

Work Life Balance - A Tool for Job Satisfaction

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Work Life Balance (WLB) is one of the important practices of human resource for employee well-being and performance. Work-Life Balance is a dynamic phenomenon. It is individual based by the nature as there are several common issues across different types of people. The life component of WLB includes family, friends and self. Time has changed. From the time the husband earned, and the wife stayed at home. To the time now when the husband earns and the wife earns too. Although, over the years women in India have struggled to establish an identity & create a mark in the social as well as in the organizational platforms, but with educational institutions training more and more women to enter professional careers, have drastically changed the scenario. Hence, WLB is not just the concern of the family but of all people. It not only helps in increasing productivity, improving relationships both on and off the job but also reducing the stress and further ensuring better teamwork and communication as well as improving morale. Therefore, an attempt has been made to understand and analyze how work life balance helps in achieving the job satisfaction.

Key Words: *Stress, Employee Productivity, Employee Retention, Job Satisfaction.*

Introduction

Life is so tough, stressful and tiring because of multiple responsibilities. Meeting the competing demands of work and family can lead to sickness and absenteeism which inevitably affects productivity. Work-life balance is considered as a state of well-being to handle multiple responsibilities and has become a critical factor for bringing individual and organizational success. Work-Life Balance is a term that refers to the desire on the part of both employees and employers to achieve a balance between workplace obligations and personal responsibilities. This term is also used in literature to refer to the policies that strive to achieve a balance between the work and home responsibilities. This issue is recognized as the most important issue by the organisations as well as by the employees. Because in today's world, there is a need to maintain a balance between the conflicting responsibilities and work commitments by the individual. Due to this, work life balance has emerged as a predominant issue at work place. Organizations, aware of the positive implications of balanced life, have begun considering family experiences as part of what workers bring to their workplace to enrich their contributions to work and Organizations. In this way, employees will be more satisfied with their jobs which results in achieving the overall goals of the organisations. An attempt has been made to understand and analyze how work life balance helps in achieving the job satisfaction.

Work Life Balance – The Concept

The term Work-life balance (WLB) was coined in 1986 in response to the growing concerns by

individuals and organizations thus giving rise to the concepts of “work-family conflict” (WFC) and “family-work conflict” (FWC). There are 24 hours in a day that can be divided into three important activities: work, family and rest. Although all of these are equally important but if any one of these takes precedence over others in terms of demands on time and attention, there is little scope available for the other two. Therefore, work life balance is a broad concept with several connotations and varied consequences within and among different stakeholders. The term work-life balance is mostly interpreted as the compatibility and harmony of private life and the working life.

Job Satisfaction

Job satisfaction is a general attitude towards one's job. Job satisfaction of an employee is related to his/her expectations. If employees get as per their expectations, they will be more satisfied as job satisfaction always related to the inner feelings of the workers. Job satisfaction is used to describe how content an individual is with his or her job. Many organizations develop training programs and benefits packages to develop loyal employees.

Objectives

The objectives of the study are:

To study the prevalence of work-life balance problem among the employees.

To study the extent to which various factors like hours worked, work involvement and family responsibilities, affect employee's work-life balance.

To study the how work-life balance helps in achieving job satisfaction of employees

Literature Review

Work-life balance is a key issue in all types of employment as dual-career families have become common and high work demands with long working hours have become the norm. The importance of helping employees achieve a balance between the demands of their work and their home lives has been emphasized. Demographic changes as seen in the increasing number of women in the workplace and dual career families have generated an increasingly diverse workforce and a greater need of employees to balance their work and non-work lives (Bharat, 2003; Komarraju, 1997; Rajadhyaksha & Bhatnagar, 2000; Ramu, 1989; Sekharan, 1992).

Work-life balance is defined as an employee's perception that multiple domains of personal time, family care, and work are maintained and integrated with a minimum of role conflict (Clark, 2000; Ungerson & Yeandle, 2005). Sakhivel Rania, Kamalanabhanb & Selvarania (2011) was to analyze the relationship between employee satisfaction and work/life balance. The construct used for this research consists of career opportunity, recognition, work tasks, payments, benefits, superior subordinate relationship, employee satisfaction, and work/life balance. This study makes a contribution to join two distinct research streams, namely employee satisfaction, and work/life balance. Findings suggest that high correlation exists between work task and employee satisfaction with a mediator variable namely work-life balance.

