

A STUDY ON EFFECT OF WORK RELATED VARIABLES ON WLB OF SELECT BPO ORGANIZATIONS

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Abstract

Deliberations regarding balancing one's personal and professional lives have raged for years. Some people believe that it is possible to find a balance and enjoy the best of both worlds, while others believe that not enough is done to ensure that everyone has access to both. A new study has now shed light on a third perspective. More men than women believe it is possible to advance professionally while also enjoying family life. Nowadays, there is no gender difference in the workplace because men and women work in almost every field. In point of fact, many organizations assert that women are significantly contributing to the organization's advancement. The fact that women are becoming more prominent in various fields is a positive development. Women, on the other hand, are known to be successful in their fields only when they properly plan for work-life balance. The term "work-life balance" refers to the concept of setting appropriate priorities between "lifestyle" (health, pleasure, leisure, family, and spiritual development/meditation) and "work" (career and ambition). The objective of this paper is to ascertain the opinions of working BPO employees regarding the organization's ideas and policies, as well as the effects of those ideas on their lives, as well as the various factors that are affecting the employees' work-life balance.

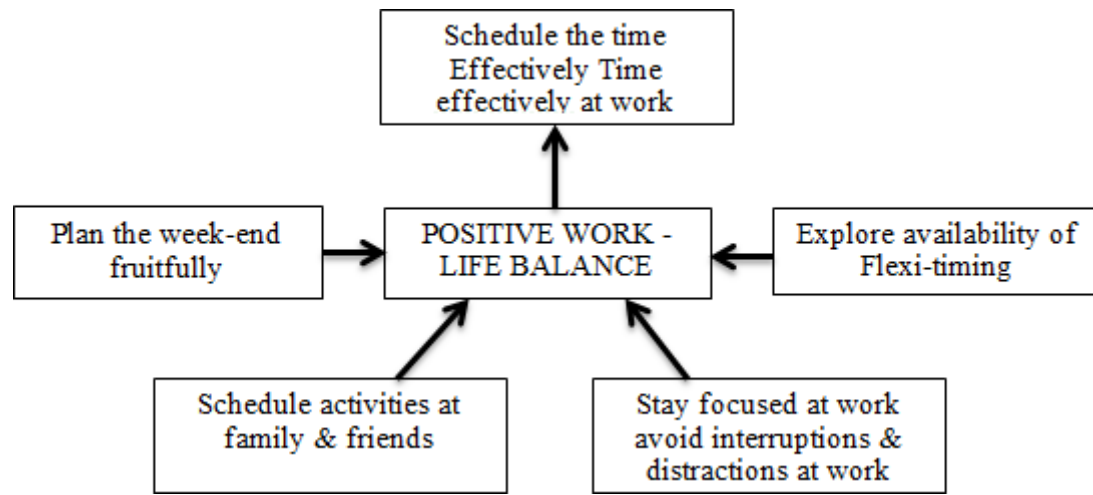
Keywords:- Employees, Profession, WLB

Introduction

Important of Work-Life Balance

Not only is it important for relationships and health to have a healthy work-life balance, but it can also boost productivity and performance for your employees. Simply put, if your employees don't see their work as a chore, they'll work harder, make fewer errors, and be more likely to promote your brand.

When you consider how challenging it can be to recruit and retain younger workers in this day and age, companies that have established a reputation for promoting work-life balance are increasingly appealing. According to the Oxford Economic, "Replacing an employee costs on average approximately £30,000 and takes up to 28 weeks to get them up to speed." Keeping your current employees content may be a good idea in light of this. You will be able to attract a valuable pool of talent for new hires and improve retention rates if you place an emphasis on work-life balance. It will ensure a high level of in-house talent while also saving money and time.



Tips to Improve Work-Life Balance

Encourage Time Off

Annual leave is a must, not a luxury, when it comes to holidays. You will be able to unplug and have fun during a time off from work, and it will also be a great chance to recover and refuel. When your employees return to the office, this is essential for helping them focus and work more efficiently.

Numerous studies demonstrate that holidays decrease stress and enhance workplace productivity. A study by the American Sociological Association suggests that people experience less psychological distress when they take more vacations.

Implementing a "use it or lose it" system, in which any unused days will not be repaid financially at the end of the year, is an effective strategy for encouraging employees to take time off.

Implement Short Breaks Throughout The Day

It is essential to encourage brief breaks throughout the day if your team members are unable to take time off. The human body was not built to spend long periods of time staring at a bright screen. It is detrimental to our mental and physical well-being.

