

## A Study On Effects Of Work-Life Balance And Women Employees Job Productivity In It Organizations

Suganya Dasaradhan<sup>1</sup>, Dr. K. Selvasundaram<sup>2</sup>

<sup>1</sup>(Full Time Research Scholar), Department of Corporate Secretaryship and Accounting Finance, Faculty of Science and Humanities SRM Institute of Science and Technology, Kattankulathur – 603 203

<sup>2</sup>Associate Professor, Research Guide & Supervisor, Department of Corporate Secretaryship and Accounting Finance, Faculty of Science and Humanities SRM Institute of Science and Technology, Kattankulathur – 603 203

### KEYWORDS

Work life, Balance, Ladies productivity, Organizations

### ABSTRACT

This study examined just at work-life balance and women productivity in only few IT sectors in Chennai. The study was stimulated by the IT sectoring industry's high rate of work-life unequal distribution. The study specifically examined the impact of workload pressure, role conflict, family stress, and work flexibility on female productivity. The relevant conceptual, theoretical, and empirical literatures were investigated. This work examined the work life balance and ladies productivity in selected IT sectors in Chennai city. The study was necessitated by high rate of work-life unbalance in the IT sectoring industry. Specifically the study determined the effect of workload pressure, role conflict, family stress and Work flexibility on ladies productivity. Relevant conceptual, theoretical and empirical literatures were examined. A total of fifteen IT sectors were studied, and the population of study was 2021, with the sample size of total sample size evaluated using the statistical formula SPSS. The research also revealed that family stress has a significant impact on female productivity. The study concluded that work load pressure, role conflict, and family-related stress all have a negative impact on female productivity. According to the study, people should relax in ways that do not interfere with their work; it can be an efficient way to recover from identified work-life balance issues. Management must take note of the volume of work assigned to women in order to deal with work-life balance issues in the workplace. Management must act immediately to rectify the issue; work should be delegated accordingly to ensure that no one is overloaded. Ladies should be given appropriate breaks and vacation time.

### 1. Introduction

The workplace is being revolutionized as a state of mind rather than a physical location. Because of the advancement of information technology, the physical location of a workplace has gradually lost importance. Modern working life has adapted the work-from-home system. Work from home refers to the concept of working in a company where employees do not have to commute to a single location. Telecommuting and remote work are other terms for it. Because of good internet connectivity as well as reasonable prices, more user-friendly computers, laptops, and other similar gadgets, advancements in information and communication technologies have made it very easy to complete tasks outside of the workplace.

The concept of Work-life Balance i.e. WLB, backs the efforts of the employees to divide their time and energy between work, family and the other aspects of their lives. In recent years, WLB has occupied a significant role in the higher education sector – research and academia, enabling employees or faculties to pay attention towards personal, societal and professional aspects of their lives as well. Organisations in general have realised that there is a need to plan and promote work life balance policies for increasing both qualitative and quantitative productivity. The steps taken by organisations to do so include – job sharing, flexible working hours, family events at work etc. This has been done so, to bridge the gaps between professional, personal and social lives of the faculties with an aim to improve organizational work culture and effectiveness.

Neelima Shankar (2019) said that, “Work–life balance is the maintenance of a balance between

responsibilities at work and at home. Work and family have increasingly become antagonist spheres, equally greedy of energy and time and responsible for work–family conflict.

### **Objectives Of The Study**

The study's main goal is to investigate the impact of work-life balance on women employees' task productivity in selected IT sectors in Chennai city, while the specific goals are as follows:

To evaluate the effect of workload pressure on female productivity in selected IT sectors in Chennai.

To examine the impact of role conflict on female productivity in selected IT sectors in Chennai city.

To explore the effects of family stress on female productivity in selected IT sectors.

For the current study, a descriptive research design was used. The data is gathered from both primary and secondary sources. The primary data were collected via questionnaire from 124 women working in the IT industry in Chennai. Secondary sources were gathered from books, journals, and online databases. The scope of the research is limited to Chennai. For sampling technique, a convenient sampling method is used.

### **Hypotheses**

Ho1: Workload pressure has no significant impact on female productivity in selected IT sectors in IT Sector, according to

Ho2: Role conflict has no significant effect on female productivity in IT Sector's selected IT sectors.

Ho3: Family stress has no significant impact on female productivity in specific IT sectors in IT

### **Sector. Significance Of The Study**

Work-life balance benefits organizations, individuals and policymakers, IT sector management, and researchers/scholars in various ways.

### **Review Of Related Literature**

#### **Conceptual Framework Work-Life Balance**

Deery (2008 in Noor, 2011) suggests that defining the concept of “work-life balance is a complex task, as it can be viewed from the meaning of work life and balance”. Work and life have unclear definitions in the literature (Guest, 2002) where work involves paid employment and life involves everything outside of the environment of formal employment, but usually connotes the realm of family or home life (Shankar and Bhatnagar, 2010). Work- life balance is not mere related to work and life; it is the positive state of mind. Work-life balance, in its broadest sense, is defined as a satisfactory level of involvement or ‘fit’ between the multiple roles in a person’s life (Hudson, 2005).

Work-life balance refers to the interaction of paid work and other activities such as unpaid family and community service, leisure, and personal development.

