_____

"AN ANALYTICAL STUDY ON WORK LIFE BALANCE AND JOB SATISFACTION AMONG WORKING WOMEN IN SERVICE SECTOR WITH SPECIAL REFERENCE TO IT INDUSTRIES AT MUMBAI REGION".

Pallavi Amit Indulkar[1] and Dr. Sadanand S. Dhakite[2]
[1] Researcher.
[2]Research Supervisor , Associate Professor , Shri Binzani City College, Nagpur.

_____

ABSTRACT :

    The term Work Life Balance is sometimes used interchanging with the term Work-Family Balance. However, the later term is very limited in its scope including only the responses of work and family. Job Satisfaction is the most studied variable in organizational research, Job Satisfaction describes how much content employee's are with their present job. It is defined as 'a pleasurable or positive emotional state resulting from the appraisal of one's job or job experiences'. The appraisal involves various elements related to job such as salary, working environment, relationship with colleagues and superiors, career prospects and intrinsic rewards related to one's job Job Satisfaction refers to one's feeling towards the job. It is determined by how well the outcomes are meeting ones expectations. Satisfaction results in increased commitment and enthusiasm towards the job.

    This study evaluate work life balance and job satisfaction of female IT professionals working in IT companies in Mumbai.

KEYWORDS : *Work Life Balance , organizational research, Job Satisfaction.*

INTRODUCTION

    The remarkable growth in industrialisation and rapid changes in education sector paved the way for job opportunities to women in a massive growing trend. Due to the growth in job market, this opens the door for women employees to get employment in industries. Women have got employment in both manufacturing sectors and service sectors. Women have to deliver dual role, as a homemaker they have to discharge their household responsibilities, and at the work spot they have to honour their official responsibilities. At present, the women are repeatedly challenged by the full-time job demands at work and when the day is completed at the workplace, they have to carry additional responsibilities and commitments at home. Women are growing more determined as they become key players in the organization; contribute most for the success of their organization. Large number of women in workplace performs multiple job tasks and responsibilities, along with meeting heavy work schedules and business trips to their customer place. In this fast-growing and competitive world, as every possible occasion for employment is augmented, the organisations need to make a friendly atmosphere where employees can balance their professional and personal life. Therefore, employees required to correctly deal with work and family life changes and describe a boundary between them otherwise the overlap of work and family effects in work-life imbalance.

_____

_____

Work-life balance is a notion that supports the efforts of employees to split their time and energy between official and the other imperative aspects of their lives. Work-life balance is a daily effort to make time for family, friends, societal involvement, religion based functions, personal development, self-care and other personal actions, as well as the workplace demands. It is vital to create a balancing schedule with equal number of hours for each of the different professional activities and personal activities. The proper balance between professional life and personal life of today will possibly be dissimilar tomorrow. Therefore, it is the duty of both organization and employee to make a perfect plan to balance employee work and life. Proper balance between work and life of the employees gives better productivity, higher involvement, and better work culture in the organization. Furthermore, work-life balance can enhance job satisfaction of employees.

Women employees are employed in various industries; software sector is an eyecatching and prominent sector to them to work. Comparatively, IT sector provides sophistication, privilege, pride, and ease of work. Moreover, freedom, remuneration, modern culture in workplace, fun at work, high coordination, involvement, and high commitment are high in IT sector. Therefore, women employees are interested to work in IT sector. Women employees have to face the problem of work-life balance; imbalance between work and life unfortunately affects the job satisfaction of women employees. In order to improve job satisfaction and workplace performance and productivity, organizations are taking various steps to enhance work and life balance of women employees.

There is a substantial increase in work due to intense and competitive work environment. There is a lot of pressure built up on individuals leading to a number of problems. One should be able to create a balance between one's work-life and personal life which is the core part in achieving a work-life balance. Work-life balance has come out to be such an important area that requires a lot of research which has just begun and the findings of the research will be useful to the individual, the organization, and the society at large. Organizations are also giving utmost importance to work-life balance to get the best out of their employees (Richard, 2010)[1]. The younger generation suffers from various stress related problems and in most cases the cause could be attributed to health. The cause of stress could be improper work-life balance. This study is conducted to find out whether improper or ineffective life balance might lead to stress, health problems, inferiority complex, depression, divorce, etc. and if so what could be done to have a perfect balance to attain success and happiness (Li &Zheng, 2012)[2]. This study is important in the present day context as that would facilitate to focus on optimum balance between work and life.

