

AN ANALYTICAL STUDY OF WORK LIFE BALANCE AND ITS IMPACT ON WORKING WOMEN IN SERVICE SECTOR IN MARATHWADA REGION – A LITERATURE REVIEW

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ABSTRACT

Two major studies have contended that work life balance is an important aspect for an employee and it has a bearing on job satisfaction. A 2014 survey by BCG of 200,000 employees worldwide found that work life balance (WLB) is the 3rd most influencing factor for job satisfaction. A 2010 meta-analysis published in British Psychology Society reviewed 223 studies that examined the link between job satisfaction and life satisfaction (subjective well-being). The psychologists concluded that people who are predisposed to be happy and satisfied in life in general are more likely to be happy and satisfied in their work. They note that individuals who are generally unhappy in life and seek satisfaction in their work likely will not find it. Given the rise in number of working women and the severity of the problem, a research was undertaken in the context of working women from the service sector in Marathwada region. Before the main study was undertaken a literature review was carried. This research paper presents the same.

Keywords: *Work life balance, Working Women in service sector, Marathwada region*

Introduction

Work life balance (WLB) has emerged as one of the keenly researched area of late. Employees world over are giving importance to WLB. Awareness about WLB has increased. Employees now value WLB. They compare and chose jobs that provide them a better balance between work and life. A 2014 survey by BCG of 200,000 employees worldwide found that work life balance (WLB) is the 3rd most influencing factor for job satisfaction. A 2010 meta-analysis published in *British Psychology Society* reviewed 223 studies that examined the link between job satisfaction and life satisfaction (subjective well-being). The psychologists concluded that people who are predisposed to be happy and satisfied in life in general are more likely to be happy and satisfied in their work. They note that individuals who are generally unhappy in life and seek satisfaction in their work likely will not find it. Given the rise in number of working women and the severity of the problem, a research was undertaken in the context of working women from the service sector in Marathwada region. Before the main study was undertaken a literature review was carried. This research paper presents the same.

Vast amount of literature is available on work-life balance. In the context of the study

following objectives were set for the literature review:

- a. To review literature on awareness amongst working women about the concept of WLB,
- b. To review literature on impact of WLB (positive and negative) in case of working women regarding their personal, family and professional lives,
- c. To review literature on determinants of WLB in case of working employees,
- d. To review literature on perception of working women towards benefits and challenges of WLB, and
- e. To review literature on WLB studies in India and in Marathwada region of Maharashtra

Review of Literature

Women report higher levels of work-life struggle, which has an adverse effect on women's self-perceived health. Intrusions understands on work-life balance data are less. The study enhances knowledge regarding work-life balance by assessing lady employees' experiences of afresh developed intrusion program, the BELE program (Balance in Everyday Life Empowerment program), targeting to improve the work-life balance and welfare of lady employees.

The outcomes point out the significance of alertness and reflection on daily life to encourage work-life balance and welfare. The BELE program was defined as an alarm to one's life and as an enhancer of enablement procedures and equality in the households. Also, the outcomes exhibited the necessity for health education in the workplace concentrating on both work and personal life to boost balance and welfare among lady employees. The results specify that it is significant to work at individual and group levels in work-life balance intrusions and not just at the organizational level or in the workplace framework (Agosti et al., 2019).

The study intends to comprehend how expert Moroccan women working in numerous segments detect their current work-life balance (WLB). Though gender equity and women's enablement have been growing in the former few years in Morocco, there can still be tasks challenged to achieve their professional and family responsibilities. An investigative method to the study has been employed in order to reveal the numerous hurdles impeding women's WLB within the Moroccan organizational framework. Through planned interviews, participants were given a chance to evaluate what they trust is significant in attaining a good WLB. A total of 45 women participants have willingly engaged in an interview that continued between 30- and 45-min. Conclusions from this assessment discovered that the devastating women's family tasks and the needs of their professional responsibilities lead to uneven burden on them, ensuing in difficulty to accomplish both roles efficaciously so causing an imbalanced work life. The study offers treasured understandings on how women see their current WLB and responds on possible mechanisms to enhance it. Understanding women's insights of their own WLB can facilitate the identification of tactics and strategies pitched towards the retention of women in the workforce, and Moroccan organizations can enhance and apply HRD tactics and strategies that are geared toward creating a workplace that is more helpful to meet women's professional and private targets (Lekchiri & Eversole, 2020).

The study focuses to inspect the connection between work-life balance (WLB) and

organizational commitment (OC) amid women employees in the healthcare segment. Conclusions specified a noteworthy optimistic association between WLB and OC. Moreover, component-wise analysis discovered an optimistic association between the WLB and sentimental and regularizing commitment. Though, WLB verified an adverse association with endurance commitment (Shabir & Gani, 2020).

