

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

INTRODUCTION

In the traditional era, women were confined only to household work like cleaning, cooking, washing, taking care of children, elders, etc. They were just considered as homemakers and were not allowed to go outside the home or do any job. But now as the time has changed the thinking of people has also changed which has led to make the change in the present scenario. Apart from doing household work they are now engaged outside the home. As the cost of living has increased on one hand and the education and employment opportunities on the other hand, it is necessary for both husband and wife to start working and because of this many families became dual earners. The growth of higher education has improved job prospects for women, which has resulted in the household mothers to thriving professional women. So from now women have achieved and accomplished a remarkable progress in every walk of life and made a noteworthy mark in every field especially in IT sector and BPO. But still there are some women who are performing the same role of homemaker. They are still doing the same work of household like cooking, cleaning, washing, taking care of child, elder care, etc. With the increase in demand at work place and at home, the work- life balance of women employees is at stake.

In this fast growing competitive environment, organizations are expecting very much from the employees. In order to meet the employer's demand employees have to work day and night which are causing work life imbalance. To maintain a proper balance between their personal life and work life, it has become the biggest issue of women employees in this present scenario. It is said that many women employees working in BPO's are having a disturbed

work-life balance which has resulted in strained relationships, increased number of divorces, the dispute between the family members, depression and conflicts in the organizations and even lead to suicides.

The issue of work-life balance has become the hot topic in the present day scenario. Sverko et al (2002) emphasized that change in technology, values and demographic trends have contributed to the prominent relevance of work-life balance in industrialized societies. It is supplemented by other factors which include changes in the nature of family, increasing complexity of work, and the extended number of women entering the workforce. Work-Life Balance can also be described as a balance between several roles in a person's life (McCartney 2002). The basic theory behind the concept of Work-Life Balance is that individuals sometimes have mutually exclusive demands and sometimes varying demands on them due to the roles that they play in certain areas of their lives for example, mother versus a worker (Ford et al. 2007). Lockett (2008) says it is the need of all individuals to maintain and achieve the balance between their life outside work and their paid work. Work-Life Balance is not a single ultimate experience, but it is a series of individual's unfolding experiences over time. If there is a lack of synchronization between the work life and the domestic life, it causes personal and financial hardship, both to the company and the individual. In the competitive era, organizations are under competitive pressure to achieve high productivity and require employees with healthy work-life balance as an employee with a good work-life balance will be in a position to contribute more towards the organizational growth and success (Naithani, 2010). Therefore, it is a high time for employers to draw out strategies and help the women employees to enjoy their work and live life to the fullest.

REVIEW OF LITERATURE

Rincy and Panchanatham (2011) revealed that role overload, dependent care issues, quality of health, problems in time management and lack of proper support from the family are the major factors causing imbalance in work and personal life of women entrepreneurs. Santhi and Sunder (2012) found that supporting environment in the organization, provision of welfare measures play a primary role and alternative working time, child care and recreation play the secondary role in balancing work and personal life. Propensity of leaving the BPO industry is very high and chances to climb up the corporate ladder is bleak and tough. Only a few employees get the opportunity to be promoted to a higher level as a team lead or managers, but as soon as the news of promotions is announced many of the employees who are frustrated and not happy with the promotions quit the jobs. (Shelley Singh & Mitu Jayashankar, 2002).

Krishna Reddy et al. (2010) [19] found that the number of hours worked per week, the amount and frequency of overtime, inflexible work schedule, unsupportive supervisor and an inhospitable work culture increases the likelihood of women employees to experience conflict between their work and family roles. Samuel and Vivienne (1996) [70] studies revealed that women balance their work and family identity by trading-off one role for the other. In contrast, men are able to simultaneously identify with work and family roles

For working women employees, work-life balance was considered as not only a source of distress, but also the major 7 source of dissatisfaction (Hughes, 2007). Work-life balance can be difficult to achieve for full time workers irrespective of work schedules, especially for those with children 18 (Williams, 2006). Part-time work would really help 1 woman to balance their work and family (Higgins, 2000). This is the reason why many women employees choose part time job though there is a lot of discrimination in wage (Schone, 2006) Both professional and personal lives are important for women and if she struggle to do justice for both the roles by spending more time pursuing one role as opposed to the other

can lead to negative outcomes (Nair, 2010). Women choose to postpone childbirth or remain childless in order to pursue a 12 working career (Oliver, 2009)

RESEARCH METHODOLOGY

Need for the Study

In the present scenario, due to the many changes taking place between the family system and the workplace, many women employees are finding it difficult to achieve a desired Work-Life Balance. In comparison with men, women have more responsibilities than men at home. Though there are studies on Work Life Balance, but relatively there are very few studies on work-life balance of women employees in IT sector. This study is mainly confined to BPO employees in IT sector. Therefore, there is a need to study how women are balancing their work and family life in BPO sector.