You could put in place a games room where people can socialize and unwind away from work to combat this. You might want to think about introducing walking meetings outside and encouraging light exercise throughout the day. You can even go to a coffee shop together as a group. Investing in subscriptions to mindfulness or meditation apps to help people relax and de-stress can also be beneficial.

The work performance, output, and well-being of your teams will all benefit from these methods.

Ask Employees For Guidance

If you notice that your employees are having trouble finding equilibrium, ask them what they think would improve their situation. You will be able to collaborate with your team on strategies more effectively in the future and gain a deeper understanding of how they think.

Consider holding regular meetings or putting in place real-time cultural feedback programs to get data-driven insights to help you lead these discussions. By doing so, you will be able to precisely assess how your employees are feeling at any given moment and make adjustments to ensure that they are in a state of equilibrium.

Practice What You Preach

Last but not least, it's important to set an example. It sends a very mixed message if you tell your employees to turn off their laptops at six and not work on weekends while simultaneously sending them emails during these times. Additionally, it increases the pressure on your employees to adhere to your working hours. Set an example for others and watch as your methods of operation spread throughout the company. The "Right to Disconnect" law exists in France. It makes sure that the amount of work done outside of office hours is limited. Consider putting something similar into action at your workplace.

When your team is not actively working, it is critical to respect their equilibrium and privacy. As a result, you should avoid contacting them outside of business hours so that they can fully unplug and recover from the stresses of daily work. The majority of us will spend a significant amount of our time at work. We allow it to dominate and influence every facet of our lives. Keeping this in mind, it is crucial to strike the right balance and put it into action at work. You and your team will be able to detach from work and pay equal attention to your personal lives as a result of this. You will make significant progress toward creating a team that is both engaged and productive if you loosen the controls on how your employees balance their work and personal lives.

Work-life Balance has Six Components

1) Self-management

Sufficiently managing yourself can be challenging, particularly in getting proper sleep, exercise and nutrition. Self-management is recognition that effectively using the spaces in our lives is vital, and that available resources, time and life are finite. It means becoming captains of our own ships. No one is coming to steer for you.

2) Time management

Effective time management involves making optimal use of your day and the supporting resources that can be summoned. You keep pace when your resources match your challenges. Time management is enhanced by setting appropriate goals and discerning what is both important *and* urgent, versus important *or* urgent. It means knowing what you do best and when, and assembling the appropriate tools to accomplish specific tasks.

3) Stress management

By nature, societies tend to become more complex over time. In the face of increasing complexity, stress is inevitable. More people, distractions and noise require each of us to become adept at maintaining tranquility and working ourselves out of pressure-filled situations. Most forms of multitasking ultimately increase our stress. Focusing on one thing at a time should be your goal.

4) Managing change

In our fast-paced world, change is the only constant. Continually adopting new methods and re-adapting others is vital to a successful career and happy home life. Effective change management involves making periodic and concerted efforts to ensure that the volume and rate of change at work and at home does not overwhelm or defeat you.

5) Managing technology

Make sure that technology serves you, rather than abuses you. Technology has always been with us, since the first walking stick, flint, spear and wheel. The rate of change is accelerating, brought on by vendors seeking expanding market share. Often there is no choice but to keep up with the technological Joneses, but you must rule technology, not vice versa.

6) Managing leisure time

This is the most overlooked element of the work-life balance. Rest and relaxation are important and shouldn't be short-changed. Time off is a vital component of the human experience. Curiously, too much of the same leisure activity, however enjoyable, can lead to monotony. Thus, effective leisure management requires varying your activities.

Literature Review

Ayushi Vyas (2017) The literature review on work-life balance has been framed in light of its growing popularity, with the primary goal of promoting society's prosperity and the fulfillment of its employees' lives by fostering the growth of each employee and the growth of the company. In relation to Work-Life Balance and its practices and policies, the literature identifies a variety of factors that influence quality of life conditions, such as job satisfaction, work stress, career growth, turnover, absenteeism, appreciation, and a competitive environment. Through a review of the existing literature, this paper attempts to provide an overview of various Work-Life Balance factors. The references at the end include a variety of journals, books, doctoral theses, working papers, reports, magazines, websites, newspapers, and other sources.

Dharavath Rajeshwari (2019) Employees can choose from a variety of flexible working options, including job sharing, remote working, allowing them to work from home, adjusting their working hours to accommodate personal commitments, and so on. Employees should be encouraged by managers to take annual leave and to set limits by telling them not to respond to work-related emails and calls outside of work hours. Wellness programs are also being implemented by some businesses. Some of these programs include workshops on stress reduction and time management, while others are setting up wellness centers on the job site to help employees connect with doctors, mental health counselors, or gyms. For the selected population of 200 employees from 10 BPO companies in the Hyderabad region, the purpose of this study is to identify the factors affecting work-life balance. Mean rating scores were used as the statistical tool for interpreting the primary data in the study's convenience sampling research design.

