who needs to be improved in terms of qualification.

Maximum women employee were observed to be quite experience following in the experience category of 11-20 years, where as their spouse profession is business & observed to be having only one children.

Job satisfaction is foremost important factor in maintaining work life balance of working women in private sector banks. The table above shows opinion of the bank employees with regards to their Job satisfaction. The overall responses as shown in the mean percentage response indicate that 61.50% of the respondents answer Strongly Agree, 29.14% answers Agree, 01.79% answers Undecided, while 05.21% and 02.67 % answers Disagree and Strongly Disagree respectively. The analysis

Table No. 1
Age, Marital status& Experiences of working women

Sr. No.	Age	F	%	Marital status	F	%	Education	F	%
01	18-30	64	32.00	Un married	43	21.50	Below Graduate	23	11.50
02	31-40	79	39.50	Married	133	66.50	Graduate	128	64.00
03	41-50	36	18.00	Divorce	24	12.00	Post Graduate	49	24.50
04	51-60	21	10.50						
Total		200	100		200	100		200	100

(Source: Field survey)

Fig 1 : Age

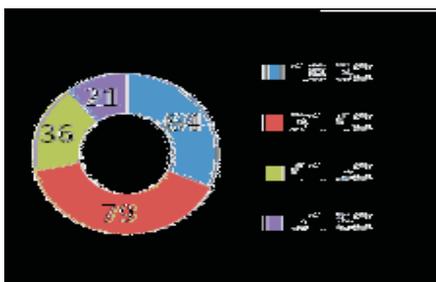


Fig 2 : Marital Status

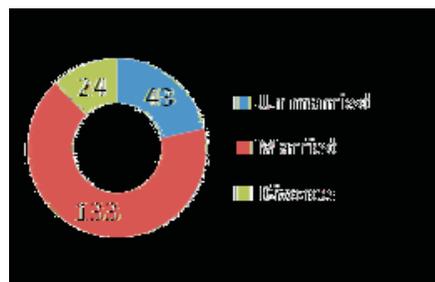


Fig 3 : Education

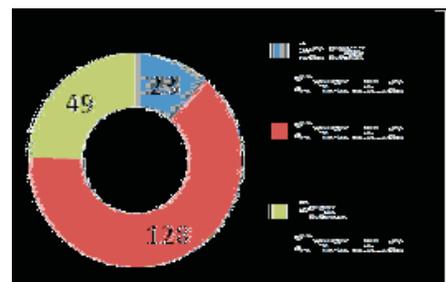


Table No. 2
Working Experience, Spouse Profession & Children

Sr. No.	Experience	F	%	Spouse Profession	F	%	Children	F	%
01	01-10 Year	44	22.00	Business	117	58.50	None	27	13.50
02	11-20 Year	73	36.50	Service	83	45.50	One	107	53.50
03	21-30 Year	56	28.00				Two	51	25.50
04	30 & above	27	13.50				Three or More	15	7.50
Total		200	100		200	100		200	100

(Source: Field survey)

Fig 4 : Experience

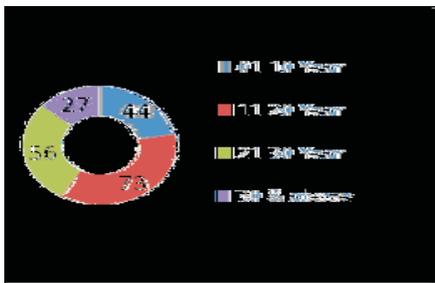


Fig 5 : Spouse Profession

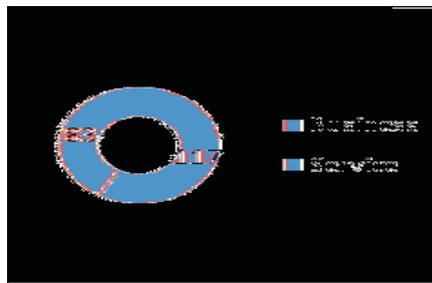


Fig 6 : Children

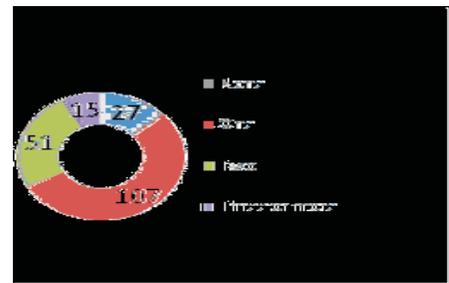


Table No. 3 Job satisfaction

Sr. No.	Variables	SA	A	N	D	SD	R
01	Salary	143(71.50)	42(21.00)	03(01.50)	08(04.00)	04(0.20)	A
02	Training & development	114(57.00)	52(26.00)	09(04.50)	16(08.00)	09(04.50)	A
03	promotion	123(61.50)	39(19.50)	02(01.00)	19(09.50)	17(08.50)	A
04	Job security	174(87.00)	22(11.00)	01(0.50)	02(01.00)	01(0.50)	A
05	Reward & recognition	101(50.50)	88(44.00)	03(01.50)	05(02.50)	03(01.50)	A
06	Attitude of supervisor	99(49.50)	81(40.50)	04(02.00)	11(05.50)	05(02.50)	A
07	Working condition	107(53.50)	84(42.00)	03(01.50)	04(02.00)	02(01.00)	A
	Mean percentage response	61.50	29.14	01.79	05.21	02.67	A

