

EFFECT OF ORGANISATIONAL FACTORS ON WORK LIFE BALANCE OF WOMEN EXECUTIVES; AN EMPIRICAL STUDY ON PUNJAB NATIONAL BANKS SITUATED IN TWIN CITIES OF ODISHA

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ABSTRACT

The concept of work life balance means proper prioritizing between organizational and personal factors. In other way, it is about managing both the environments in such a way so that both professional and personal life can be enjoyed to the satisfaction. Today, employees are treated as an asset and they are basically the face of the company. Unless and until this group is not motivated enough, then surely it will dilute the entire process of development mechanism of the organization. Business units or companies have to keep in terms with an increase in demand to improve efficiency and also respond positively to their customers, stakeholders. Employers, on the other hand are facing internal pressure from the employees who are seeking employments that allows a developing career, talent utilization and opportunity to have a life outside office. Currently jobs are no more only about pays and promotions, rather employees and job seekers are looking for employment or deciding jobs basing on how well can the workplace, current or potential, can contribute in balancing between their work and personal lives. No longer is it just a matter of remuneration and promotional prospects; job seekers are increasingly basing employment decisions on how well their current or potential workplace can support a balance between personal lives and performance acquaintances. For an organization to survive in this competitive market, it is needed to derive the most from its workforce. And to do this, employees have to feel that their company takes cognizance of their needs in and out of work. In return, they grow to be more productive, more responsive and more loyal to their employer.. In the last two decades, there has been an increased focus on work life balance which can be due to change in the income and family structures like double income families, small and nuclear families, single parent and increased participation of women in the workforce.

KEYWORDS: *Increase in Demand to Improve Efficiency and also Respond Positively to their Customers, Stakeholders. Employers, Increasingly basing Employment Decisions*

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