

WORK LIFE BALANCE OF WOMEN EMPLOYEES IN SERVICE SECTOR

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ABSTRACT: A well-balanced life for women signifies an allocation of energy and dedication across significant domains. This research tackles the challenge of harmonizing work and personal commitments within female employees. It investigates the influence of work-life balance on the job performance of women employees, along with the assistance they receive from their family members. Additionally, the study concentrates on government initiatives aimed at facilitating an effective work-life balance.

KEY WORDS: Work-life balance, harmonizing work, work encounter, job-related stress.

INTRODUCTION

In the present context, females grapple with numerous challenges, including managing household responsibilities, daily tasks like cooking and cleaning, tending to children's needs, and juggling demanding work schedules. Work-life balance has emerged as a pressing concern due to its impact on both personal well-being and organizational productivity. The performance of an organization is intricately linked to its employees' well-being and efficiency.

Work-life balance entails a condition of harmony wherein the requirements of both one's professional and personal lives are proportionately met. A well-balanced life for women signifies an allocation of energy and dedication across significant domains. This research tackles the challenge of harmonizing work and personal commitments within female employees. It investigates the influence of work-life balance on the job performance of women employees, along with the assistance they receive from their family members. Additionally, the study concentrates on government initiatives aimed at facilitating an effective work-life balance.

Cunningham, & Eberle, (1990) Indicated that, "factors pertaining to an individual's work quality encompass the assignment, the physical workspace, the interpersonal atmosphere within the company, the managerial structure, and the connection between professional and personal life." Chan & Einstein (1990) highlighted that "QWL signifies an interest in an individual's work encounter, their interactions with colleagues, the surroundings in which they work, and their job performance."

Frone, Russell & Cooper, (1997), Conducted research on employed adults who were married and/or parents, revealing that the conflict between family and work obligations had an indirect effect on the conflict from work to family responsibilities through feelings of distress and excessive work burden. Similarly, the conflict from work to family responsibilities indirectly influenced the conflict from family to work responsibilities by causing an increase in parental burden. Another study by Frone et

al. (1992e) examined employed adults and discovered that work-to-family conflict is more common than family-to-work conflict. This implies that work-related demands more easily cross into family boundaries than vice versa.

Higgins, Duxbury, and Johnson (2000) Additionally investigated the impacts of achieving a work- life balance for mothers who worked part-time. In her study, Higgins (2000) determined that mothers employed part-time experienced a higher degree of equilibrium between their work and family commitments compared to those working full-time. Building upon this discovery, the present study aimed to empirically assess Higgins's (2000) results. Higgins (2000) also documented that part-time working mothers generally encountered lower job-related stress due to reduced responsibilities, they felt happier, and could allocate more time to their families. In conclusion, the outcomes of their investigations propose tangible advantages for mothers who adopt a part-time work arrangement, affording them the opportunity to strike a balance between home life and work responsibilities.

Abraham (2000) Explored the concept that the segment of Emotional Intelligence encompassing social skills exhibits a connection with favorable interactions between individuals, subsequently enhancing sensations of job contentment while concurrently reducing job-related stress. Additionally, the researcher contended that these social skills facilitate the establishment of interconnected social networks, consequently elevating an employee's dedication to the organization.

“European Foundation for the Improvement of Living Conditions (2002) Outlined the concept that Work-Life Balance (WLB) is a multifaceted framework encompassing various interconnected elements that necessitate meticulous contemplation for proper conceptualization and assessment. This construct is closely linked to job satisfaction, motivation in terms of engagement, productivity, well- being, safety, job stability, skills enhancement, and the equilibrium between professional and personal spheres of life.

Pfeffer and Sutton (2002) Arrived at the determination that the information systems within numerous companies often lack efficiency and effectiveness, potentially leading to adverse outcomes. Due to the pivotal role of values and philosophy in the operational procedures of successful companies, concentrating solely on the tangible and secondary components of knowledge, typical of most knowledge management initiatives, is improbable to yield substantial

benefits. In fact, such a focus might even serve as a distraction from the essential areas and methods that companies should prioritize their efforts on.

Batt & Valcour, (2002) Discovered that the optimal reduction of conflicts between work and family responsibilities within an organization is achieved when work-family policies are integrated harmoniously with other human resources practices, encompassing work restructuring and the implementation of incentives to enhance commitment.

Michael R. Frone, (2003) Outlined a comprehensive framework that classifies work-family balance into four distinct categories: work-to-family conflict, family-to-work conflict, work-to-family facilitation, and family-to-work facilitation.

Kaur (2003) Recognized that in her study involving managers from various branches of Punjab State Cooperative Bank Ltd, the factors contributing to occupational role stress encompassed role erosion, role overload, role isolation, and personal inadequacy.

Greenhaus et al., (2003) Emphasized three key components—Time, Involvement, and Fulfilment— highlighting their significance in attaining work-life balance. The review demonstrated that effective work-life balance is achieved through the careful management of prioritizing Time, Involvement, and Satisfaction. Moreover, the review illustrated that individuals who are more engaged in family matters tend to experience greater alignment between their personal and professional lives compared to those who struggle to allocate quality time to their families.

