

## A STUDY ON WORK-LIFE BALANCE OF INDIAN WOMEN EMPLOYEES IN THE BANKING SECTOR

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### KEYWORDS

Women, Banking,  
Work-life balance,  
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Professional Life,  
Banking Sector, Family.

### ABSTRACT

The work-life balance and imbalance are the main topics of this essay. One of the most difficult difficulties facing female professionals in the twenty-first century is work-life balance in banking. Due to societal demands and economic circumstances, working women's roles have evolved globally. In 1969, the Indian banking industry was nationalized, which acted as the first significant action to lessen gender discrimination against women working in banking. Women who work in banking are able to manage their personal and professional lives. According to the study's findings, there are no specific regulations for working women's work-life balance; nonetheless, the majority of female employees embraced job sharing, and they found that support from co-workers helped them manage their time effectively. Work-Life Balance is a continuous issue that has to be managed rather than a problem that needs to be addressed. Women employees' relationships suffer from work-life imbalance because they may miss significant occasions and family interactions due to excessive work. Work-life conflict among female employees is caused by an imbalance between "work" and "life," and it leads to increased absenteeism, decreased productivity, decreased job satisfaction, increased management stress, and strained family and social relationships. To get more broadly applicable findings, future studies must concentrate on a larger sample size.

### INTRODUCTION:

WLB, or work-life balance, is the capacity to feel in control, continue to be productive, and competitive in work while keeping up a contented, healthy, and leisurely home life. It is achieving awareness and focus in the face of apparently never-ending activities and tasks vying for time and attention of the workers. Governments, businesses, and workers all aim to increase workforce participation. But in our hectic lifestyles, a lot of individuals find it difficult to juggle their jobs with the duties of taking care of their aging parents, children, or family members with disabilities. The growing rate of urbanization and modernity is causing fast changes in Indian households. All social levels of Indian women have pursued paid careers. Therefore, comprehending the way women manage their personal and work lives is crucial. Employers must devise plans that will not only draw in and keep workers for an extended length of time, but also increase their productivity. Numerous facilities are available to organizations, including transportation, canteens, day care centres, postal and savings plans, flexible work schedules, part-time employment, and special leave arrangements, including annual and public holiday leave, career break leave for elective representatives, leave to appear in court on behalf

of your organization, health care centres, rewards and recognition, career growth, insurance plans, job rotation, incentives, performance-related pay, restrooms, and other government programs, including maternity, marriage, sick leave, and medical benefits.

### **REVIEW OF LITERATURE:**

Kelkar (2003) observed that heavy work schedules and 14-16 hours' workdays is the norm of IT companies. The employees work long hours in office and 2-3 hours in home. Work Life Balance is the part of HRM jargon of IT companies, but in reality it is only work. There is no such balance between work and family in the industry. Family Friendly Working Hours Taskforce (2009) in their report "Flexible Working: working for families, working for business" identified that Women are still the primary careers in our society and, as a result, face the greatest difficulties in reconciling their caring responsibilities with the demands and expectations of full time work.

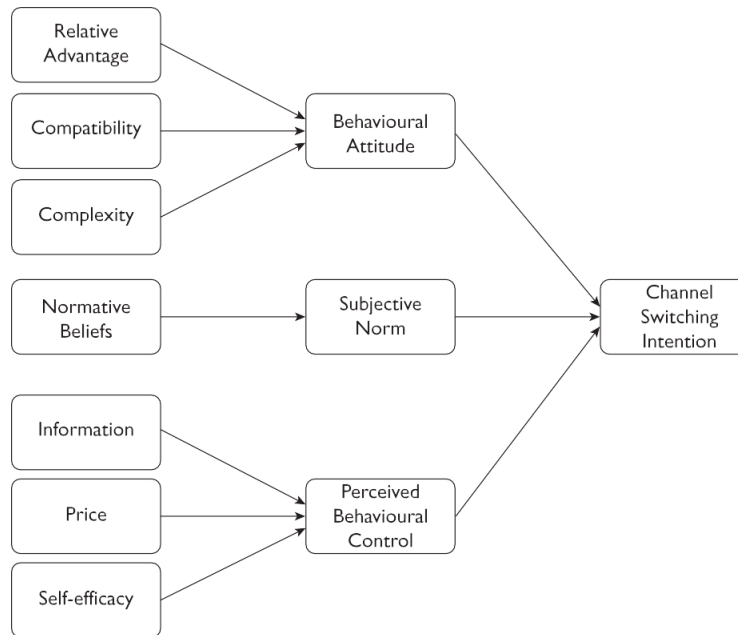
Vanitha (2011) in her article titled "A study on Work Life Balance of IT employees through Emotional Intelligence with special reference to Indian context" states that the degree to which work and personal life activities are prioritized as neither is neglected. High ratings on these behaviors are associated with the emotional intelligence measures of social responsibility, impulse control, and empathy.

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 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.

