A STUDY ON WORK LIFE BALANCE OF WOMEN PROFESSIONALS IN IT SECTORS IN CURRENT SENERIO

Aarthi G[1*], Dr. Vijayakumar[2], Dr. Edwin[3]

[1]Research Scholar, SRM Institute of science and Technology, Kattankulathur, India

[2] Professor, SRM Institute of science and Technology, Kattankulathur, India

[3]Assistant professor, SRM Institute of science and Technology, Kattankulathur, India

Abstract:-

Indian families are undergoing rapid changes due to the increased pace of urbanization and modernization. Indian women belonging to all classes have entered into paid occupations. Indian women's exposure to educational opportunities is substantially higher than it was some decades ago, especially in the urban setting. This has opened new vistas, increased awareness and, raised aspirations of personal growth. This, along with economic pressure, has been instrumental in influencing women's decision to enter the workforce. The Work-Life balance of women employees has become an important subject since the time in today's world where both men and women equally share the responsibility of earning for the betterment of their family life. Hence it is very necessary to know how the women balance very professional and domestic life. In the initial stages, women had to struggle a lot to establish their identity in this competitive world, both in society as well as in professional life. The extra time spent in work precludes individuals from investing that time in personal relationships is defined as Time-based conflict and stress-based conflict suggests that one domain is affected is stress brought out in another section.

Keywords:- Work-Life Balance, Professional life Challenges, Women Employees.

Introduction

In short, work-life balance is the state of equilibrium where a person equally prioritizes the demands of one's career and the demands of one's personal life.

According to survey from Enterprise Technology Research. The percentage of workers permanently working from home is expected to double in 2021.

Another recent Ganter CEO survey revealed that over two-thirds (74%) plan to permanently shift employees to remote work after the Covid-19 crisis ends.

Facebook CEO Mark Zuckerberg told employees in late May that many would work remotely indefinitely and plans to keep staff remote through 2020.

The world witnessed a historic shift in the **2020** job market due to the Covid-19 pandemic. While some companies used to offer the ability to work from home as a perk, it has now become the norm for most businesses.

By 2025, an estimated 70% of the workforce will be working remotely at least five days a month. Dec 27, 2020

The primary aim and objective of this study are to observe how women employees, especially those belonging to the information technology (IT) sector, balance their professional and personal aspects.

The objective is studied considering their demographic aspects about a set of factors considered to be challenging and enhancing the work life balance (WLB) in the professional and personal aspect.

The objectives can be outlined as follows:

To identify and analyze the professional and personal related factors challenging the work-life balance amongst working women in the IT Companies.

To identify and analyze the professional and personal enhancers relating to work-life balance amongst working women in IT Companies.

Dependent Variables:

1. Professional Challenges to Work-Life Balance

2. Personal Challenges to Work-Life Balance

3. Social Media Involvement and Work-Life Balance

4. Professional Enhancers to Work-Life Balance

5. Personal Enhancers to Work-Life Balance

Though the study has been confined to only IT Professionals, the results of the study have opened up several avenues for further researches in the aspect of work-life balance. Large-scale and in-depth researches on this subject have been envisaged in association with specialized institutions. There is immense scope for researches on this topic in India.

Focused studies on the work-life balance of women employees could be initiated to bring about a good awareness about the problems women face while balancing their personal and professional lives. Work-life balance is treated as a separate and core aspect, making it compulsory for all the levels of employees are agreed. But it is strongly opined that to produce its full effectiveness, it should be gradually aligned with other core employee-friendly programs of the society. One of the important objectives of Corporate Responsibility is ensuring a good work-life balance by being flexible with their employees. Further research towards how can the aspect of work-life balance be associated with the Companies would bring about a mutual understanding and synergies of employee retention.

In India, consequent to exploding human population, the quality of the work environment has been deteriorating, despite many focused efforts. The root cause for such a distressing state of affairs can be traced to the inclusion of only limited concepts of work-life balance in the company agenda, and the ineffective operational process by the managers, due to lack of adequate knowledge and training of the same. Further studies on the efforts to improve the means of infusing work-life balance concepts among the managers of the

organizations would surely prove effective on change management in the mind-sets of managers to take up the work-life balance as a key concept. The researcher strongly believes that the challenge of effecting a change rests with the attitude of the employers and the employees towards each other, who will be responsible for improving the work-life balance of future employees and ensure a safe and happy workplace.

