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A Comparative Study on Repercussion of Work Life Balance of Working Women in Chennai City (with reference to IT, ITES and Manufacturing Sector)

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ABSTRACT

The present world might be characterized by revolutionary innovations and 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 women. 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. Organization, which successfully addresses these issues, (providing various work life balance facilities) leads to a healthy synergy in the working atmosphere of the company and its employee. This study examines the difference in employees perception about the impact of work life balance facilities on employees overall performance among three sectors of Indian corporate sector (Manufacturing, service, IT sector). It is a descriptive study and focus to collect data from women employees working under these three sectors on the basis of various statements related to impact of work life balance facilities on employees work performance, stress, absenteeism, health.

KEY WORDS: Work Life Balance, ITES, IT, Women Employees.

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INTRODUCTION

Work life balance is the interaction between the work and the other activities that includes family, community, leisure and personal development. It is about the right or the balanced combination of the individual's participation in the work and other aspects of their life and this combination doesn't remain the same it can be changed over the time. Work–life balance is a term commonly used to describe the balance that a working individual needs between time allocated for work and other aspects of life. Areas of life other than work–life can include personal interests, family and social or leisure activities. Work life balance of the employees helps in reducing the stress level at work and increases the job satisfaction. ... The present research paper aims to study the work life balance of managerial level employees of IT, ITES and Manufacturing Sectors in Chennai.

OBJECTIVES OF THE STUDY

1) To identify the factors that impact the employees work life balance.
2) To indentify the factors affecting work life balance.
3) To analyze the relationship between employee's job and its impact on employee's personal life.
4) To identify any imbalances based by the Employees in IT, ITES & Manufacturing Sector.

REVIEW OF LITERATURE

Research by Parasuraman and Greenhouses (2002)[1] explain that segments of the workforce may be subject to unique work/family pressures, yet often have few sources of support. The under-representation of these groups of individuals with potentially difficult types of work/family pressures represents a major gap in work/family research and employers' understanding of their needs. Typically, studies have focused on employed men and women who are married or living with a partner or those with children. Omitted from research are single-earner mothers and fathers, single and childless employees with extensive responsibility for eldercare, blended families with children from both partners' prior marriages, families with shared custody of children, and grandparents raising their grandchildren.

As researcher Ezzedeen explains, "modern work has become knowledge based, fluid, and intellectual; overworked people think about work all of the time. For many people, work has become cognitively intrusive." To understand work/life balance, Professor Swiercz and Doctoral Candidate

Ezzedeen of The George Washington University developed and tested a cognitive approach, the "Cognitive Intrusion of Work." In simple terms, this means that work/life balance is not just about finding "physical time" to do all that needs to be done. Instead, and more importantly, it is about the "cognitive space" necessary to process, organize, and respond to the thinking demands of life within a complex society.

Ezzedeen and Swiercz found that the cognitive instruction of work results in lower job satisfaction, less happiness, a greater incidence of work/life conflict, and more frequent burnout. Furthermore, their findings challenge long-held assumptions about the role of personality, gender, family status and age with regard to work/life balance. They found that the experience of intrusion transcends demographics and personality and is rooted instead in the design of the job and the organizational culture of the employer. Commenting on the potential impact of this research on organization policies and practices, Professor Swiercz states, "this research not only gives employers a new benchmarking tool, it also provides a new theoretical basis for understanding this important social issue from a research perspective."

Varatharaj et al. (2012)[2] examines the job satisfaction of women employee in the service sector. The results indicate that women employee were of the opinion that if superiors are more helpful and cooperative, this helps the women employees to maintain proper balance between their private and professional life.

Fatima et al. (2012)[3] analyses the determinants of work and life imbalance with respect to male and female university teachers. This study reveals that partner support, colleague support and job resources are positively associated with the Work Life balance, whereas unfair criticism at job is negatively associated with Work Life balance.

Holly et al. (2012)[4] found that high working hours and overtime in general do not lead to decreased satisfaction. Rather, increasing working hours and overtime have positive effects on life and job satisfaction, whereas the desire to reduce working hours has a negative impact on satisfaction. Sharma et al. found that there is significant impact of work-life equilibrium on overall performance of area sales managers.