Work-family balance was defined by Greenhaus, Collins, and Shaw (2003) as "the extent to which an individual is equally self-engaged and equally satisfied with his or her work role and family role." Work-life balance does not imply an equal division of time between work and life. It is not a tightrope walk between two poles acting as organizational commitments and home demands at the same time, but rather a proper understanding of professional and personal priorities.

## **2. Methodology**

The study adopted a descriptive survey design .This study was carried out in Anambra. The researcher made use of primary sources of data. The population of study is 950 made up of all the ladiesof selected IT sectors in Anambra State. Source: Due to size of the population, the researcher used the connivance Sampling Technique population (380) as sample size of the study. The major instrument used in this research work is the questionnaire. The study used face and content validity in this research work. The

instrument was first given to two of my colleague for validation. Their corrections and suggestions were incorporated into the final draft of the questionnaire. The questionnaire is attached as an appendix to this work. The reliability of the questionnaires used for data collection was also tested. Thereafter, the responses will be collated and recorded. The Cronbach Alpha was used to determine the reliability of the instrument. The CronbachAlpha value of 0.637 and 0.694 respectively for job related stress and ladies productivity was obtain. Descriptive statistics, correlation analysis and Multiple Regression Analysis (MRA) method were employed to determine the effect of work-life balance on ladies productivity.

### **Data Presentation and Analysis**

In this section, the data generated from the ladies of the sampled IT sectors were presented, analyzed and interpreted. A total of three hundred and eighty questionnaires were distributed to the respondents, out of which 300 hundred was properly filled and found relevant to the study. Therefore, the analysis in this section will be based on the three hundred relevant copies. The first section covers the demographic features of the respondents. The second section will analyzed the data relevant to research questions.

### **Descriptive Analysis**

This section presents the descriptive statistics on the stress and ladies productivity. The aim of the analysis is to examine the performance of the stress variables in relation to ladies productivity. The analysis of the individual characteristics of these variables is presented in the table below:

## **3. Result and Discussion**

### **Discussion of Findings**

This work examined the effect of work life balance on ladies productivity in selected IT sectorin IT Sector. A total of 20 IT sectors were studied. The hypotheses formulated were tested using multiple regression analysis. At the end of the analysis, the following were discovered. The result of the Pearson correlation analysis shows that workload pressure, role conflict and family stress has a negative correlation with ladies productivity This finding is consistent with that of Affum-Osei, Agyekum, Addo and Asante (2014) whose study showed that there was a negative correlation between work life balance and ladies productivity The study found that workload pressure has significant effect on ladies productivity. This study tallies with the findings of Mark (2012) that working under pressure had an effect on productivity. It also agrees with the conclusion of Hira and Anam (2012) that excessive workload than normal work leads the ladies towards counter-productive work behavior and job dissatisfaction. Similarly, Warraich, Ahmed, Ahmad and Khoso (2014) found that workload is the prime reasons of causing stress in women, and this stress reduces their satisfaction.

The study also revealed that role conflict has no significant effect on ladies productivity. This finding conforms to that of Fatima and Rehman (2012) Lankeshwara and Wijesekara (2015) whose study indicated that role conflict reducesladies productivity, ladies performance and efficiency.

Finally, the study found that family work life balance significant effect on ladies productivity.

This study agrees with the findings of Zanél (2015) that family related stress is bound to adversely affect the ladies productivity of women. According to Osman, IbuathuandRukangu (2016), work-family conflict may lead to stress and strain. Syed andHassen(2015), posit that, inability of the individual to balance the demands of work and home, particularly in the context of dependent care and dual-earning families is a source of job dissatisfaction in this regard.

### **Summary Of Findings**

This work examined the effect of work life balance and ladies productivity The. data generated were subjected to statistical analysis. The result of the correlation shows that:

1. Workload pressure has a significant influence on ladies productivity
2. Role conflict has a significant effect on ladies productivity

3. Family stress has a significant influence on ladies productivity

#### **4. Conclusion and future scope**

This work covered that effect of work life balance and ladies productivity using 20 commercial IT sectors in IT Sector, Anambra. The responses of the ladies of these IT sectors were subjected to statistical analysis. The study found that work overload, role conflict and family related stress has negative significant effect on ladies productivity. Due to these sources of work life balance, ladies engagement to work decreases and ultimately it negatively affects ladies productivity.

Therefore, the study concludes that work life balance had negative significant effect on ladies productivity in Nigeria IT sectoring sector.

#### **Recommendations**

Base on the findings of this study, it is recommended that:

1. IT sectors should put in effective work life balance management strategy that will reduce workload pressure, role conflict and family related stress so as to improve the ladies productivity of their women.
2. Women should take measures which are under their control that allow them to correctly perform their responsibilities and duties assertively. Relaxation in various forms which do not hamper their work can be an appropriate factor to recover from identified work life balance issues.
3. In order to cope with work life balance issues within the workplace it is necessary for the management to keep on the lookout for any signs indicating that the ladies are being pressurized into too much work. Management needs to take remedial action immediately, work should be delegated appropriately ensuring that no one is being excessively burdened. Women should be provided with breaks and holidays on a regular basis

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