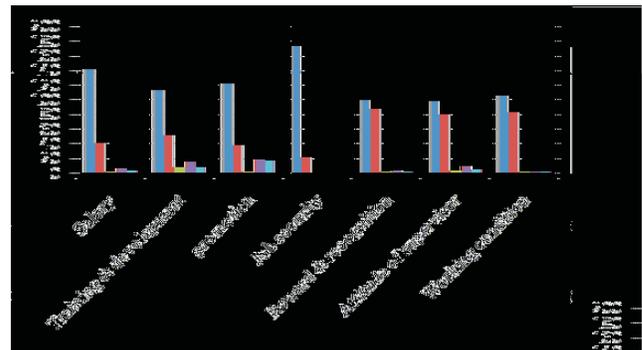
(Source: Field survey)

(SA–Strongly agree, A-Agree, N-Neutral, D-Dis-agree, SD-Strongly disagree, R-Remark)

indicates that majority of the respondent opined agree for job satisfaction. This means that there is a strong relationship between job satisfaction & work life balance

The progress of every organization entirely depends on the performance of their employees. The table above shows opinion of the bank employees with regards to their performances in banks. The overall responses as shown in the mean percentage response indicate that 55.80% of the respondents answer Strongly Agree, 37.30 % answers Agree, 03.33 %

Fig 7 : Job satisfaction



answers Undecided, while 10.00 % and 08.00% answers Disagree and Strongly Disagree

Table No. 4 Employee Performance

Sr. No.	Variables	SA	A	N	D	SD	R
01	Meetsworkdeadlines	132(66.00)	58(29.00)	02(01.00)	04(02.00)	04(02.00)	A
02	Proposesolutionstoproblems	81(40.50)	103(51.50)	10(05.00)	03(01.50)	03(01.50)	A
03	Appropriateactiononproblems solving	104(52.00)	77(38.50)	09(04.50)	06(03.00)	04(02.00)	A
04	Consultswithsupervisorsandco-workers	97(48.50)	92(46.00)	06(03.00)	03(01.50)	02(1.00)	A
05	Demonstrateseffectiveleadershipskills	144(72.00)	43(21.50)	06(03.00)	04(02.00)	03(01.50)	A
	Mean percentage response	58.80	37.30	03.33	10.00	8.00	A

(Source: Field survey)

Table No. 5 Employee Turnover

Sr. No.	Variables	SA	A	N	D	SD	R
01	Flexibility of working hours	138(69.00)	48(24.00)	04.(2.00)	06(03.00)	04(02.00)	A
02	Workload/stress	153(75.50)	38(19.00)	01(0.50)	05(02.50)	03(01.50)	A
03	Work environment	89(44.50)	98(49.00)	02(01.00)	07(03.50)	04(02.00)	A
04	Insufficient Challenge	93(46.50)	87(43.50)	05(02.50)	09(04.50)	06(03.00)	A
	Mean percentage response	71.50	33.88	06.00	0.38	08.50	A

(Source: Field survey)

respectively. The analysis indicates that majority of the respondent opined agree for employee performance. This means that there is a strong relationship between employee performance & work life balance.

Employee turnover is the key component in maintaining smooth running of organization as well as maintaining work life balance of the employee. The table above shows opinion of the bank employees with regards to employee turnover in banks. The overall responses as shown in the mean percentage response indicate that 71.50% of the respondents answer Strongly Agree, 33.88% answers Agree, 06.00% answers Undecided, while 03.38% and 08.50 % answers Disagree and Strongly Disagree respectively. The analysis indicates that majority of the respondent opined agree for employee turnover. This means that there is a strong relationship between employee turnover & work life balance.

10 CONCLUSION

This study concludes that work life balance is associated with real benefits for an organization. This is because the social and psychological life of every women employee needs to be rightly put in check for them to be an asset and not just an employee that is used