Thriveni et al. (2012)[5] found that there is a significant relationship between demographic variables and Work Life balance of women employees. Younger age group is more satisfied and willing to work.

Rani et al. (2011)[6] analyses the relationship between employee satisfaction and work /life balance. The construct used for this research consists of career opportunity, recognition, work tasks, payments, benefits, superior subordinate relationship, employee satisfaction, and work/life balance. The findings suggest that there is a correlation between work task and employee satisfaction with a mediator variable work/life balance.

THE COMPONENT OF WORK LIFE BALANCE

Self-Management

Sufficiently managing one's self can be challenging, particularly in getting proper sleep, exercise, and nutrition. Self-management is the recognition that effectively using the spaces in our lives is vital, and that available resources, time, and life are finite. It means becoming captain of our own ship; no one is coming to steer for us.

Time Management

Effective time management involves making optimal use of your day and the supporting resources that can be summoned – you keep pace when your resources match your challenges. Time management is enhanced through appropriate goals and discerning what is both important and urgent, versus important or urgent. It entails knowing what you do best and when, and assembling the appropriate tools to accomplish specific tasks.

Stress Management

By nature, societies tend to become more complex over time. In the face of increasing complexity, stress on the individual is inevitable. More people, distractions, and noise require each of us to become adept at maintaining tranquility and working ourselves out of pressure-filled situations. Most forms of multi-tasking ultimately increase our stress.

Change Management

In our fast-paced world, change is virtually the only constant. Continually adopting new methods and re-adapting others is vital to a successful career and a happy home life. Effective change management involves making periodic and concerted efforts to ensure that the volume and rate of change at work and at home does not overwhelm or defeat you.

Technology Management

Effectively managing technology means ensuring that technology serves you, rather than abuses you. Technology has always been with us, since the first walking stick, flint, spear, and wheel. Now, the rate of change is accelerating, brought on by vendors seeking expanding market share. Often there is no choice but to keep up with the technological Joneses, but you rule technology not vice versa.

Leisure Management

The most overlooked of the work-life balance supporting disciplines, leisure management acknowledges the importance of rest and relaxation- that one can't short-change leisure, and that "time off" is a vital component of the human experience. Curiously, too much of the same leisure activity, however enjoyable, can lead to monotony. Thus, effective leisure management requires varying one's activities.

Steps to be undertaken for better work life balance

There is a strong negative correlation between long working hours and satisfaction with work-life balance To improve employee loyalty and attract top talent businesses now have a huge variety of options to choose from ranging from offering flexible working hours, alternative locations for work, crèche facilities within the work-place, part-time working and job sharing.

These measures are actions or procedures that help workers reconcile their work and family responsibilities. These refer to work organization and working time (and location) arrangements; statutory and non-statutory leave; maternity protection arrangements; and workplace care facilities and arrangements.

Flexible working arrangements include flextime (where workers are present at their workplace for some part of the day or some days of the week), time banking (working long hours some days while working shorter hours the other days), compressed workweeks (same number of hours over fewer days, 4-day week, working 10 hours a day), staggered working hours (working starting and ending their shifts at different times), part time work, job sharing, homework, telecommuting, etc.

Statutory and non-statutory leave arrangements, those are important to work with family responsibilities, include

1) Annual leave (allowing employee to decide the timing of leave and taking it in parts)
2) Short leave for family emergencies
3) Sick leave
4) Maternity leave&Paternity leave
5) Parental leave
6) Care's leave

Workplace care facilities and arrangements include:

1) Company or on-site day care facilities
2) Financing for off-site day care services (subsidies)
3) Advice and referral services by employers
4) Back-up emergency care services

INDICATORS FOR WORK-LIFE BALANCE

In order to measure work-life balance, some indicators have been developed and used by in order to measure work-life balance; some indicators have been developed and used by OECD. Some of these include:

- ✓ Long working hours over 50 hours a week; shows that work-life balance must be affected.
- ✓ Time available for personal care/leisure available through time-use surveys; less time availability for personal care indicates lower work-life balance.
- ✓ Employment of mothers with children of compulsory school age if higher numbers of women workers are employed, flexible work arrangements must have been provided.
- ✓ Commuting time longer commuting time means lower work-life balance.