Sareena Umma M. A. G (2020) As a result, work-life balance was chosen as the dependent variable and the factors of workload, social support, and childcare were chosen as the independent variables. Using the population study method, the researchers collected the primary data by utilizing a structured questionnaire. The reliability, descriptive statistic, correlation, and regression analyses were conducted with the help of the 82 responses that were gathered. The analysis revealed a strong positive relationship between social support and work-life balance as well as a negative relationship between workload and childcare. According to the multiple regression analysis, these three variables together account for 57% of the variation in work-life balance. School administrators will be able to learn more about the significance of work-life balance from the study's findings, which will help them improve school outcomes.

OBJECTIVES OF THE STUDY

- To determine the extent to which various factors, such as hours worked, work involvement, and family responsibilities, affect married work-life balance; • To determine the prevalence of work-life balance issues among BPO employees.
- To investigate how various work-related factors affect work-life balance; • To investigate how work-life balance affects married working women's quality of life.
- To investigate how women's performance and work attitude are affected by work-life balance.

RESEARCH METHODOLOGY

The nature of the study is descriptive. Questionnaire is designed to collect the information from the respondents.

Sampling Plan

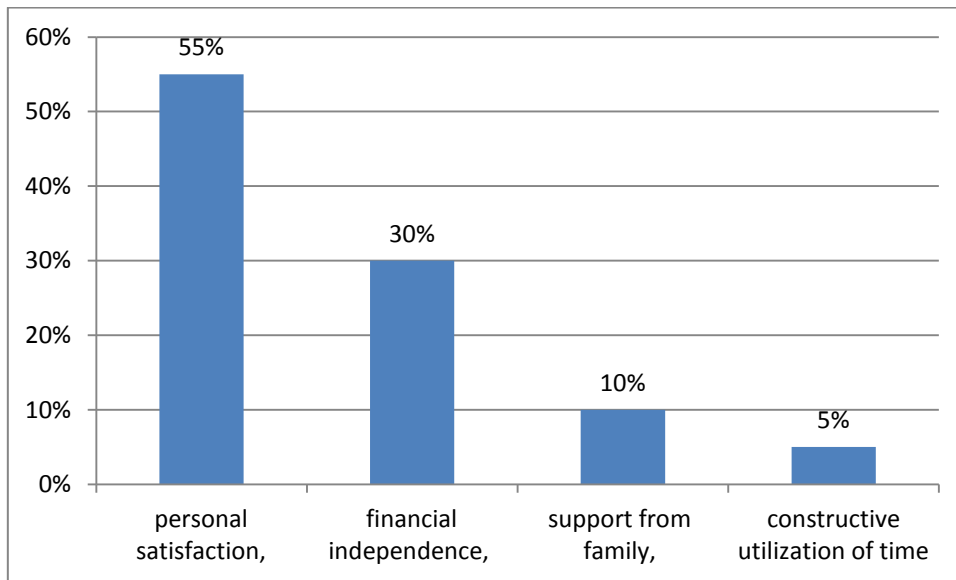
- Sample Unit: Target group (BPO Employees)).

- Sample Size: 100

Results and Discussion

Q1. Employer provides flexibility of working hours ?

	Respondents	Percentage	Cummulative
Strongly Agree	40	40%	70
Agree	30	30%	85
neutral	15	15%	95
Strongly Disagree	10	10%	100
Disagree	5	5%	
Total	100	100%	

