

Work Life Balance: A Pathway to Enhance the Employee Productivity

Dr. Manpreet Kaur

Assistant Professor

CBSA, CGC Landran, Mohali

Smriti Verma

Assistant Professor

CBSA, CGC Landran, Mohali

Abstract

Work life balance is a concept including a fair balance between work (profession) and lifestyle (health, leisure and family). The changing conditions of economy and social demands have changed the nature of work throughout the world. Due to uncertainty in the external environment, the working environment has become dynamic throughout the world. The concept of Work life balance is becoming quite relevant in a changing working environment. This paper attempts to study the concept of work life balance and how it relates to employee productivity. It also focuses on finding out the benefits of achieving Work life balance for both employees and the organization. This study is descriptive by nature. The paper also studies various challenges faced by the employees in achieving Work life balance. It was observed through the study that achieving Work life balance would be mutually beneficial for both employees as well as the organizations. It would improve employee satisfaction, foster employee productivity, and enhance organizational performance. This paper also gives few suggestions on achieving work life balance.

Key words: *Work life balance, Employee productivity, Organizational performance, Employee satisfaction*

Introduction

Work-life balance is an essential area of Human Resource Management (HRM) and nowadays it is receiving an increasing attention from management, employee representatives, government and researchers. In particular, the main objective of human resource practices in organizations is to improve employee productivity and performance to sustain the organization's competitive advantage.

Increased Productivity And Employees' Performance

The current literature suggests that work-life balance practices generally have a positive impact on individual and organizational productivity. Work-life balance is key driver of employees satisfaction. Adopting such practices could improve workers health, increase productivity, lower turnover, and decrease absenteeism. Demonstrating respect, trust, and integrity ensures sustained and enhanced performance and productivity.

Literature Review

1. T. Alexandra Beauregard and Lesley C. Henry (2009) in their paper, “Making the link between work-life balance practices and organizational performance”, analyzed the various methods by which organizational performance is influenced by organizational work-life practices. At both the individual and organization level they reviewed the support available for the link between work-life practices and organizational performance.

2. Susi.S, Jawaharrani. K (2010) in their paper, “Work-Life Balance: The key driver of employee engagement” shows that a changing economy and a maturing workforce can collectively create an employment environment where competent employees who are not satisfied in their current situations are encouraged to find a new place to shed their stress. It has been suggested in this paper that for employee engagement and their retention, work life balance is considered to be an important factor.

Objectives

1. To have the conceptual knowledge of work life balance.
2. To study the relationship between work life balance and employee productivity.
3. To study the benefits of work life balance strategies for both employees and organization.

Research Methodology

This study is descriptive by nature. The data for this study has been collected from primary sources that are the employees of the respective organizations like Education, IT Industry, Manufacturing etc. The sample size is 25 respondents who have been selected randomly for this study. The primary data in this study was collected by questionnaire method considering a sample size of 25 through direct interview method. The raw data was then tabulated. Based on this, bar charts and pie diagrams were prepared. Analysis was conducted and interpreted. Conclusions were drawn based on that. The data collected is tabulated in MS EXCEL.

Research Questions and Analysis

Fig 1

From the bar graph given below, it can be depicted that 76% of the respondents strongly agree that balancing of job and personal life is important, as life is a balancing act.