Pocock, (2003) Put forth the theory of "work/life collision," positing that the continual escalation of working hours diminishes the individual's personal time, impeding their ability to engage in hobbies and leisure pursuits. This, in turn, obstructs the individual's holistic development, inhibiting their personal and spiritual growth.

Duran and Extremera (2004) Through their study involving professionals working in establishments for individuals with intellectual disabilities, the researchers uncovered a noteworthy correlation between emotional intelligence and burnout syndrome, with a specific emphasis on personal accomplishment. The data unmistakably highlighted that emotional intelligence, demonstrated by the capacity to identify, articulate, and regulate emotions, could influence both the perception of job-related stress and the outcomes of encountered stress.

State Service Commission (2005) The research underscores the notion that work constitutes only a solitary facet of existence and should not overwhelm or skew the domains of family life, leisure, and individual advancement. Moreover, it proposes that the concept of work-life balance should amplify the significance of endeavors beyond work and align with the overarching aims of the government: fostering economic growth and nurturing an inventive and comprehensive society. The study advances the argument that companies which forge inventive work methodologies, concurrently benefiting their workforce, exemplify a forward-thinking, competitive, and lucrative

approach. Ultimately, the study advocates for the formulation of a work-life balance strategy that effectively caters to the needs of both employees and the organization.

Drew, E.; Murtagh, E. M., (2005) Discovered that male senior managers encounter challenges in attaining their desired work-life balance, primarily stemming from advancements in information technology. These advancements necessitate senior managers to be available for duty almost round the clock, including weekends. Furthermore, the research revealed that all the senior managers interviewed expressed resistance towards the notion of working from home. This reluctance stemmed from the belief that such an arrangement would be imposed in addition to their already extensive office-based work commitments.

Darolia and Darolia (2005) Examined the impact of emotional intelligence on managing stress and regulating emotional behavior. The study definitively established that individuals with high emotional

intelligence possess the capacity to comprehend and identify their emotions, enabling them to effectively handle themselves and prevent impulsive or aggressive reactions during periods of stress.

Toth, Herta, (2005) Investigated the gender-based aspects of work-life balance challenges within Hungary. The findings illuminated that men and women perceive work-life balance disparities differently and employ distinct approaches to navigate their work and family obligations. Moreover, the study highlighted that work-life balance is often regarded as an individual competency rather than a collective corporate obligation.

Oginska-Bulik (2005) Investigated the correlation between emotional intelligence and the perception of workplace stress, as well as its impact on the health of human service workers. The outcomes substantiated that individuals with elevated levels of emotional intelligence experienced lower levels of job-related stress and exhibited fewer adverse health effects. The research underscored that emotional intelligence does offer a moderate form of protection, helping mitigate the occurrence of detrimental health outcomes, particularly symptoms of depression, among workers.

Lansdale (2006) Asserted in his research that policies concentrating on the extension of parental leave and the enhancement of child care provisions contribute to fostering increased flexibility within employment arrangements.

Hill. (2006) Focused on the work-life balance of parents engaged in a collective 60-hour work week. Hill (2006) investigated married couples in which at least one parent was employed either full-time or part-time. These couples were categorized into three groups: both parents working full-time, couples with a combined 60-hour work week, and couples where one parent worked full-time while the other was not employed. The study revealed that couples whose combined work

hours did not surpass 60 hours experienced enhanced job flexibility, greater satisfaction with family life, reduced commitment to their organizations, and diminished job performance.

N. Krishna Reddy et al, (2010) Explored the diverse factors impacting the extent of Family-Work Conflict (FWC) and Work-Family Conflict (WFC). The variables taken into consideration encompassed family size, the age of children, and work hours. The study established that Family-Work Conflict (FWC) and Work-Family Conflict (WFC) tend to exert adverse effects predominantly in the family domain, culminating in reduced life satisfaction and heightened internal discord within the family unit.

CONCLUSION:

In conclusion, the examination of work-life balance among women employees in the service sector has shed light on the intricate interplay between professional responsibilities and personal well-being. The challenges faced by women in managing their careers alongside domestic commitments are substantial, with the demand for constant engagement often leading to stress and reduced satisfaction. However, it is evident that the pursuit of work-life balance is not only pivotal for individual well-being but also vital for organizational success. Organizations that recognize the importance of accommodating their female workforce's diverse needs by implementing supportive policies and flexible work arrangements are not only fostering employee satisfaction but also enhancing overall productivity. Furthermore, the incorporation of effective work-life balance strategies not only benefits women employees but also contributes to the creation of a progressive work environment that values both personal and professional dimensions. As we move forward, a continued emphasis on research, advocacy, and implementation of work-life balance initiatives will be instrumental in fostering gender equality, employee well-being, and the sustained growth of the service sector.

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