A STUDY ON WORK LIFE BALANCE OF EMPLOYEES WITH SPECIAL REFERENCE TO VDEPLOY CONSUTING SERVICES PVT LTD

Dr. G. Bhuvaneswari, Professor, Kumaraguru School of Business, Coimbatore, Tamil Nadu

Sreelakshmi M, II MBA, Kumaraguru School of Business, Coimbatore, Tamil Nadu

ABSTRACT

In today's fast-paced work environments, achieving a healthy work-life balance has become increasingly crucial for employee well-being and organizational success. This article goes through the various strategies employed by both employees and employers to promote work-life balance. It examine the impact of flexible work arrangements, such as remote work options and flexible scheduling, on employee satisfaction and productivity. It examines the role of organizational culture in supporting work-life balance initiatives and the importance of leadership in fostering a supportive work environment. Furthermore, the article discusses the potential benefits of work-life balance practices, including reduced turnover rates, improved employee morale, and enhanced organizational performance. Overall, the findings underscore the significance of prioritizing work-life balance to create a sustainable and thriving workforce in the modern workplace.

KEYWORDS: Work life balance, Work Environment, Work Load

INTRODUCTION

Work-life balance (WLB) is an important area of human resource management which is receiving increasing attention from policy makers, organizations, management, employees and their representatives globally. In the US, recent studies highlight the phenomenon of "extreme jobs" characterized by grueling working hours, unpredictable workflows, fast work pace with tight deadlines, work-related events outside business hours, and 24/7 availability to clients. In Europe, a recent study conducted by The Boston Consulting Group and the EAPM (2007) of HR Directors across Europe, work-life balance is ranked as one of the top three challenges facing HR. In the UK, Worrall, Jones, and Cooper reflect on the findings of the Quality of Working Life project and argue that "the evidence we have obtained … leads us to conclude that the increased employment instability, the intensification and extensification of

188

work that has taken place over the last ten years is unsustainable in terms of its impact on the working and non-working lives of UK managers". If Worrall et al.'s (2003) prediction of the deleterious impact of recent workplace changes on managers is borne out, then the effect of such changes on employee WLB should be investigated.

Work-life balance is the general term used to describe organizational initiatives aimed at enhancing employee experience of work and non-work domains. Cascio defines work-life balance programs as "any employer sponsored benefits or working conditions that help employees balance work and non-work demands". Work-life balance arrangements and practices refer to initiatives voluntarily introduced by firms which facilitate the reconciliation of employees' work and personal lives. Such initiatives include: temporal arrangements that allow employees to reduce the number of hours they work .flexible working arrangements such as flexi-time where employees choose a start and finish time which matches their personal needs but work certain core hours, tele-working/home-working/e-working where employees have locational flexibility in completing their work; work life balance supports such as employee counselling, employee assistance programs, time management training, stress management training; and childcare facilities on-site or financial support for childcare off-site (e.g. through subsidised childcare). Essentially, work-life balance initiatives are offered by organizations to assist staff manage the demands of work and personal life.

REVIEW OF LITRETURE

G. Kanthi (2013) has found that a good number of respondents expressed positively or confident enough to balance their routine work smoothly/comfortably. Due to some economic, family problems, inefficiency, lack of commitment some of the respondents expressed their inability to balance their work. The research reveals that long working hour, compulsory overtime, insisting more stress related job activities, non- flexible and closing time and other factors partially influencing the employees in form of absenteeism, turnover, frustration, low morale and motivation which leads to imbalance of both work and life. A happy and healthy employee will give better turnover, make good decisions and positively contribute to the organizational goal.

189

According to Tymon, employees can improve their perceived career success by balancing long and short term goals, improving their competence and communicating openly with their managers (Tymon et al,2011).

According to Bansal and Sharma (2012) prerequisite to have effective motivation of employees in the work place. Influencing motivation leads the combination of two personal variables: tendency to approach success and tendency to avoid failure.

According to Spector (1997) job satisfaction is the degree with which people like their jobs where some people enjoy work and find it to be a central part of life and others hate to work and do so only because they must.

According to Curson and Skidmore (2010) Staying competitive and managing career can be difficult in a challenging economy and the researcher found that against the odds a public sector organization can attract and retain a high-quality work force in a highly competitive market.

According to Mohan and Ashok (2021) Stress is often developed when an individual is assigned a major responsibility without proper authority and delegation of power; inter personal factors such as group cohesiveness, functional dependence, communication frequency, relative authority and organizational difference between role sender and people.

According to De Bruin, A& Dupuis (2021) Work life balance in jobs have become more complex and employees have been put under to produce quality results in shorter timeframes and with fewer resources that has resulted in a redefinition of 'normal working hours'.

METHODOLOGY

Descriptive research:

Descriptive research is helped to find out the details of VDEPLOY CONSUTING SERVICES PVT LTD for the research. Descriptive research is defined as a master plan specifying the methods and procedures for collecting and analyzing the needed information. Here we use Descriptive research for the study.