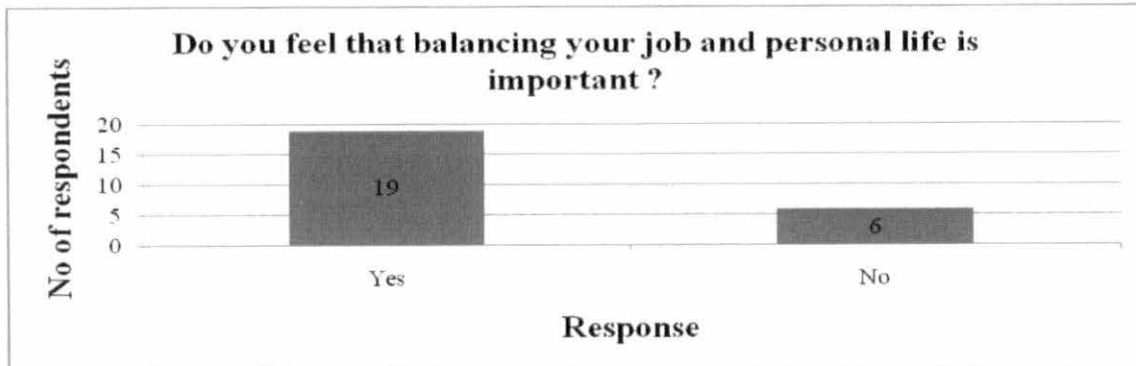


Fig 2



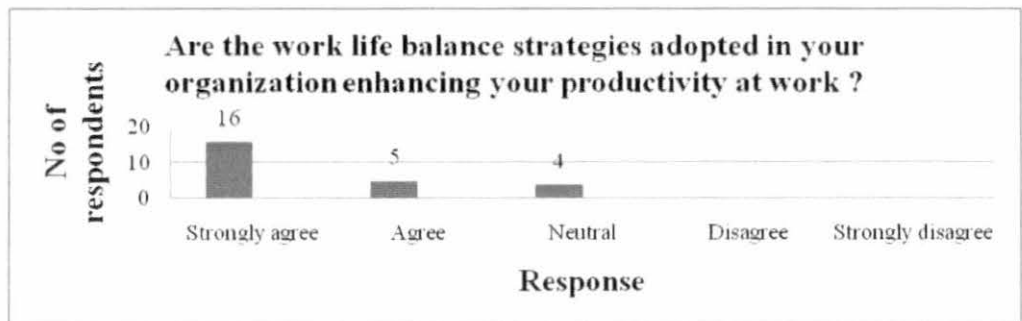
Based on the above graph, it can be interpreted that Maternity Leave and Medical Leaves are given in all organizations. While on the other hand, few organizations are providing Child Care leave and Special Leave for culture/religion to their employees.

Fig 3



The above pie diagram depicts that almost 31% of the respondents prefer On the job Health/Fitness facilities as well as Sports/Activity Clubs. On the other hand, very few respondents preferred on the job medical facilities.

Fig 4



Based on the above graph, it can be interpreted that 64% of the respondents Strongly Agree that work life balance strategies adopted in the organization are enhancing employee productivity. On the other hand, there are no disagreements but still 16% of the respondents are neutral. From the graph given below, it can be depicted that Time Expectations (40%) is the biggest challenge to work life balance. On the other hand, Co-Worker Support (0%) is easily available but Managerial Support (28%) and Red Tapism (32%) also provide some challenge to the work life balance objective.