The study, based on the Conservation of Resource (COR) theory, inspects the responsibilities of perceived social nourishment resources and the regulating effect of work-life strategy on work-life balance (WLB) among female employees in the setting of the banking sector. Outcomes highlight the significance of apparent workplace support, professed guiding emotional support, professed supervisory related support, professed co-worker emotional support, and professed family support on WLB of female bankers. Moreover, work-life policy weakened the association between PFS and WLB. Results may aid the management practitioners, controllers, banking specialists, and scholars to grow a deeper understanding of the sources of social support driving WLB and the indirect impact of WLB strategies on the associations among PSS resources and WLB (Uddin et al., 2020).

Numerous variations within the workplace and in employee demographics within the former few years have led to an augmented worry for understanding the limit and so the communication between employee, work and non-work lives. Chiefly, demographics are playing a noteworthy role in the insights of people. This is because of substantial difference as to biological features, attitudes and experiences. Women may have problems handling their own work/life balance, particularly in work situations where they are doing to obtain much formal support from their manager. If they need to strike any balance between work and their lives outside work, they have to set this as a target and search their own ways of attaining it. Women must have a wish to need control of their own work/life balance and take initiative, describing their own individual effort pointed toward

safeguarding this work/life balance (Kumar & Rao, 2020).

The aim of the study is to take awareness of the work–life balance (WLB) challenges experiencing working women, generate an analysis of the family-friendly policies (FFPs), associated requirements in labour laws of numerous countries, and recognize and recommend few FFP-based solutions for enticing women to private sector jobs. The outcomes discovered that the maximum of women in the private sector are not completely alert of the labour laws and FFPs, and are not contented with the current policies, as they do not offer the right WLB. Women in the private sector request supple working hours, privacy at work, less work hours and few other advantages similar to the government segment (Belwal et al., 2019).

The disturbances brought by COVID-19 pandemic obliged a huge part of public segment employees to remotely work from home. Home-based teleworking safeguarded the endurance of the delivery of public services, lessening disturbances brought by the pandemic. Though, less is known about the insinuations of telecommuting from home on the capability of remote employees to attain the work-life relationship. Home-based telecommuting adversely impacted the work-life balance of public employees. Employees who work from home suffered from augmented work-to-life and life-to-work struggles. Telecommuting from home activated more work-related exhaustion, which deteriorated the alleged work-life balance. Work engagement optimistically arbitrated the adverse impacts of working from home on work-life equilibrium (Palumbo et al., 2020).

The goal of the study is to discover the experiences of work-life balance with an importance on the reasons of the disparities, apparent stress, and managing methods experienced by female medical doctors in an African background – Nigeria, a geographical place that is measured under-studied. As per conclusions of the thematic analysis, it is clear that time squeeze, as a renowned aspect in the medical job, worsens adverse work-home interfering. Though, other themes, such as male-controlled tendencies and task-pay discrepancy, that disturb female doctors but are

infrequently considered in studies on work-life balance also arisen as causes of pressure and work-family struggles, leaving these doctors to invent individual coping approaches as extenuating tactics (Akanji et al., 2020).

Work-life balance is the equilibrium of life in work from each person. This balance in work is a significant aspect that can aid augmented job gratification with a job. In order to uphold the quality and assurance of the employees who are mandatory to attain the goals given, in general, numerous companies are presently applying Work-Life Balance programs. The study offers data, Work-Life Balance Variables with Job Satisfaction is optimistic and robust at 50.7%. The upsurge in the Work-Life Balance variable will be replied to with a rise also in job satisfaction and work-life balance has an optimistic and noteworthy impact with F value 6,499 and sig value of 0,000 to job fulfilment in the bank segment in Jakarta (Kasbuntoro et al., 2020).

The aim of the study is to assess the features that disturb the work and personal life balance of women employed in numerous NGOs working in the Sindh province. The taster consisting of 125 female employees was selected and the survey tool was employed for the gathering of information. The intended theoretical model of the study was verified with path modeling software of smart PLS. In the study, 3 main hypotheses connecting to organizational support, employee engagement and personality were developed and verified. Numerous collinearity tests were applied to evaluate the ordinariness of information. Then, the consistency, cogency, measurement and structural model was inspected. Using Smart PLS s/w, the conclusions demonstrate that 73% of the overall variance was elucidated by administrative support, employee engagement and personality. Also, it was found that the highest input to the variance came from organizational sustenance (Shaikh et al., 2019). Women are progressively identifying the significance to uphold the balance between their work and family life. The aim of the study is to inspect the tasks on work-life balance, profits faced by women who are employed in multinational companies in Vietnam. The study is envisioned to unfold the aspects influencing female employees who experienced imbalances

in their work and life. The study was led using a quantitative research technique. The study was focused to attain understandings into Vietnamese women with the main benefits that women had made in balancing work life to anticipating high role expectations as a man, output must attain in their work; secondly, life stress such as work target, financial responsibilities, tremendous jobs and their responsibilities that women onset had to stress too much family responsibility. Conclusions discovered that the 3 most important problems experienced by working women in the multinational companies were related to job strain, co-worker support and role anticipation conflict (Duong et al., 2020).