Sampling size and sampling methods:

Sampling size: Sample size used for the study was 101

190

Sampling method: Simple Random Sampling is used for the study. In this technique, every member of the population has an equal chance for selected. This is typically done through methods like random number generators or drawing lots.

DATA COLLECTION

Primary data collection: primary data were collected through the questionnaire from employees working in VDEPLOY CONSUTING SERVICES PVT LTD.

Secondary data collection: Data collected through company publications, journals, company's websites, internets, newspapers, etc

Statistical tools applied

Statistical tools used for the study are,

- ❖ Simple percentage analysis
- ❖ Bar chart
- ❖ Chi -square test
- ❖ One- way ANOVA
- ❖ Correlation

RESULTS AND DISCUSSION

- ➢ 98% of the respondents are male.
- ➢ 12.5% of respondents age is 32
- ➢ 73.3% of the respondents belong to Postgraduate.
- ➢ 72.3% of respondents are team member.
- ➢ 72.3% of the respondents are work as temporary.
- ➢ 72.3% of the respondents working experience between 0-5 years.
- ➢ 96% of the respondents are part of employee association.
- ➢ 72.3% of the respondents working hours between 5-8 hours.
- ➢ 40.6% of the respondents are cancel the personal commitments twice.
- ➢ 50.5% of the respondents are satisfied with their work load.
- ➢ 58. 4% of the respondents are disagree with not too much work stress and pressure.
- ➢ 62.4% of the satisfied with their personal time.
- ➢ 97% of the respondents have a support system like family, friends**.**

191

- 98% of the respondents on use technologies to enhance productivity.
- 82.2% of the respondents are flexible work arrangements used as tactics to manage work and personal life.
- 74.3% of the respondents are work load management policy could implement in organization
- 97% of the respondents agree government should provide incentives and subsidies to manage work and life
- 45.5% of the respondents agree attend training programs
- 62.4% of the respondents are parental leave and childcare is very important
- 56.4% of the respondents agree have a good work life policy in organization
- 57.4% of the respondents are work life balance policies very effective.
- 44.6% of respondents are no opinion on policies of organization made difference in work life balance
- 59.4% of respondents are good rating in work life balance of company
- There is a correlation between age and work stress and pressure.
- There is no correlation between work load satisfaction and work stress and pressure
- There is a relationship between working hours and cancel personal commitments.
- There is no significant difference in nature of job and work load satisfaction.
- There is no significant difference in experience and work load satisfaction
- There is no significant difference in cancel of personal commitments and satisfaction of personal time.
- There is no significant difference in satisfaction of personal time and support system helps to manage work life balance.
- there is no significant difference in attend various training programs for work life balance and policies given by organization has made a difference in my work life balance.

5.2 SUGGESTION

1. Majority of employees are working temporarily in the organisation so that the company wants to increase the number permanent employees instead of temporary employee.

2. Most of the respondents are cancel the personal commitments. So, the company wants to take initiative for work life balance.

192

3. The organization can provide with classes for reducing the stress being faced by the employees.

4. Majority of the respondents are male so the company should consider female candidates also.

5. Few employees are working more than 8 hours so company can change the working time.

6. The organization must take up ideas from the employees in order to make their jobs more enriching and interesting.

7. Giving opportunities for the employees to lean new techniques will help the management to enhance the production and efficiency.

8. Evaluate the impact of workload, job demands, and workplace stress on employee's mental health and propose strategies for improvement.

9. Explore emerging trends in work-life balance, such as the impact of artificial intelligence, gig economy work, and changing attitudes toward work. Assess how these trends may shape the future of work-life balance policies and practices.

10. Analyse the impact of parental leave policies on work-life balance. Compare and contrast the effectiveness of different parental leave structures and their influence on the career progression of employees.

CONCLUSION

The family and work life are both important to employees in any sector and if these two are noy maintained properly it creates stress and strain and results in to various diseases. This study is found important because it tries to know how the work life and family life interface results into stress.

Achieving a good balance between work and family commitments is a growing concern for contemporary employees and organizations. There is now mounting evidence linking work-life balance imbalance to reduced health and wellbeing among individuals and families. It is not surprising then that there is increasing interest among organizational stakeholders for introducing work-life balance policies in their organizations.

Work life balance policies are most likely to be successfully mainstreamed in organization which have a clear understanding of their business rational and which respect the importance for all employees.

REFERENCE

➢ Tymon, career growth and work -family conflict ,2011

➢ Spector, job satisfaction and work life balance, 1997

➢ Curson and Skidmore, competitive environment and work life balance ,2010

➢ Mohan and Ashok, work stress and work life imbalance, 2011

➢ De Bruin, work life balance, insight from non-standard work, Vol 29(1):page 21-37

➢ Ernst kossek, Ellen Ozeki, Cynthia, work life balance, policies, and the job life satisfaction relationship, Vol 83(2): Page 139-149

➢ Allen, work to family life balance, Vol 5(2), page 278-308

➢ Amy E. Mickel, Life -quality decisions, Human Relations, Vol 33 page 627-688

➢ The 4-Hour Workweek 2009 by Timothy Ferriss