



'WORK LIFE BALANCE OF WORKING WOMEN IN HIGHER EDUCATIONAL INSTITUTIONS IN CONTEXT WITH MASLOW'S NEED HIERARCHY THEORY'

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ABSTRACT :

Every 'Woman' bears a prestigious prefix before her name as a 'multiple role player' and even much better role player as compare to a 'Man'. This is simply because a woman has to play a role which is an indispensable part attached to her natural personality. A woman while playing a role full of household responsibilities is always at her best. And when it comes to the 'Working Woman' where a woman performs an additional formal role of official working woman in addition to the role full of household responsibilities, here arises a very crucial question of order of her priorities and devotion towards the official workings and the household responsibilities. The elements like Salaries, Working Hours, Job Security and Work Culture free from tensions and pressures determines the level of Satisfaction and Motivation of the Work Life Balance of working women. These typical elements are the prominent features of a job in any Higher Educational Institutions. Such elements are considered as the most suitable elements in the working life of a 'Working Woman' and hence mostly preferred by the Working Woman with full satisfaction.



KEY WORDS: Work Life Balance, Motivation, Higher Educational Institutes (HEI).

INTRODUCTION

Every human being tries to work somehow and somewhere just to satisfy his bread and butter and the other basic needs. A human being in this process might be working for oneself (self-employed in any kind of Business or Profession) or might be working for somebody else (in service). Every human being in this process of earning his/her livelihood what he/she is basically looking for is at least a happy and tension free work environment and the work experience therein. While working somehow and somewhere a human being may or may not get a conducive and supportive atmosphere to derive a happy, peaceful and joyful working experience, called as 'Satisfaction'. Satisfaction is something that can be called as a state of mind of a human being where a state of happiness and peaceful work experience as perceived by him/her. This concept of Satisfaction is necessarily an outcome of the typical modern management concepts like 'Motivation'.

Statement of the Problem: -

Work Life Balance of Working Women in Higher Educational Institutions in context with Maslow's Need Hierarchy Theory'

Objectives: -

- To study in detail, the Work Life Balance of Working Women in Colleges.
- To study the correlation between Maslow's Need Hierarchy Theory of Motivation and Work Life Balance of Working Women in Higher Educational Institutions.

Statement of Hypothesis: -

H0 - There is an ample scope for the personal development to the Working Women in the Organizational Structure of the Higher Educational Institutions.

H1 - There is no any scope for the personal development to the Working Women in the Organizational Structure of the Higher Educational Institutions.

Discussion: -

As a student of Business Administration and Management, a series of very basic questions were highlighted/ focused by the Researcher such as: -

- How the Higher Educational Institution do manage its affairs?
- How the Satisfaction and Motivation are relevant to the work life balance especially for working women in the Higher Educational Institute?
- How the various Motivation concepts are being applied in Colleges?
- How the Work Culture in Higher Educational Institutions do add to the job satisfaction and Motivation level of the Working Women?
- How the job satisfaction level in turn add to the Work Life Balance especially of the working women in the Higher Educational Institute?

The systematic, well planned and well organized functioning of the Higher Educational Institute must be an outcome of ***knowingly or unknowingly*** adhering to the Work Life Balance of Working Women through Maslow's Need Hierarchy Theory of Motivation in the Higher Educational Institutions.

A) Working Women:

When the earnings for a livelihood, the need satisfaction and the motivation of a human being is not about him, but essentially about her, that is about a 'Woman' then the concept of Satisfaction and Motivation becomes more and more relative. Every 'Woman' bears a prestigious prefix before her name as a 'multiple role player' and even much better role player as compare to a 'Man'. This is simply because a woman has to play a role which is an indispensable part attached to her natural personality. She has to look after the parents, the family members, she has to prepare the meals and what not? A woman while playing a role full of household responsibilities is always at her best.

B) Work Life Balance of Working Women in HEI:

The order of priorities and the proper balancing of a working woman in between her devotion towards the Professional Life and the Personal Life plays very vital role in the overall administration of the Higher Educational Institutions. The various elements like working hours, job profile, salaries, job security and work culture free from tensions and pressures determines the level of the Work Life Balance of working women.

