



AN EMPIRICAL STUDY ON WORK LIFE BALANCE PRACTICES FOR WOMEN EMPLOYEES IN IT ORGANIZATIONS IN TELANGANA STATE

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Abstract

Telangana's vibrant information technology (IT) sector offers women workers special opportunities and challenges, especially with regard to work-life balance. The effectiveness of work-life balance methods in Telangana's IT companies is examined in this study in all of its facets. The research explores the institutional policies, workplace culture, and individual initiatives that impact women's personal and professional development through the use of a mixed-methods methodology. Comprehensive interviews and focus groups yield qualitative insights, while surveys aimed at female employees of different IT companies collect quantitative data. In order to give a thorough picture of how work-life balance affects job satisfaction and overall organizational productivity, the findings are intended to draw attention to this issue.

Keywords : work life balance , organizational productivity.

Introduction

Radical changes and advancements in socio, economic and educational profile of women in our society in recent times has paved the way for emergence of women workforce as a significantly large, productive, and dominant component of human resource across organisations among various sectors of economy not only in India but also globally. In this changed human resource dynamics and metrics, women empowerment and work life balance in contemporary, challenging business environment is not merely a problem or issue to be solved, but it is essentially an ongoing strategically and vital subject to be engaged and managed meaningfully by all stakeholders, which includes employees, business organisations, statutory regulators, law, and policy makers.

SIGNIFICANCE OF THE STUDY

It is generally observed that, Firms that implement women employee empowerment and work life balance initiatives report favourable results in the form of greater productivity, higher staff morale and culminating in greater job satisfaction. The findings of several research investigations reveal that “a happy employee is a productive employee”. For the contemporary organizations, presence of work life balance among its workers means a work force which is empowered, satisfied, motivated, and committed to high level of performance. The issues of work life balance are currently receiving enormous amount of attention from government, statutory and economic policy makers besides managers, employers, human resource practitioners and social science researchers.

REVIEW OF LITERATURE

Rincy v Mathew and N Panchanatham (2008) enunciated that in addition to their challenging entrepreneurial work, many of the women are required to perform several roles such as spouse, care taker and parent; managing daily household chores and providing services to the community and society. Women are also required to take care of their health besides other family activities, which are often neglected because of role overload as well as time limitations. All of these situations lead to the absence of WLB and consequent manifestation as issues and problems. **Lockwood (2003)** reported that the benefits of implementing family friendly policies in organization can significantly address employee retention, job satisfaction, employee morale and productivity. **Ritika Arora et.al (2018)** recognized the important factors that determine the work life compatibility of women employees in Indian IT sector. The study classifies the factors into two categories i.e. Professional factors and personal factors. Personal factors, like self-attention, lack of adequate time to spend for elderly and children, feeling depressed or suffering from hypertension together with a professional factors like prolonged or uneven changing working hours and night shifts adversely impact work life compatibility. The study considers that if the personal factors exceed limit it will highly affect the work-life compatibility of women employees working in Information technology sector. **M Jeyarathnam (2017)** conducted a study to determine the factors affecting work life compatibility of women employees working in Information Technology Sector in Tamilnadu. The researcher considers work-life incompatibility is the biggest problem of the century. Most of the respondents of this study have experienced career break(gap) in their professional life. Motherhood is considered as the main reason behind this career break(gap). The study observes Marriage, Changing deadlines, work overload hinders them from achieving work-life compatibility.

OBJECTIVES OF THE STUDY

- To study whether the programs, policies and practices relating to women employees working in IT organisations in Telangana state are significantly oriented towards professional work-related variables.
- To study whether the programs, policies and practices relating to women employees working in IT organisations in Telangana state are significantly oriented towards women employees, family and personal life related variables.
- To study whether there is a healthy balance between professional work-related variables and family personal life related variables in respect of women employees working in IT organisations in Telangana state.

HYPOTHESES OF THE STUDY

H01: WLB policies and practices of IT organizations in Telangana state regarding women employees are not significantly oriented towards organizational work variables.

H02: WLB practices of IT organizations in Telangana regarding women employees are not significantly oriented towards personal and family life variables.

SOURCES OF DATA



The present study is based on primary as well as secondary sources of data. primary data collected will be used for detailed analysis using appropriate statistical tools and techniques.

Primary data: It will be collected through well-structured questionnaire, keeping in view objectives of the study. The structured questionnaire will comprise of questions on Likert 5-point rating scale, a few dichotomous questions and open-ended questions.

Secondary data: It will be collected from research articles, journals, periodicals, business magazines, newspapers, theses, websites and online sources.

RESEARCH DESIGN

A Descriptive research design is adopted for conducting the present study. This research design is considered as the most suitable to understand the framework of practices and perceptions of women employees regarding work life balance practices in information technology organisations in Telangana.