Fig 8 : Employee performance

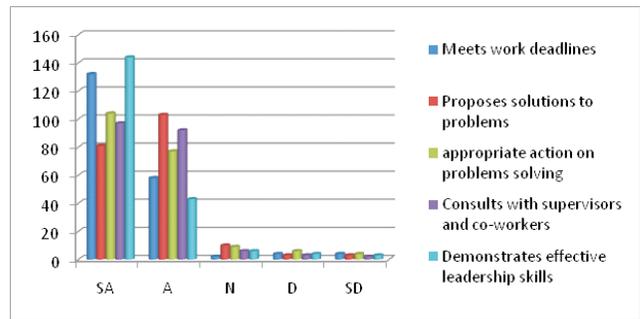
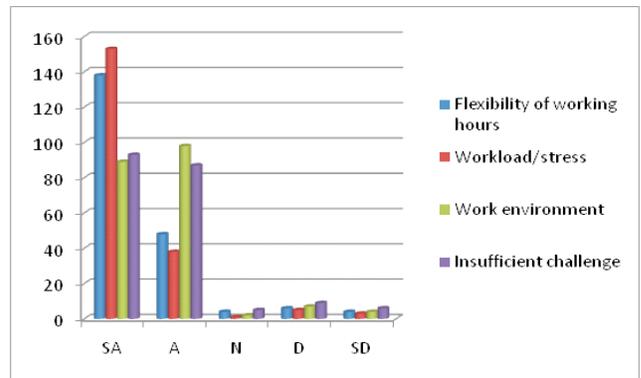


Fig 9 : Employee turnover



to carry out day to day operations of the organization. High employee performance, job satisfaction, Job security of employees leads an organization to have greater opportunities for employees than those who have low performance. Therefore it is important for employer to look for better ways in improving employee performance. This can be done by helping them prioritize their work and life

Table No. 6 Leave Policy

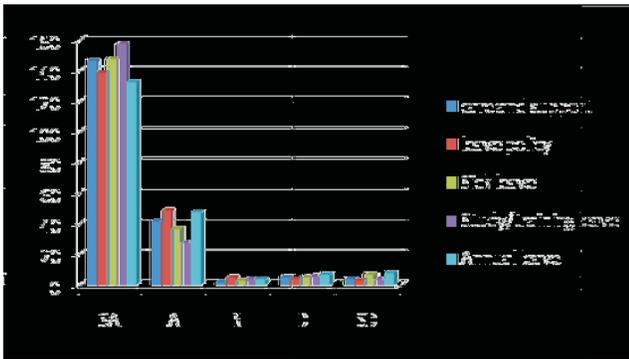
Sr. No.	Variables	SA	A	N	D	SD	R
01	Care and support	147(73.50)	42(21.00)	02(01.00)	05(02.50)	04(02.00)	A
02	leave policy	139(69.50)	49(24.50)	05(02.50)	04(02.00)	03(01.50)	A
03	Sick leave	148(74.00)	37(18.50)	03(01.50)	05(02.50)	07(03.50)	A
04	Study/training leave	158(79.00)	28(14.00)	04(02.00)	06(03.00)	04(02.00)	A
05	Annual leave	133(66.50)	48(24.00)	04(02.00)	07(03.50)	08(04.00)	A
	Mean percentage response	82.40	20.40	09.00	02.70	02.60	A

(Source: Field survey)

Chi square test

Sr. No.	Factors	D.F.	χ^2	Sign	T.V.	Significant	A/R
01	Job satisfaction	24	27.01	<	36.415	05	A
02	Employee performance	16	13.89	<	26.206	05	A
03	Employee turnover	12	12.22	<	21.026	05	A
04	Leave policy	16	18.62	<	26.206	05	A

Fig 10 : Leave policy



activities. When this is achieved, employee is motivated to render their service efficiently and effectively. Employees are happier when they are able to balance their work life demands. Management also experience improve relationship with employees. Management support for employees work life balance fosters a good relationship between the work force and management which improve effective communication in the organization.

11. SUGGESTIONS

Maternity leave it is proposed to increase the duration of leave from the 13 weeks to which working mothers are currently entitled to 13 months to 06 month each.

Childcare Centers at workplaces A further recommendation is to establish nurseries and child activity centers at

workplaces, which would offer timetables adapted to workers'needs, along with high-quality services and competitive prices. When they keep their child near to them they will feel more secure and it will help them to concentrate on job better

Part time working during early stage of Child Care An innovative arrangement in employees' working hours is proposed allowing for the better organization of working time. It is recommended that male and female employees working full time should be entitled to work part time for a period of between six and 12 months in the child's first three years.

Organize picnic and summer camp For keeping employees happy, Company should organize picnic and summer camp for the children. This help female to feel freer and less guilt of not taking to their children on picnic because of their job.

Offer Flexibility Work Life Balance initiatives can assist employers and employees to be productive and healthy in their work and community lives. Organizations can give employees greater flexibility in how they work. This will offer employers the competitive business edge in attracting and retaining employees.

Avoid as far possible the long hours of work for employees need to understand that long hours may lead to lower motivation, morale, turnover and productivity of employees and reputation in the labor market. There has long been recognition that happy employees are more productive and less likely to leave.

Endorse working from home one day per week. One day work from home facility should be provided to the women, it should help them to manage their domestic chores in a better manner.

Meditation & stress relieving programme may be organized by the employer for better concentration at work place.

Scope for further research

With dual career couples widely prevalent in this modern era, there is a need for systematic research into the nature of work-life conflict and further insight is required into ways by which the work-home interface can be more effectively managed. Considerably more research is needed to gain additional insight into the meaning and consequences of work-family balance.

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