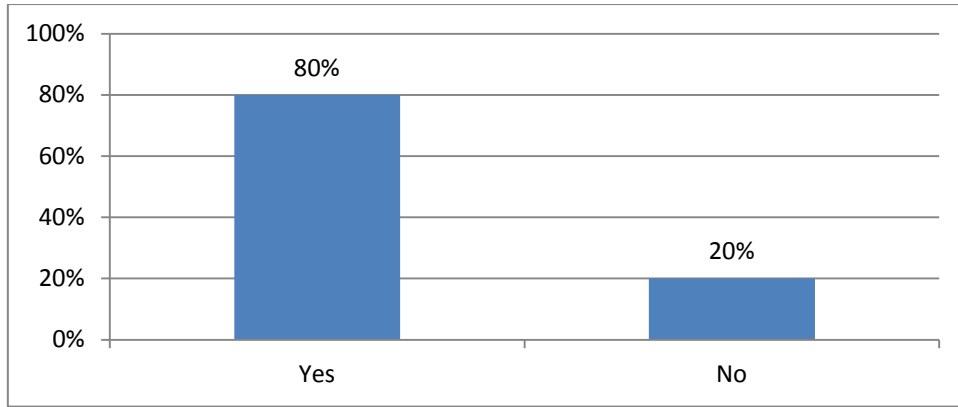


Percentages shows the employees convenience with reference to working hours

When it is asked to the BPO employees, about their opinion on the timings of the organization, 40% and 30% were in highly comfortable, while 10% and 5% were dissatisfied and strongly dissatisfied with the timings of the organization.

Q2. Time management between family and friends ?

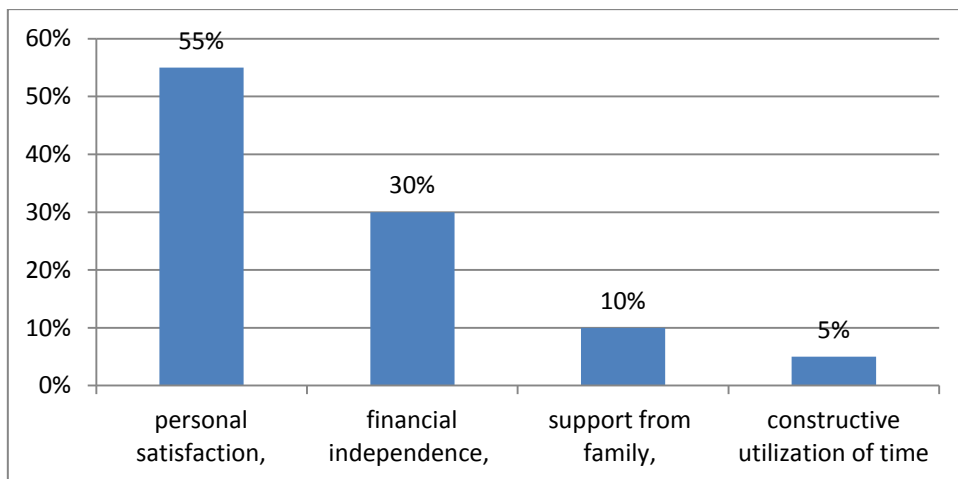
	Respondents	Percentage	Cummulative
Never	10	10%	30%
Sometimes	20	20%	60%
Rare	30	30%	100%



From the above table it is observed that women and men employees are availing maternity and paternity leave in the 80% and 20% ratio.

Q6. Do You Think Good Work Life Balance Matters a Lot for the Organization’s Success ?

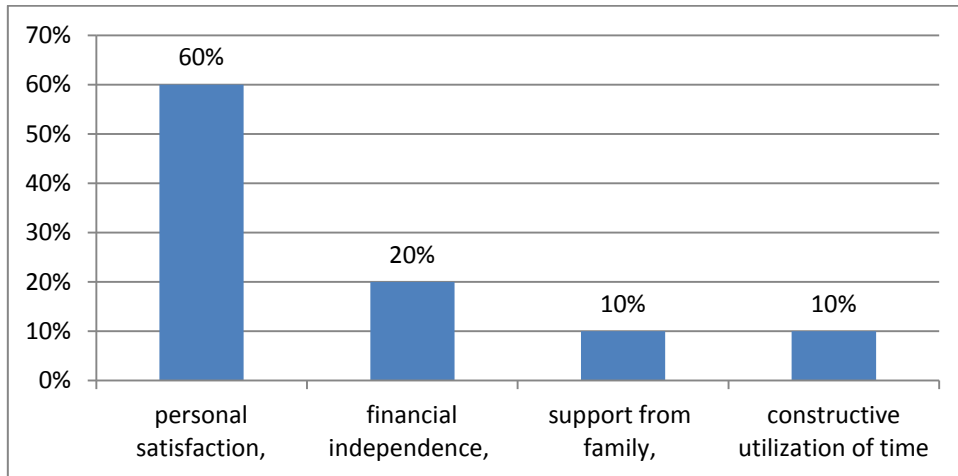
	Respondents	Percentage	Cumulative
Strongly Agree	55	55%	85%
Agree	30	30%	95%
Strongly Disagree	10	10%	100%
Disagree	5	5%	
Total	100	100%	



Percentage of employees showing their views regarding importance of work life balance for organization’s success. It is always proven that when employees manage and work together in proper manner, organization always gives the better performance in the market

Q7. Tick the variable that motivates you to work ?

