

A LITRATURE STUDY ON WOMEN EMPLOYEES ATTITUDE ABOUT WORK LIFE BALANCE IN SERVICE SECTOR

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I. INTRODUCTION

The reviews in the following content analyze the work life balance and imbalance of women employees in service sector in India. The reviews collected related to the area deal with the impact of nature of service on work life balance/imbalance. It also focuses the role of family, society, personal and other aspects on the WLB of women employees in service sector.

Santhana Lakshmi et al., (2012) in their research article entitled “**Analysis of Work Life Balance of Female Nurses in Hospitals – Comparative Study between Government and Private Hospital in Chennai**” have put to test the regression equation fitted for identifying the determinants of stress among nurses in government hospital, implying that the dependent variables included in the equation together explained 86 percent of the variation in stress. This is also found to be statistically significant as confirmed by the significant value. Among the independent variables, if senior’s behavior is not favorable to them, their stress goes up. If nurses are affected by stress, the level goes. Even for those who have children and adults in their family, stress is also bound to go up. Whenever there is a conflict amongst their team members, the stress level of burnout goes up. It is found that their stress rises while working with doctors. It is also found that their stress level would come down, when they successfully handle patient related issues. When doctors and other senior staff do not appreciate their contribution in the existing team, the stress would go up. Also, if the other team members fail to understand their needs, they would lose their interest to work and due to this their stress goes up.

Vanitha & Meenakumari (2011)⁵⁴ in their study entitled “**Family Vs Work Conflict among Working Women in India with Special Reference to IT, Education and Banking Sector**” state that the participation of women employees in modern organizations ranges from priority to service based augments every year in Indian industrial climate. In addition to that women have to play multifaceted roles at family, society and at work places with unprecedented pressures at different climate. The unbalanced co-ordination and support belatedly indulge both family and work conflicts and it also mutually influences each other. The impact of these influences impetus with work and family problems and sometimes leads to undesirable consequences. In these circumstances women because of their educational background, logical thinking and emotional balances try to balance both work and family related conflicts. Still the supports extend by family, society and organization means women should become productive asset and able employees to any organization to which they belong.

Sophia Ali (2011)⁵³ in her work titled “**Challenges facing women employees in career development: A focus on Kapsabet Municipality, Kenya**” shows the challenges facing women in career development in Kapsabet Municipality, Kenya. She has found that most of the women employees are dissatisfied with career development programmes and women are discriminated in career development opportunities. The study recommends that organizations should strive to ensure that career development programmes are set to enhance career development amongst women employees. Top management should also be committed to the career development of women, and organizations should also introduce affirmative action to urgently address career development of women.

Ramanathan & Vanitha (2011)⁵² in their research article titled “**A study on Teachers’ attitude about their Work-Life Balance in India with special Reference to Secondary Grade Level**” state that the teaching community particularly teachers at secondary level in India face heavy work life imbalances in some circumstances due to inflexible work load and work hours, students’ behaviour, modification and personal issues. Some of the teachers because of their experience, psychological match up can manage WLB but the female teachers at secondary school levels in India face work life imbalances.

Santhana Lakshmi & Santhosh Kumar (2011) “**Work life balance of women employees – with reference to teaching faculties**” state that career women are challenged by the full-time work and at the end of each work-day in a private Educational Institution they carry more of the responsibilities and commitments to home. A majority of women work 40-45 hours per week and 53% are struggling to achieve work/life balance. Women report that their life has become a juggling act as they have to shoulder multiple responsibilities at work and home. Modern organizations, especially educational institutions, should address the work life balance related issues among their staff, specifically women and take a holistic approach to design and implement policies to support the teaching staff to manage their work/life balance which would add to the performance of these staff members. The results also indicate that the WLB is a challenge for the lower level staff than the higher level staff in educational institutions. There needs to be a periodical review of additional working hours that could be assigned to lower level staff, as otherwise, they would be subjected to severe stress.

Vanitha & Meenakumari (2011) in their study entitled “**Family Vs Work Conflict among Working Women in India with Special Reference to IT, Education and Banking Sector**” state that the women in India in the status of working have to play multi role both at family and work places and those roles execute multi tasks at different levels and every working women cannot escape from that situation, in this aspect conflict is an unavoidable human devaluation which must be faced by every woman. The level of conflict will cause both positive and negative impacts.

Vanitha (2011) in her article titled “**A study on Work Life Balance of IT employees through Emotional Intelligence with special reference to Indian context**” states that the degree to which work and personal life activities are prioritized as neither is neglected. High ratings on these behaviors are associated with the emotional intelligence measures of social responsibility, impulse control, and empathy. It gives the impression that the employees of IT sector are balanced. Employees who are in IT field, if they have Emotional Intelligence, can control their impulses and anger, withstand adverse events and stressful situations, happy with

life, and become a cooperative member of the group. These employees are more likely to be seen as participative, composed, and balanced.

Mohan et al., (2010)⁶¹ in their research article “**work life balance through flexi work arrangements: empirical study on bank employees**” tested correlation co-efficient to identify whether there was any correlation between the flexi work arrangement and balancing of work and family life. This survey correlated with relative three broad WLB measures and flexi work arrangements with their corresponding benefits. The correlation value in this study was +0.6875 and research showed that ‘work life balance’ and ‘flexi work arrangements’ were proved to be significantly correlated with each other. The calculated value (11.95) was greater than the table value (5.99). Therefore there was existing relationship between employee performance and work life balance. Likewise another test was performed with the hypothesis of the significant relationship between employees’ performance and flexi work arrangements. Here also the calculated value (6.98) was greater than the tabulated value (3.84), therefore it was significant. It was concluded that through these two chi-square tests, the WLB and flexi work arrangements were one among the same and employees’ performance and both were correlated.

Gunavathy and Suganya (2007) in their study among married women employees of BPO companies show the causes, consequences of work life imbalance and interventions for WLB. More than two-thirds of the respondents’ state the experienced work-life imbalance is primarily on account of works interference with personal life. The causes for work life imbalance are classified as organizational and personal factors. The organizational factors include work-related factors, time-related factors and relationship-related factors. The personal factors include lack of family support, marital conflicts and frequent change in sleeping patterns. According to the study, the three main consequences of work-life imbalance are stress burnout, ill-health and poor work performance. The respondents also experience guilt of not being able to spend time with family, feel the anxiety about poor performance, displacement of negative emotions on family members and on co-workers.

Rajgopal (2007) in his research “**work to live, don’t live to work: A cross-sectional study of the work-life balance of higher managers**” shows that work-life balance is currently in vogue among governments, organizations as well as researchers. Managers in organizations all over the world are exposed to significant pressures in their jobs, which further influence the balance between their work and private lives, job satisfaction and overall well-being. The key findings in terms of the factors influencing higher managers are reported. They suggest that the individuals are influenced by several aspects. The responsibility for personal work life balance does not only lie on individuals, themselves but the organizations and governments play an important role in treating this issue as well.

II. CONCLUSION

Work-life balance involves successfully managing the deal between paid work and other essential activities - such as spending time with family, participating in exercises and leisure, offering unpaid assistance or pursuing additional study. Enhancing balance between work and personal lives results in genuine paybacks both for employers and employees. Work-life imbalance has organizational outcomes like elevated rates of absenteeism and turnover; decreased productivity; dwindled job satisfaction; growing healthcare costs and reduced levels of

organizational commitment and loyalty. Government and organization come forward with proper policies and programs to overcome these work life balance issues, not only help the employees but also leads to increase in productivity and growth of nation.

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