The aim of the study is to inspect how institutionalised patriarchy initiates work-life-balance (WLB) challenges for Nigerian female medical doctors. It is aimed on Nigeria to comprehend how its exclusive institutional setting poses WLB challenges. The conclusions of the study show that patriarchate occurs not only in family but also in all structures and organizations that permit for control of women by men and further disparity and misuse of women. It was also found that in disparity to study in the west, WLB tasks stopping from Nigeria's patriarchal institutions are meaningfully different because of the odd institutional outlines framing them. Also, WLB challenges for female physicians while general to female doctors in western nations are more powerful in developing nations, given their exclusive sociocultural and recognized authenticities (Nwagbara, 2020).

It has been seen that several people are utilizing extra hours, are using their smartphones to be on call when they're not physically at work. A lot of people are having a more tough time searching balance in their lives due to their job tasks. It is significant for both men and women to accomplish work life balance and must be done correctly by setting urgencies between 'work' and 'personal life'. According to the conclusions of the study it is recommended that Dual Working Couples should set limitations to attain balance between their private and professional lives. The work plays a noteworthy part in life but they should accept the correct mindset which permits them to celebrate and enjoy the life. Turning off

from the outside world offers time to recover from weekly pressure. The DCCs should accept the habit to meditate daily in the morning for 20 minutes, physical exercise, yoga etc., this offers with a great start of the day. They should uphold a calendar, executing a robust daily routine will aid to keep the people on track to attain the balance they want and make time for themselves. The study is limited to DCCs living in Aurangabad city. Aurangabad is one of the fastest growing cities in Marathwada region in Maharashtra. To comprehend the WLB of the DCCs is the motive and aim of the study. The scope of the study is limited to the city of Aurangabad (Mohan & Chakravorty, 2017).

Maximum IT companies are providing holiday for their employees on week end and few of the IT companies working time are restricted but they are enforced to complete the work with in specific time. It will generate pressure to the women executive in IT sector. Self-awareness and personal enhancement are vital to each working woman, it will generate optimistic change. In this fast-growing mechanical world, every woman is running through work and behind the family, no women are ready to devote time for them and to enhance WLB. Lack of self-awareness, women executives are dwindling into the work life disparity, so it generates over pressure and job disappointment. Huge number of women is employed in IT segment, the percentage of women executive is augmented every year. Many of the women executives are employed in night shift, so they are facing lot of difficulties inside and outside of the company and the family. Most of the women are leaving home to work and work to home at late night, the women those who are employed in night shift is task to child care, elder care and family obligations also it will generate other health problems. Some women are leaving their job due to mental burden and traumatic working setting. IT companies recognize the women executives' problem and take essential steps to resolve the issue and give appropriate training to enhance WLB. Special training is a necessity for night shift working women, so IT companies take it seriously and organize special training for how to accomplish the issue and take special care for them during their

travel time and inside the campus (Bella & Chandran, 2019).

Organizations all over the world in general and India in specific have viewed a pattern change in the practices and measures of work and prospects from employees. Technological developments and deeper dispersion of communication media have played an essential role in this. On the other hand, the altering family patterns, women incoming the working sector have made balancing work and life more and more stimulating. Henceforth, Work – life Balance of women employees demands more consideration. Though it is expected that women can have good and balancing careers in the arena of education, the contemporary education system has led to upsurge in the faculty assignments. Teachers work load is not only difficult for their time in the institution but is also ranging to their home so as to get ready for the following day, separately from upholding student records and appearing to several institution related functional wants. The contemporary era has also seen technological developments to a large range. The contemporary teachers are required to grow technology helped teaching sources. Though, the main worry of current times is that women have more time saving devices but less time. Moreover, with the revolts in field of communication technology this time has got more activities. Hence, it was felt essential to

comprehend the variations hitting the field of higher education. The current study tries to comprehend the role and significance of Work-Life balance for female teachers in the wake of stimulating higher education system (Saraf, 2020).

Research Gap and conclusions

There is a clear contextual gap given that no major research has been carried in the region of Marathwada to study the problems of working women especially in the service sector. The number of working women is increasing steadily. However their struggle with work life balance continues and tend to affect their personal, family and professional lives. Hence this study was undertaken with a contextual emphasis.

Following research questions were set for investigation in the context of working women in service sector from Marathwada region:

RQ1: What is the awareness level of women employees about WLB?

RQ2: What is the impact of WLB on working women in service sector?

RQ3: What are the determinants of WLB of Women Employees?

RQ4: Do women employee perceive significant benefits and challenges towards WLB?

RQ5: What are the problems and prospects before WLB and women employee?

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