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WORK LIFE BALANCE OF WOMEN

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ABSTRACT:

This research paper explores the concept of work-life balance among women, using secondary data to examine the challenges, strategies, and outcomes associated with balancing professional and personal responsibilities. The study reviews existing literature, reports, and surveys to analyse trends in women's workforce participation, the impact of workplace policies, and societal expectations. Findings suggest that women continue to face significant barriers, such as unequal caregiving responsibilities, gender biases, and lack of flexible work arrangements. However, evidence also highlights the growing adoption of policies aimed at enhancing work-life balance, including remote work, parental leave, and flexible scheduling. The paper underscores the importance of organizational support, cultural change, and policy reforms in fostering an environment where women can achieve a sustainable work-life balance, leading to improved well-being and career satisfaction. This research provides valuable insights for policymakers, organizations, and individuals working toward gender equality in the workplace.

KEYWORDS: Work-life balance, strategies and outcomes, workforce, gender biased, parental leave, organizational support, career satisfaction I, gender equality.

INTRODUCTION:

Work-life balance is the combination of two distinct words one is work and another is life. Every employee wants to balancing and fulfil their both inside and outside of work. But, in this case, it is very difficult to manage both things especially for women. Women are playing different roles in their lives like a mother, sister and wife etc. It has emerged as one of the most significant challenges in today's modern organization. It refers to the primacy between an individual's professionals and personal actions and the level of work-related activities present at home. Work-life balance is an "an equally satisfied level of involvement or 'fit' among the multiple roles in a person's life". Specifically, the study investigates the unique challenges that arise from personal, professional, and social contexts that hinder women administrators from balancing work

and family life. When discussed about work-life balance we see the responsibilities or the commitments that are ably filled at the dual roles than exclusively concentrating on the time management. The conflicting roles to be identified and as carrier is also much important for the survival and to meet the cost of living. The issue should be resolved making the working women to be successful as a member of the family and a good talented workforce to the company.

OBJECTIVES:

- To study the prevalence of work life balance problem among the working women.
- To study the extent to which various factors like hours worked, work involvement and family responsibilities.
- To study the work-life balance problems of working women across their

demographic characteristics such as age group, number of children and profession.

- To study the effect of work-life balance on the quality of life of working women.
- To raise awareness about the challenges women face in balancing work and personal life.
- To create an exclusive workplace culture that reduces stress and supports work-life balance by setting realistic expectations.

NEED FOR THE STUDY:

In the present scenario, due to many changes happening in the work place and family systems, a vast majority of women are finding it difficult to achieve a desired Work-Life Balance. In comparison with men, women have more responsibilities at home. Though there are studies on Work-life Balance, relatively there are fewer studies on work-life balance of women employees. The studies were more confined to working women. Therefore, there is need to show how women are balancing their work and family life in different sectors like IT, BPO, health care, education, insurance and banking.

REVIEW OF LITERATURE:

According to Peter's views, both personal and professional lives are important and women employees struggle to do justice for both the roles and in the process if they spend more time pursuing one role as opposed to the other can lead to negative outcomes. According to Peeters, Montgomery, Bakker and job demands and family demands are often irreconcilable creating an imbalance between the two.

Mathew and Panchanatham (2009), previously, in India the female employees were mainly confined to low-profile or non-managerial positions. Now, the story is different. Their presence is seen everywhere in different positions in the workplace. These transformations in work culture have brought in more additional duties and responsibilities for

women employees towards their family, work place and society as well. Therefore, it is very much required to explore issues and implications of work-life balance.

(Hugges, 2007), For working women employees, work-life balance was considered as not only a source of distress but also the major source of dissatisfaction. Work-life balance can be difficult to achieve for full time workers irrespective of work schedules especially for those with children. Part-time work would really help women to balance their work and family. This is the reason why many women employees choose parttime job though there is lot of discrimination in wage.

Kirton,(2006), Women always try to look for more self-care time in an attempt to uncover new meaning in the work place, family and self-equation. In fact, women frequently commit to achieve balance between their career and life. Undoubtedly women participation in labour market is increasing but at the same time their identity and workload continue to be related to caring work especially for children. Equal opportunities are not just about women entering the work force as equals. It is also about men being empowered to take on non-traditional roles or careers.

Thilakshi Kodagoda(2010) There are four factors relating to women's career continuity including household responsibilities, the women personality variables, financial considerations and the husband's attitude towards his wife's paid employment. Women who spend more time at work climb the corporate ladder faster than those who don't. Women choose to postpone child birth or remain childless in order to pursue a working career.

In the view of Oliver (2009) the international assignments which involves the physical relocation of family for female employees, work family conflicts are likely to increase due to the collective impact of role and culture uniqueness. Women have been argued on their behalf that they have

maintained the emotional responsibilities for home and family hence they require more emotional intelligence.

STATEMENT OF THE PROBLEM:

Today, career for women is continuously challenged by the increasing demands at work place. When the day is completed at the office, they will have responsibilities and commitments to handle at home. Majority of the working women are stretching themselves to discharge their roles at office and home and in the process experience work-life imbalance which will have undesirable consequences for individuals in the form of increased levels of stress complaints, depression, lower mental health, higher family conflicts, less life satisfaction, etc., as well as for the organizations such as decreased job satisfaction, increased absenteeism, reduced organizational commitment, reduced productivity, employee disengagement and high turnover intention.

RESEARCH METHODOLOGY:

For this study we were using secondary methodology for studying work-life balance among women could involve qualitative research methods such as interviews, focus groups, or case studies. These methods allow for deeper exploration of personal experiences and perspectives, helping to uncover factors that quantitative data might miss. By combining these qualitative approaches with data, a more comprehensive picture of the challenges and solutions related to work-life balance for women can be developed.

RESULTS AND FINDINGS:

There are some key findings from research in this area often include the following are balancing multiple roles are women frequently juggle multiple roles, including professional responsibilities, caregiving for children or elderly family members, and managing household duties. This often leads to mental and physical exhaustion.

Impact of Family and Caregiving Responsibilities: Caregiving duties are one of the most significant factors impacting work-life balance for women. Women are often the primary caregivers, which can create time constraints and limit career advancement opportunities. The "second shift" phenomenon, where women are expected to take on domestic responsibilities after their paid workday ends, remains a key challenge. Workplace Support and Flexibility: Flexible work arrangements, such as remote work, flexible hours, and parental leave, are found to improve work-life balance. Women working in organizations with supportive policies tend to report higher job satisfaction and lower levels of stress.

However, access to these benefits is not uniform across all industries, and in some sectors, the "flexibility stigma" prevents women from utilizing these policies without fear of negative career consequences. While technology can facilitate remote work and better communication, it can also blur the boundaries between work and personal life, making it harder for women to "switch off" from work and fully engage in personal time. Finally, achieving work-life balance for women involves navigating complex personal, familial, and professional demands. The findings indicate that flexible work policies, supportive workplace cultures, and societal changes are essential to improving the overall balance and well-being of women in the workforce.

CONCLUSION:

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

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