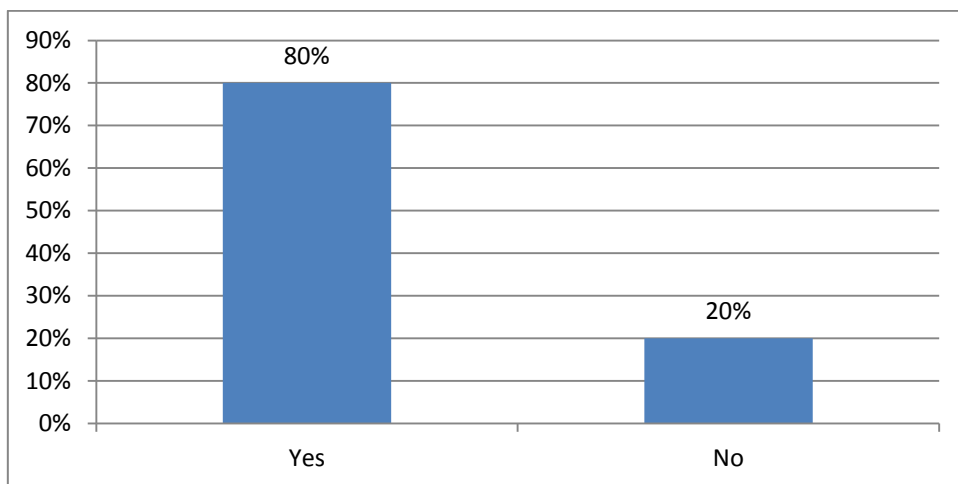
	Respondents	Percentage	Cummulative
personal satisfaction,	60	60%	80%
financial independence,	20	20%	90%
support from family,	10	10%	100%
constructive utilization of time	10	10%	
Total	100	100%	



In response to the factor motivating employees to work, 60% said that it is for personal satisfaction, 20% work for financial independence, 10% are able to work because of family support and 10% work for constructive utilization of time.

Q8. Is Management Loyal and Dedicated towards Their Employees in helping them to Attain Good Work Life Balance?

	Respondents	Percentage	Cumulative
yes	80	80%	100%
No	20	20%	



It is always said the when employer understands the concerns and issues of the employees, then every employee will play a major role in the organization development. Hence from the above 80% of the respondents agreed that management plays a key role attaining a WLB.

Findings

1. Average levels of work-life balance and contentment with working arrangements are reported by employees.
2. There is a perception that businesses are making an investment in work-life balance, but the solutions provided are not always well-suited to the requirements of employees.
3. Some employees believe that their employers do not always make decisions about their own work-life balance in a well-informed manner.
4. On the other hand, some people believe that their employer does not provide adequate information regarding strategies for work-life balance.
5. It is also discovered that maintaining a work-life balance has an impact on career progression.
6. Fundamental aspects of job satisfaction are significantly influenced by WLB.
7. If employees are given adequate space and the authority to choose their own work schedules, both quality and productivity will unquestionably rise. Because if the employee is offered this opportunity, they will also be expected to complete the work by the deadline.
8. Since work-life balance is two sides of the same coin, it is the responsibility of both the employer and the employee to find a balance between work and life.
9. It turns out that some of the workers agree that their jobs cause them physical stress. Additionally, some employees strongly concur that their work places mental demands on them.

Conclusion

Not only is it important for relationships and health to have a healthy work-life balance, but it can also boost employee productivity and performance. People feel more pressure to accomplish more when their employers have higher expectations of them. As people realize that they need to find a better balance in their lives, these pressures appear to have reached their breaking point. It is your duty as a business leader to assist your employees in balancing their personal and professional lives. It's possible that even your most enthusiastic workers will struggle to maintain equilibrium. Technology and social media are making us more and more connected. Working from home has become the norm for many people. It is becoming increasingly challenging to maintain a work-life balance. We routinely check our email at all hours, answer business calls at the dinner table, and spend weekends working on our laptops. The connection between work and personal life has taken on greater significance as a result of increased job demands. The constant struggle to strike a balance between work and family

obligations, as well as the organization's expectations, can have a significant impact on an individual's well-being and overall quality of life. As a result, employees must strike a healthy balance between their personal and professional lives. Employees' work-life balance will be a significant factor for employers in developing policies that address work-life balance issues. Initiatives aimed at improving work-life balance should be developed to assist employees in achieving a healthy work-life balance.

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