2. Literature survey

Latha Swarna. (2020)	A study on work-life balance of working women professionals in pandemic, and also problems and challenges faced by them is necessary. The existing crisis has pushed people to do the job and home lives beneath the same roof for numerous families, and they battle to manage everything is at this point visible to everyone
Bhumika. (2020).	The study shows that in comparison to men, women felt more emotional exhaustion due to personal life interference in work during work from home period. Surprisingly, the relationship between work interference with personal life, and emotional exhaustion did not differ by gender

Personal Enhancers to Work-Life Balance (PEE) can be defined as those factors which emerge of the individuals' relationship/involvement including his family, friends, society, personal routine etc. Some of the relevant factors considered in this study for validating the construct of Personal Enhancers to Work Life Balance are presented in the table 1 given below

Personal Enhancers to Work Life Balance

Regular exercises and fitness schedule

Yoga and meditation

Balanced diet and sufficient sleep

Involvement in hobbies

Supportive and caring husband

Understanding and supportive family members and friends

Availability of reliable and consistent servant maid (outsourced domestic help)

Proximity and accessibility of reliable crèche facility for minors

Participation in spiritual and cultural activities

Participation in social work

3. Global scenario in IT

Digital technology has revolutionized the world as never before. In the global scenario it undergoes transformation with undreamt rapidity. India is no exception and has witnessed an unprecedented growth in the field of Information Technology. This sector has emerged as one of the largest employers in the country. It is to be noted that this sector has not only created plentiful job opportunities but has also resulted in new types of challenging careers. As this sector gives more emphasis to knowledge alone it is non-discriminating in nature. It provides opportunities for the educated, middle class women to build their own dreams and excel in fields, which were earlier perceived to be male domains. Though they are not the majority, Indian women professionals are definitely on the rise and are paving the way for future generations. Indian women are becoming increasingly visible and successful in the professional and public sphere. The present study explores aspects like to measure the level of satisfaction as perceived by the women-respondent employees on the varied determinants of work life balance, to identify the major factors that influence the work life balance among various categories of women employees in I.T. Industry and to measure the overall work life balance of women employees irrespective of cadres

Work–life balance is the proper prioritizing between "work" career and ambition on one hand and "life" (pleasure, leisure, family and spiritual development) on the other. Related, though broader, terms include "lifestyle balance" and "life balance". There is a large individual component in that meaning includes each individual's needs, experiences, and goals, define the balance and there is not a one size which fits all solution. Also, what work-life balance does not mean is an equal balance in units of time between work and life. Work life balance has important consequences for employee attitudes towards their organizations as well as for the lives of employees. A balance between work and life is supposed to exist when there is proper functioning at work and also at home.

The study was undertaken with the following objectives:

To measure the level of satisfaction as perceived b y the women-respondent employee s on the varied determinants of work life balance.

To identify the major factors that influences the work life balance among various categories of women employees in I.T. Industry.

To measure the overall work life balance of women employees irrespective of cadres

In both the academic and corporate world the notion of work life balance is gaining a great deal of consideration. The challenge of work-life balance in our culture is occupying its space. The employees are often lost in thought with work when they are spending time with family and loved ones; experience an inability to be meaningfully engaged in work when at their work station. At present the work turn about to be more knowledge based, fluid, and rational; overloaded people area ways busy in thinking about their work. Complete life planning is the most modern and innovative approach towards sound work life profits that develop an understanding of the imperative aspects of their professional life, individual lives and their relativity. Their main concern is to make employees to focus in their lives as a whole and assess specific space for

emotional and physical wellbeing, careers, relationships, spirituality, and their personal monetary situation so as to improve balance in their lives and develop an individualized life plan. The idea of total life has the foremost benefits such as transformed employee energy, enthusiasm and attachment with work, and improved productivity.

Following measures could be taken by the organisations or by individuals for having a sound work and family life.

1. Sound understanding of the inter play between employment & family should be encouraged.

2. Establishing understandable communication channels between the manager, employee and other team members so that the situations of crisis and resentment between other team members.

3. The benefits of work-life alternatives and flexible working in business should be acknowledged.

Future scope

The present study is confined to women employees in Chennai city. Chennai city is one of the developed cosmopolitan cities in India. Women employees who have been working in different organizations covering different sectors like Banking, Insurance, and Education, IT, BPO and Health care were considered for the purpose of the study.

Women workforce is increasing and their contribution to the organizations is also considered to be valuable. It is very necessary for the organizations to acknowledge women employees by providing more appropriate work-life balance measures for them. Striking a healthy work-life balance is imperative for all the employees irrespective of the industry to which they belong. It is the joint responsibility of the employer and the employees to ensure strong work-life balance that can bring in fruitful results to organization as well as employees also.

Conclusion:-

The various life programmes implemented by I.T. and non IT firms in Chennai reveal that work life programmes implemented satisfy different categories of employees differently. In other words the set of factors facilitating work life balance is different for different groups. The overall satisfaction of the respondents across the various work life balancing parameters points to the fact that 60 per cent of the employees are highly satisfied with the current work life initiatives. Therefore the management of I.T. companies surveyed has to find out the reasons for moderate satisfaction and dissatisfaction prevailing among the rest of the 60 per cent of employees across the cadre and seek to address the issues of dissatisfaction among the dissatisfied employees.

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