Every organization tries to create satisfied work force to operate the well-being of the organization because satisfied worker extend more effort to job performance. Total organizational performance depends on efficient and effective performance of individual

employees of the organization. (M.D.Pushpakumari, 2008). Further add that when employee is satisfied with the job he is motivated to perform the job with great effort. A satisfied individual employee and his effort and commitment are necessary for the success of the organization. (Afshan Naseem, 2011) Found that satisfied employees show excellent performance that leads to organizational success thus result in improved financial success. Employee satisfaction increases the quality of work. Employee satisfaction leads to customer satisfaction because customer service eventually depends on the community who provide that service. Result of the study show that employee satisfaction is a key factor of organizational success.

Research Methodology

The study was conducted among the employees. A sample of 110 was selected using Convenient Sampling. They were from Academic, IT and business and others. Since the study focused only on married working employees, all the 110 respondents were married.

The questionnaire was distributed to the married employees working in the various sectors. A total of 150 questionnaires were distributed and 110 were collected. Percentage analysis was done to check the response of the respondents. The data so collected were tabulated with frequency tables and also in the form of certain statements.

Results and Discussion

Among the 110 employees, maximum number of respondents belonged to the age group of 30-40 (40%). Many respondents (51.81.0%) had two children. In terms of Spouse's Profession, 32.72% were engaged in business, 30.90% in IT industry, and 20.90% in the academic sector and so on respectively.

Demographic Features of the Respondents	Frequency	Percentage
Age Group of Respondents:		
Under 30 Years	28	25.45
30 – 40 Years	44	40.00
Above 40 Years	38	34.54
Total	110	100
No. of Children:		
None	15	13.63
One	28	25.45
Two	57	51.81
Three or More	10	9.09
Total	110	100
Profession of Spouse:		
IT Industry	34	30.90
Business	36	32.72
Academic	23	20.90
Others	17	15.45
Total	110	100

Various questions have been asked from the respondents and data have been collected in the form of certain statements such as:

Statements	No. of Respondents	
	Yes	No
1. Do you think that long working hours is the need of today's environment?	99	11
2. Do you find sufficient time to socialize or relax with your family in the week?	40	70
3. Does the long working hours affect your relationship?	69	41
4. Is it difficult for you to find time for leisure activities or hobbies?	43	67
5. Are you always worry about the effect of work stress on your health?	76	34

From all the statements, 90% respondents think that there is no doubt that long working hours is the need of today's environment. Most of the respondent's i.e.63% do not have sufficient time to socialize or relax with your family in the week which affect their relationships. Similarly, 60.90% respondents said that it is also difficult to find time for leisure activities. Hence, 69.09% respondents always worry about the effect of work stress on their health.

The response of the respondents to the statement “I am able to balance my personal and professional life well” with the options yes and no, was tabulated and the frequency distribution and percentage analysis was found. It was found out that out of the total 110 respondents, 82(74.54%) of them felt that they were not able to balance their work-life while 28(25.45%) of them felt that they were able to do so.

The response of the respondents to the statement “There is a strong relationship between work-life balance and quality of life”, was tabulated and the frequency distribution and percentage analysis was found. Out of 110 respondents, 94 (85.45%) of them felt that there is a strong relationship between work-life balance and quality of life while 16 (14.54%) of them felt that there is no strong relationship between work-life balance and quality of life.

The response to the statement “I feel that better work-life balance in my life can give me more job satisfaction in life.” was tabulated and it was found out that 98 (89.09%) of them felt that better work-life balance in their life can give them more job satisfaction while 12 (10.90%) felt that better work-life balance cannot give job satisfaction.

The response to the statement “More job satisfaction helps me and my family more stress-free” was tabulated and it was found out that 97 (88.18%) of them felt that more job satisfaction helps them to feel stress free while 13 (11.81%) of them felt that it will not help in this regard.

It has been found out that that majority of the respondents are not successful in striking a balance between their personal and professional life. Many respondents have agreed that there is a strong relationship between work-life balance and quality of life and many of them feel that a good work-life balance can give them more job satisfaction. Employees are now changing with time. They are giving due weightage to time management, set their priorities, develop proper communication skills etc. Similarly, organisations are also creating congenial atmosphere, setting up child care centres, implementing proper rules such as parental leave, women friendly atmosphere etc., and above all, the role of HR department is very important. They said that if proper measures have been taken, then they will definitely give extraordinary results.

Conclusion

The concept of work-life balance is considered as modern tool of dealing with changing family demographics and life of workforce in an organization. Work-life balance policies provide work arrangements that provide greater job satisfaction along with increased productivity at the organizational level and thus results in greater organizational profitability. There is a widespread demand from employees for the right to balance work and home life in today's busy world where finding time for oneself seems impossible. Health and wellness programs can, for sure help them in balancing their personal and professional life. But they alone cannot be the answer to addressing the problems of imbalance. The problems and difficulties of women are multi-dimensional as evident should be considered first. An effective manager has to continuously juggle around with different priorities and needs of the domains of work and life.

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