Fig 5

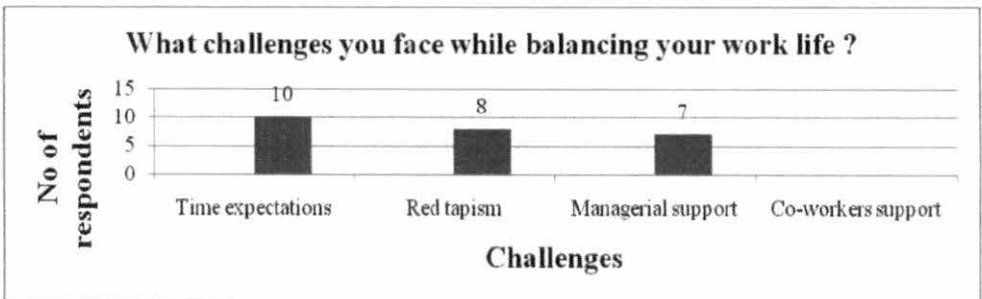
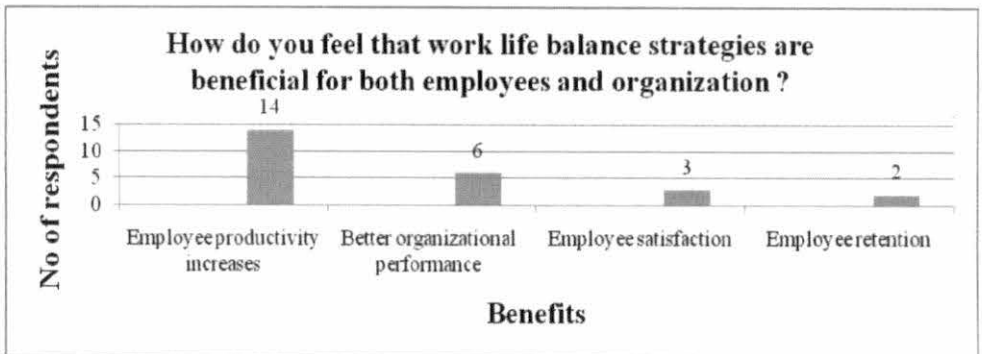


Fig 6



From the above data, it has been observed that productivity of 56% of the respondents as well as their respective organization (24%) has increased due to the adoption of work life balance strategies. While employee satisfaction (12%) and retention (8%) has not shown good outcomes out of adoption of work life balance strategies in their organizations.

Findings

1. It has been found from the study that 76% of the respondents strongly agree that balancing job and personal life is important, as life is a balancing act.
2. It has been interpreted that Maternity Leave and Medical Leaves are provided in organizations. While on the other hand, few organizations are providing Child Care leave and Special Leave for culture/religion to their employees.
3. 31% of the respondents prefer on the job Health/Fitness facilities as well as Sports/Activity Clubs. On the other hand, very few respondents preferred on the job medical facilities.

4. It has been interpreted from the study that 64% of the respondents strongly agree that work life balance strategies adopted in the organization are enhancing employee productivity.
5. Time Expectations (40%) is the biggest challenge to work life balance. On the other hand, Co-Worker Support (0%) is easily available but Managerial Support (28%) and Red Tapism (32%) also provide some challenges to the work life balance objective.
6. It has been observed that productivity of 56% of the respondents as well as their respective organization (24%) has increased due to the adoption of work life balance strategies.

Conclusion and Suggestions

To conclude, it can be seen that work life balance practices benefits everyone, i.e the business, through easier recruitment, improved retention and easier service delivery, the economy as the labour market grows skilled and experienced people are available to work, parents who can spend quality time at home, as well as providing financial support through work. This study basically made us to understand the different work life balance practices followed in the organization. And also have the potential to significantly improve employee morale; reduce absenteeism, and retain organizational knowledge, particularly during difficult economic times. In summary a successful convergence between work and non-work aspects can be win –win situation for employees and employers alike.

Some suggestions to achieve work life balance for employees would be time management, prioritizing activities, focus on organizing, recreation and use of technology to save time. Few suggestions for organizations would be flexible working hours, facility of work from home, creche facilities at workplace, options of part time work and parental leave.

References

- [1] Beauregard, Alexandra and Lesley C. Henry (2008), “Making the link between work-life balance practices and organizational performance”, *Human Resource Management Review*, Volume19, Issue 1, article available on www.sciencedirect.com
- [2] Lazar, I., Iosoiian, C., & Ratiu, P. (2010). “The role of work life balance practices in order to improve organizational performance”, *European Research Studies*, XIII (1).
- [3] Manisha Purohit(2013), “A Comparative Study Of Work Life Balance In Various Industrial Sectors In Pune Region”, *International Journal of Marketing, Financial Services & Management Research*, Vol.2, No. 3, ISSN 2277- 3622
- [4] Susi, S., & Jawaharrani, K. (2011). “Work Life Balance: A Key driver of employee engagement”, *Asian Journal of Management Research*, 2 (1).