Data Analysis (statistical tools and techniques): Data collected from primary source (questionnaire) is analysed using SPSS Statistical package-2.0 and Ms-excel. Descriptive statistical tools like mean, variance, standard deviation. Suitable inferential statistical tools like one way ANOVA is applied based on their suitability.

RESEARCH METHODOLOGY- DATA ANALYSIS

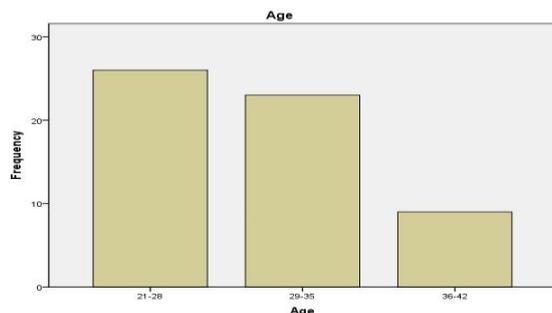
A study was conducted with sample size of 58 respondents through simple random sampling technique. Cronbach's alpha criterion was applied to test the reliability of the questionnaire. The questionnaire consists of open-ended questions, multiple choice questions and 'yes' or 'no' questions which are simple to understand. The collected primary data was analysed for the tests like reliability and hypothesis testing using SPSS package and Ms-excel.

Hypotheses framed above are tested using one way ANOVA.

DATA ANALYSIS

Age classification of the respondents

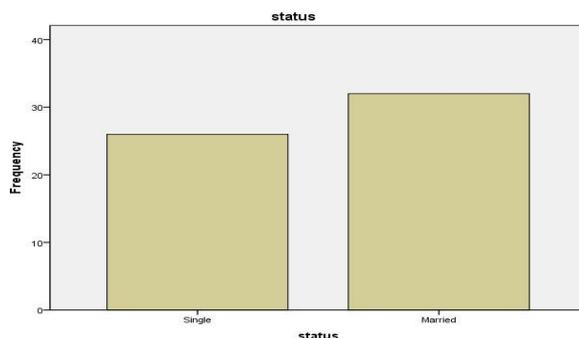
Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-28	26	44.8	44.8	44.8
	29-35	23	39.7	39.7	84.5
	36-42	9	15.5	15.5	100.0
	Total	58	100.0	100.0	



Interpretation: From the above table it is evident that young age group between 21-18 years accounts for 44.8% of total sample, further next age group between 29-35 years constitutes 39.7% of the sample. Hence it emerges that 84.5 % of total women work force is contributed by these two age groups between 21-35 years.

Status classification of the respondents

status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	26	44.8	44.8	44.8
	Married	32	55.2	55.2	100.0
	Total	58	100.0	100.0	



Interpretation: From the above table and graph it emerges that married women constitute a majority of 55.2 % women among working IT professionals in Telangana, whereas single women account for 44.8% women IT employees in Telangana.

HYPOTHESIS TESTING USING ONE WAY ANOVA

H01: WLB policies and practices of IT organizations in Telangana state regarding women employees are not significantly oriented towards organizational work variables.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.261	4	1.315	2.605	.046
Within Groups	26.248	52	.505		
Total	31.509	56			

Interpretation: In regard, to WLB policies and practices of IT organizations regarding women employees for organizational work and professional parameters, the significant value (p-value) is observed to be < 0.05 ($p=0.046$) and the differences in means are statistically significant. Null hypothesis is rejected and alternative hypothesis is accepted. Hence, WLB policies and practices of IT organizations in Telangana regarding women employees are significantly oriented towards organizational work and professional parameters.

H02: WLB practices of IT organizations in Telangana regarding women employees are not significantly oriented towards personal and family life variables.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.457	2	2.728	5.656	.006
Within Groups	26.052	54	.482		
Total	31.509	56			

Interpretation: In respect of personal and family life variables, the significant value (p-value) is observed to be < 0.05 ($p=0.006$) and the differences in means are statistically significant. Null hypothesis is rejected and alternative hypothesis is accepted. Hence WLB practices of IT organizations regarding women employees are significantly oriented towards personal and family life variables.

Conclusion

From the above analysis and interpretation, it emerges that there exists a healthy and harmonious balance between work, professional variables and family, personal variables in respect of women employees working in IT organizations in Telangana state. This is a good sign for emergence of gender sensitive and women equitable work environment in IT sector in Telangana.

Limitations of the study



- The study is conducted focusing on work life balance of women employees in information technology organisations, hence the views, perceptions and findings in this regard cannot be generalised and applied to male employees and to employees working in other sectors of our economy.
- The scope of study is confined to information technology organisations, located in Telangana state. Hence there may be some variations in findings when compared with other geographical locations in India or elsewhere.
- In spite of the above limitations, the study is expected to throw enormous amount of light in providing a fair understanding and insights into the subject of women empowerment, work life balance practices and perceptions of women employees working in IT sector in Telangana state.

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