C) Motivation:

A famous management thinker Abraham Maslow has very specifically described this concept of 'Satisfaction' in his very famous 'Need hierarchical Theory of Motivation'. As age, earnings and expectations of a human being start growing his level of needs also start to grow simultaneously that too with a rapid pace. It can be seen in the following pictorial presentation how systematically it is defined in the 'Need hierarchical Theory of Motivation' by Abraham Maslow.



D) Perception of working women on Work Life Balance in HEI:

The various elements like working hours, job profile, salaries, job security and work culture free from tensions and pressures determines the level of Satisfaction and Motivation of the Work Life Balance of working women. How a working woman is looking at the Official Work (Professional Life) and the Household Responsibilities (Personal Life) is very vital in the process of the perception of working women on Work Life Balance. Her Satisfaction, Motivation and the Devotion arising out of it results in a proper Work Life Balance

Research Methodology: -

Universe: -

In proposed research work there are almost 124 Higher Educational Institutions in Ahmednagar District. The faculty wise classification of universe is as under -

| College | Ahmednagar |
|---------------------------------------------|------------|
| Arts, Commerce & Science College | 56 |
| Law College | 04 |
| Educational College | 25 |
| Engineering College | 13 |
| Architecture College | 02 |
| Pharmacy College | 06 |
| Management | 18 |
| Total | 124 |

Sample Selection Method: -

A Simple Random Sampling method has been used during the data collection.

Sample Size:

Under the proposed research work, total sample size is 522. 06 Working Women (Senior College Teachers) per Higher Educational Institutions will be selected as a sample for the study. The sample for the study will be collected using Simple Random Sampling Method.

| Higher Educational Institutions | Sample |
|------------------------------------------------|------------|
| Art's, Commerce and Science Colleges | 56 |
| Engineering Colleges | 13 |
| Management Colleges | 18 |
| Total Number of Colleges | 87 |
| Respondent per College | 06 |
| Total Respondents (Sample Size 87 * 06) | 522 |

Literature Review: -

1. As per the Research made by Thomas Kalliath and Paula Brough, the variety of work–life definitions and measures provide limited value for both the theoretical advancement of the construct and for practical human resource (HR) interventions.
2. Bailyn, L (1997) The impact of corporate culture on work-family integration. In Parasuraman, S & Greenhaus, JH (Eds.), Integrating Work and Family: Challenges and choices for a changing world, pp. 209–219. Westport CT: Quorum. Google.
3. Joanna Hughes, Nikos Bozionelos (2015) purpose is to explore the views of male workers in a male dominated occupation on issues that pertain to work-life balance. Workers made a clear connection between problems with work life balance and withdrawal behaviors, including turnover and non-genuine sick absence.
4. Kanwar et al. (2014) stated about work life balance and burnout on job satisfaction in the context of the Information Technology (IT) and IT Enabled Services. Job satisfaction was higher among the male employees in comparison to the female employees.
5. Yadav et.al (2013) found that respondents reported average level of work life balance and are generally happy with their working arrangements. The findings of the study reveal that balancing care and work affects career progression.
6. S. Padma et.al (2013) have highlighted the role of family support in balancing personal and work life and found that the present study shows that the support from family members will play a significant role in balancing Personal and Professional lives. Employees who have adult children can easily balance than those with younger age kids.

Findings and Conclusions: -

1. The order of priorities and the proper balancing of a working woman in between her devotion towards the Professional Life and the Personal Life plays very vital role in the overall administration of the Higher Educational Institutions.
2. A management concept that adds significantly to the level of satisfaction among the employees in any organization is called as Motivation. Maslow has contributed to the concept in the form of Need Hierarchy Theory of Motivation.
3. There is an interesting interlink between Leadership, Motivation and Work Life Balance and collectively it has a positive impact on the overall administration of the Higher Educational Institutions.
4. The various elements like working hours, job profile, salaries, job security and work culture free from tensions and pressures determines the level of Satisfaction and Motivation of the Work Life Balance of working women.
5. How a working woman is looking at the Official Work (Professional Life) and the Household Responsibilities (Personal Life) is very vital in the process of the perception of working women on Work Life Balance. Her Satisfaction, Motivation and the Devotion arising out of it results in a proper Work Life Balance of working women. This underlines the statement that **‘There is an ample scope for the personal development to the Working Women in the Organizational Structure of the Higher Educational Institutions.’**

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