In the present circumstances of life, where the lifestyle, human habits and other external and internal expectations on an employee becomes imperative to fit into any communal set up, a strong and constructive mind is extremely essential. Positive psychology at work at the moment is a significant branch, to keep employees encouraged and satisfied to work and execute well. Various organisational benefits along with personal development and growth of employees such as self-confidence, crisis management, and problem solving and so on can be increased. Employees nearly spend 8-10 hours a day in work and then return to their home to discharge personal commitments. Proper balance between their personal and professional life renders a main role in their life in sustaining a good and optimistic social, psychological, physiological, and emotional wellbeing. Especially, the women employees have to tackle this imbalance situation in both workplace and home.

Employees have to manage and switch their work priorities and roles from work to life and life to work. Fulfilling the demands of both work and life becomes mainly crucial and strenuous to the employees and they have to maintain their energy levels constantly. If they find difficulty to allocate

_____

[1] Richard, S. (2010). Work-life balance of women employees and its impact on job satisfaction. *Review of Employee Welfare, 2*(3), 79-93.

[2] Li, R. &Zheng, L. (2012). Trends in ensuring work-life balance of employees in industrial sectors of China. *Journal of Enterprise Resource Management, 5*(2), 56-71.

_____

_____

their time to meet both demands, it becomes unusual and gives some sort of dissatisfaction in life and work. If this problem continues in work and life they have impact on job satisfaction, and harms psychological and physical health and well-being of the employees. Moreover, it has adverse effect on employee performance and productivity. Similarly, problems and disputes faced in one place can influence employee involvement in other place. If the employees have better experience in work or life, it assist them to have a better experience in the life or work, which establishes a sense of overall satisfaction in personal and professional life of the employees.

Women employees assume multiple responsibilities at home; they have to take care on child care, elder care, routine work, festival works, contingency and other commitments. In addition to that women employees have to honour their work assignment in order to show themselves as responsible employees to the organization. The nature of dual role to the women employees has significant effect on their work-life balance. A perfect balance between work and life can lead to enormous happiness both in work and life. It will provide increased productivity, involvement in work, and responsibility as the outcome in professional life, whereas, fulfilment of the needs, family care, and adequate leisure time as the outcome in personal life of the women employees. Therefore, this study has been commenced in this direction to assess the impact of work-life balance on job satisfaction of. women employees in IT sector.

OBJECTIVES OF STUDY:
1. To study the effect work-life balance on job satisfaction among working women in IT industries.
2. To study the Work-Life Balance among working women in Mumbai region.

HYPOTHESES OF THE STUDY
1. There is strong association between work-life balance and job satisfaction of women IT professionals.

Sample Size:
The authorized data regarding population of female IT professional working in Mumbai is not available. Hence, for the present study, total 1000 female IT professionals working in different IT companies in Mumbai are selected by using purposive random sampling method.

Correlation among work-life balance, job satisfaction and barriers to work life balance

Table 1: Correlational analysis of work-life balance, job satisfaction and barriers to work life balance of women IT professionals working in IT sector of Mumbai Region

		Work Life Balance	Barriers to WLB	Job Satisfaction
Work Life Balance	Pearson Correlation	1	-0.181**	0.351**
	Sig. (2-tailed)		0.000	0.000
	N	1000	1000	1000
Barriers to WLB	Pearson Correlation	-0.181**	1	-0.604**
	Sig. (2-tailed)	0.000		0.000
	N	1000	1000	1000
Job Satisfaction	Pearson Correlation	0.351**	-0.604**	1
	Sig. (2-tailed)	0.000	0.000	
	N	1000	1000	1000

**. Correlation is significant at the 0.01 level (2-tailed).

_____

Above Table no.1 illustrates results of correlational analysis of work-life balance, job satisfaction and barriers to work life balance of women IT professionals working in IT sector of Mumbai Region. It is evident that-

There is strong (r= -0.181; P<0.01) negative relationship between work-life balance and barriers to work life balance of women IT professionals in Mumbai region.

There is strong (r= 0.351; P<0.01) positive relationship between work-life balance and job satisfaction of women IT professionals in Mumbai region.

There is strong (r= -0.604; P<0.01) negative relationship between job satisfaction and barriers to work life balance of women IT professionals in Mumbai region.

CONCLUSION

Excessive workload, regular overtime, improper communication with superiors, non-cooperation by subordinates, training after office hours, lack of basic facilities, excessive tours to abroad, non-flexible office hours, variation in adherence to pregnancy leave policy is not effective barrier for attaining work life balance by women working in IT sector of Mumbai Region. It is because women IT professionals become familiar with these problems and these problems does not affect their work-life balance status.

