

A STUDY ON WORK LIFE BALANCE OF MOONLIGHT WOMEN EMPLOYEES IN IT SECTOR IN PUNE REGION

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ABSTRACT

In the present scenario, the issue of work-life balance has gained more attention due to the reason that an individual's work life and personal life may present conflicting demands on one another while the demands from both the spheres are equally important. Work-life balance means to maintain a perfect balance between the roles and responsibilities both at home and at work. Work-life balance is one of the most important and challenging issues which have been faced by the women employees in this century. This problem is being faced mostly by women employees because of the type of roles they play both at work and at home and the spillover of work life over personal life and vice-versa.

Based on the present issue of work-life balance of women employees, this research is done. The study aims to examine work-life balance of women employees and analyze various factors affecting work-life balance. The women employees in Pune city constitute universe for the study. The researcher has drawn 500 women employees working in IT sector for the purpose of this study. Data was collected with the help of a structured questionnaire and data was analyzed using Pearson Coefficient Correlation.

KEYWORDS: Work Life Balance, Women Employees, BPO Sector, IT Industry