Ramanathan & Vanitha, (2011) in their research article titled "Work- Life Balance-A primitive Channel Source for work culture at workplace with special reference to IT employees in India" state the work pattern of IT sector. The professional employed at various levels in IT sector undergo various changing issues in terms of organizational policy and individual commitment. The growing competition among various companies in this sector, the job shift, recent economic slowdown, and the market rehabilitation strategies adopted by the companies want the employees of IT sector to contribute more at work places irrespective of time schedule in the form of job expansion, work load enrichment and customer satisfaction. Due to these changes the WLB of IT employees deviates and leads to mismanagement of various overlapping factors among individuals in terms of work, family, social, development and personal.

### **STATEMENT OF THE PROBLEM:**

Indian women possess more abilities and are just as talented as males. There are more and more employment options for female employees every day. At work, there are also more obligations and difficulties. The majority of working women are pushing themselves to fulfill their responsibilities at home and at work, which will improve women employees' work-life balance. Therefore, the issue of women's work-life balance in the banking industry must be chosen, as many female employees choose to work in this industry due to employment stability, convenience, good compensation, and pride.



**OBJECTIVES OF THE STUDY:**

- To investigate the key factors that affect working women in the banking industry's ability to maintain a balance between their personal and professional obligations.
- To give suggestions to management and individuals to manage work life balance in a better way.

**ANALYSIS AND INTERPRETATION:**

➤ **To identify and analyze the professional and personal-related factors challenging the WLB among working women in banking sectors.**

1. Professional challenges to WLB (POC) can be defined as the different aspects of work interfering with personal life. The challenges mean that personal life is suffering because of organizational and job-related factors resulting in the individual’s neglect of personal life. Employees find it difficult to work, experience both work and non-work activities, finding sufficient time for nonwork activities and missing on personal activities in banking sectors.

2. Personal challenges to WLB (PEC) concentrate on elements that are characterized as the collection of elements that affect the WLB from an individual's point of view. They can be brought on by the self, the family, or the house, which leaves the working life with less or insufficient support from the family. These elements may also have an effect on a person's professional career and workplace efficiency. This study takes into account the variables that make up the personal difficulties construct in the fields of banking.

3. Social media (SM) is a collective Internet-based application that facilitates the production and sharing of user-generated content, building upon the technological and conceptual underpinnings of web 2.0. The article on SM's potential and difficulties clarified SM is and is not, as well as highlighting some of the major issues and prospects. The WLB may be impacted by people's time spent on social media, content sharing and searching, and networking. Social media platforms like YouTube, Facebook, LinkedIn, and Twitter can have a significant influence on people's WLB.

## Theoretical Model for Factor Analysis

**Source:** Authors' own findings.

### ➤ **Strategies for Strengthening Work-Life Balance in women employees:**

1. Monitor your time: Make a weekly schedule of all your activities, both personal and professional. You will have a better understanding of spend our time and where we are wasting it thanks to this data.
2. Establish your priorities: Make a list of your priorities at work and at home after giving your priorities some serious thought. Next, examine your time audit by asking yourself some important questions, such as: What should I begin doing? Give up doing? Keep doing? Do more of it? Reduce the amount of? Act in a different way?
3. Establish clear objectives: Create specific, quantifiable goals based on our list of priorities.
4. Schedule meticulously: People that are successful plan their job and then execute it. We only have one life to live. Thus, keep a single date planner. This is how we make your priorities and objectives a reality, whether it be on paper or in an electronic format. Allocate 10 to 20 minutes at the start of the day (or night before) to organize your next day's and night's activities.
5. Set boundaries: Decide what will and won't do at work and at home, and set reasonable, reasonable limitations. Make sure your partner, family, co-workers, and boss are aware of these boundaries.
6. Take care of yourself: Your health should always come first. Should not be in optimal physical, mental, and sleep a minimum of seven hours per night.

### **Methods for promoting equilibrium in the banking industry:**

1. Maintain structural consistency: It's critical to keep your company's structure consistent since employees are often less anxious when they know what to expect on a daily basis as frequently as feasible. Stresses that employees experience at home might be offset by a stable and dependable work environment.
2. Provide chances for community participation: Providing worthwhile and advantageous community engagement activities is another excellent strategy to bridge the gap between work and leisure time.
3. Establish a special "Quiet Space": Since everyone has terrible days occasionally, it's helpful to have a place where staff members may go when they need to take a moment to themselves for a moment.
4. Permit schedule flexibility: Not all companies are a good fit for a remote staff, so don't if you need your staff to physically show up for work, it will negatively impact your company's productivity. Giving our staff the choice to work remotely when they want to is a very different matter truly have to due to an emergency that necessitates them making up time later.
5. Take part in team-building activities: While team-building activities can seem too corny for our workplace, some of them actually help to create a much-needed spirit of cooperation. Our staff will feel like they have someone to turn to when they're feeling stressed if they believe they can rely on one another for assistance.

### **CONCLUSION:**

In today's world, women employees' work-life balance is a difficult problem. In the past, the women looked forward to their families while the men concentrated on their jobs. Given the current circumstances, a male member cannot support his family on average income. The external conditions compelled the female employees to advance and seek employment. In order to live better lives these days, both the husband and the wife relocate for work. However, it would be particularly difficult for female employees to balance their home and professional lives. It is evident from the evaluations and the survey that women working in public sector banks have a far better work-life balance.

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