However, inability to satisfy clients and superiors with performance is not severe problem faced by women working in IT sector of Mumbai Region, due to disturbance of work life balance. Whereas inability to put efforts on both work and life front is somewhat severe problem faced by women working in IT sector of Mumbai Region, due to disturbance of work life balance.

REFERENCES:-
- [1]Goswami, N. and Kumar, B.A. 2013. "Female Participation in Agriculture: A Literature Review", International Journal of Basic Applied & Social Sciences, 1(1): 1-6
- NIPCCD, 2010. Statistics on Women in India, National Institute of Public Cooperation and Child Development, Government of India, New Delhi, India.
- Srivastava, N. and Srivastava, R. 2009. "Women, Work and Employment Outcomes in Rural Indi", Discussion draft presented at the FAO-IFAD-ILO Workshop on Gaps, trends and current research in gender dimensions of agricultural and rural employment: differentiated pathways out of poverty Rome, 31 March - 2 April 2009.
- Collver, A. and Langlois, E. 1962. "The Female Labour Force in Metropolitan Areas: An International Comparison", Economic Development and Cultural Change, 10(4): 367-385.
- The Economist, 2006. Women in the Work Force: The Importance of Sex, http://www.economist.com/node/6800723
- Mammen, K. and Paxson, C. 2000. "Women's work and Economic Development", The Journal of Economic Perspectives, 14(4): 141- 164.
- Census, 2011. Analytical Report on Primary Census Abstract, Government of India, , New Delhi, India.
- Heckman, James. 1980. Female Labor Supply: Theory and Estimation. Princeton, NJ: Princeton University Press.
- Standing, G. 1981. Labour Force Participation and Development, International Labour Office, Geneva.
- Bauer, John and Young-Soo Shin 1987. "Female labor force participation and wages in the Republic of Korea" Paper presented at the annual meetings of Population Association of America, East-West Population Institute
- Cagatay, N. and Sule, O. 1995. "Feminization of the labor force: The effects of long-term development and structural adjustment". World Development, 23(11): 1883-1894.
- NASSCOM.(2009). *IT cos go all out to check high female staff attrition.* Retrieved from http://www.nasscom.in/IT-Cos-Go-All-Out-To-Check-High-Female-Staff-Attrition- 58418

_____

- Sparrow, P. and Cooper, C. (2003). The employment Relationship. Key challenges for HR. 1ed. Burlington: Butterworth-Heinemann an imprint of Elsevier.
- Bratton, J., and Gold, J., (2003), Human resource management: theory and practice, 3 rd Edition, Palgrave Publishers, Basingstoke
- Kossek, E. E., Lewis, S., & Hammer, L. B. (2010). Work–life initiatives and organizational change: Overcoming mixed messages to move from the margin to the mainstream. Human Relations, 63, 3–19.
- Kofodimos, J. R. (1993), Balancing act: How Managers Can Integrate Successful Careers and Fulfilling Personal Live, p.167, Jossey-Bass, San Francisco.
- Joplin, J. W., Shaffer, M. A., Francesco, A. M., & Lau, T. (2003). The macro-environment and work-family conflict: Development of a cross-cultural comparative framework. *International Journal of Cross Cultural Management*, 3, 305–328.
- Lauring, A. and Selmer, J. (2010). The supportive expatriate spouse: An ethnographic study of spouse involvement in expatriate careers, *International Business Review*, 19:59–69
- Demerouti, E., Geurts, S. A. E., &Kompier, M. (2004). Positive and negative work-home interaction: prevalence and correlates. Equal Opportunities International, 23(1/2), 6–35.
- Greenhaus, J. H., & Powell, G. N. (2006). When work and family are allies: A theory of work-family enrichment. Academy of Management Review, 31(1), 72–92
- Grzywacz, J. G., Carlson, D. S., Kacmar, K. M., & Wayne, J. H. (2007). A multi-level perspective on the synergies between work and family. Journal of Occupational & Organizational Psychology, 80, 559–574.
- Marcinkus, W. C., Whelan-Berry, K. S., & Gordon, J. R. (2007). The relationship of social support to the work-family balance and work outcomes of midlife women. Women in Management Review, 22(2), 86-111
- Voydanoff, P (2002) Linkages between the work-family interface and work, family and individual outcomes: an integrative model, Journal of Family Issues, 23(1), pp. 138-164.

_____