On the other hand, ILO uses the following two legal indicators to measure whether workers are successfully combining work and family:

- ✓ Length of paternity leave
- ✓ Length of parental leaves

Paternity leave is for the father around of time of birth of a child. Paternity leave is not found in any of the ILO conventions however it is becoming more of a norm in developed countries. Paternity leave is usually of short duration (1 day to two weeks) and is fully paid. ILO Recommendation 165 (concerning workers with family responsibilities) supports provision of Parental leave. It recommends that after exhausting paternity leave and maternity leave, either parent should be able to obtain leave of absence, i.e., parental leave for taking care of young children. As indicated above, parental leave is different from maternity or paternity leaves and either parent (father or mother) can take this leave. Parental leave is usually of longer duration however paid at lower rates (or sometimes unpaid). Although either parent can take this leave, take-up rate for fathers is much lower than that for mothers.

Benefits of work life policy

Employers the benefits in the following way are:

1. Better use of resources and of the existing workforce
2. Employees feeling valued and a more motivated workforce

3. A less stressful work environment

4. Attracting a wider pool of candidates for new posts

5. Increases in productivity

6. Reduced absenteeism, sickness and stress

7. Attracting a wider range of candidates such as part-time workers

8. Creating a reputation as employer of first choice

9. Retaining valued employees and recruiting new staff

10. Improvements in services.

For employees the benefits are:

Choice and control of working time, work organization and working lives. Better relations between management and staff improved self-esteem, health and confidence improved loyalty and commitment. Job satisfaction and a better working Environment. Reduced stress and work pressure. Better balance between work and life outside work, including lifelong learning.

RESEARCH PROBLEM

To find out the issues faced by a woman in balancing her Domestic and Professional Life and find the solutions to create that balanced approach.

RESEARCH METHODOLOGY

The prepared paper is a descriptive study in nature.The secondary data and information havebeen analyzed for preparing the paper extensively. The secondary information have been collected from different scholars" and researchers" published books, articles published in different journals, periodicals, conference paper, working paper, News Articles and Web Articles.

SAMPLE OF THE STUDY

1) The present research's sample was private IT sectors from the different areas of Chennai.

2) For primary data collection has been collected by female employees and considered from the total IT, ITES and working women employees.

3) The women employees in Chennai city constitute universe for the study. The researcher selected women employees working in various sectors like IT, BPO, ITES, health care and Manufacturing sector as the sample frame.

4) This study was undertaken by collecting data from working women across Organizations in Chennai City.

FINDINGS OF THE STUDY

The study reveals the following findings are as following is study is that the Home Life and work life affects each other. From the test conducted we came to know that the Size of the family affects WLB. From this study we can infer that the factors, like Difference sectors, Different Levels. Most of a woman sacrifices her personal life. Most of the Working Women's WLB becomes difficult to after marriage WLB becomes difficult. Majority of the WLB leads people to leave their Jobs. Support from family and colleagues. Personal Contentment.

LIMITATIONS OF THE STUDY

The following limitations are found in the study while balancing the work life of the women employees are 1. Hectic schedule of the women.2. Data collection is too hard since different type of industries involved. 3. Many women are not coming forward to give their real problems which they face in the work 4. Employers restricting the employees to give the original data.

CONCLUSION

Work Life Balance means different things to different people and different things at different stages of life. However, any definition for anyone must include the problems of lack of time and exhaustion. Research indicates that failure to achieve the correct balance of effort and rest is linked to a feeling of lack of control over your workload, plus lack of energy to fulfill personal goals and commitments. If the balance is wrong, the result may include fatigue, poor performance and a poor quality of life. Governments all over the globe have become aware of the costs associated with a poor work-life balance, particularly as the downturn accentuated the negative sides of a frenetic pace of life which are stress, over-work, long hours and fear of unemployment.

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