Sample Design

The sample consists of employees of five selected IT companies of Pune. Random sampling method is used where the respondents are selected randomly from the larger population. A total sample of 500 female employees is taken for the study in order to carry out the test of their perceptions regarding their adequate and fair compensation, safe and healthy working environment, Job security, Job satisfaction, flexible timing, career development, and organizational commitment, constitutionalizing in the work organization, work & the total life space and the social relevance of work life.

Sampling Unit

The samples were collected from

- Wipro Technologies
- Cognizant Technology Solutions
- Convergys
- Infosys
- Tech Mahindra Limited

Data Collection

Both primary and secondary data are collected for the purpose of the study. The survey method is used to gather primary information for the study. The required data is collected from the sample respondents with the help of a questionnaire designed for the purpose. The secondary data is collected from books, journals, magazines, websites, etc.

Questionnaire

Based on the objectives of the study, questionnaires are designed. The questionnaire is made using Five points Likert Scale and the tool used for the research is Pearson's coefficient correlation.

Hypothesis

- **Hypothesis 1:** It is proposed that work-family conflict will be negatively correlated with family satisfaction.

- **Hypothesis 2:** It is proposed that work-family conflict will be negatively correlated with work satisfaction.
- **Hypothesis 3:** It is proposed that work-family conflict will be positively correlated with psychological distress.
- **Hypothesis 4:** It is proposed that family-work conflict will be negatively correlated with family satisfaction.
- **Hypothesis 5:** It is proposed that family-work conflict will be negatively correlated with work satisfaction.
- **Hypothesis 6:** It is proposed that family-work conflict will be positively correlated with psychological distress.

FINDINGS AND DISCUSSIONS

Table-1 Presents the Age Wise Distribution of Women Employees in BPO Sector.

Table 1: Age Wise Distribution

Age	18-25	26-35	36-45	46+
No. of Respondent	111	143	129	117

From table 1 it is observed that the no of respondent between the age group of 18-25 is 111, between 26 - 35 is 143, between 36-45 is 129 and above 46+ is 117. So it implies that women between 26 - 35 are more into BPO jobs.

Table 2: Marital Status

Marital Status	Single	Married	Divorced	Widowed
No. of Respondent	104	199	104	93

From table 2 it is observed that from total 500 women employees 104 women are single, 199 are married, 104 are divorced and 93 are widowed. So it implies that maximum numbers of women working in BPO sector are married.

Hypothesis 1 proposed that work-family conflict will be negatively correlated with family satisfaction. The relationship between work-family conflict and family satisfaction was examined using Pearson correlation coefficient. The correlation between the two variables, $r = -.42$, $n = 500$, $p < 0.01$, which indicates that the more work-family conflict is experienced by individuals the less satisfied they are with their family lives. Therefore Hypothesis 1 is accepted.

Hypothesis 2 proposed that work-family conflict will be negatively correlated with work satisfaction. The relationship between work-family conflict and work satisfaction was examined using Pearson correlation coefficient. The correlation between the two variables, $r = -.23$, $n = 500$, $p < 0.01$, which indicates that the more work-family conflict is experienced by individuals the less satisfied they are with their work. Therefore Hypothesis 2 is accepted.

Hypothesis 3 proposed that work-family conflict will be positively correlated with psychological distress. The relationship between work-family conflict and psychological distress was examined using Pearson correlation coefficient. The correlation between the two variables, $r = .38$, $n = 500$, $p < 0.01$, which indicates that the more work-family conflict is experienced by individuals the more psychological distress will be observed. Therefore Hypothesis 3 was accepted.

Hypothesis 4 proposed that family-work conflict will be negatively correlated with family satisfaction. The relationship between family-work conflict and family satisfaction are examined using Pearson correlation coefficient. The correlation between the two variables, $r = -.25$, $n = 500$, $p < 0.01$, which indicates that the more family-work conflict is experienced by individuals the less satisfied they are with their family lives. Therefore Hypothesis 4 is accepted.

Hypothesis 5 proposed that family-work conflict will be negatively correlated with work satisfaction. The relationship between family-work conflict (measured by family-work conflict scale) and work satisfaction (measured by work satisfaction scale) was examined using Pearson's product-moment correlation coefficient. The correlation between the two variables, $r = -.36$, $n = 500$, $p < 0.01$, which means that the more family-work conflict is experienced by individuals the less satisfied they are with their work. Therefore Hypothesis 5 is accepted.

Hypothesis 6 proposed that family-work conflict will be positively correlated with psychological distress. The relationship between family-work conflict and psychological distress are examined using Pearson correlation coefficient. The correlation between the two variables, $r = -.28$, $n = 500$, $p < 0.01$, which means the more family work conflict is experienced by the individual the less psychological distress will be observed. Therefore Hypothesis 6 is accepted.

CONCLUSIONS

In present scenario women workforce is increasing and their contribution to the organizations is also increasing and is considered to be very valuable. It is necessary for the organizations 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 the organization as well as employees also.

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