

WORK –LIFE BALANCE OF WOMEN EMPLOYEES OF COMMERCIAL BANK AT KOVILPATTI TOWN

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Abstract

The social changes taking place in Indian families and financial commitment modern standard of living, changing policies of management after nationalization, international change in banking and finance have led to increase women employment. In order to share the financial burden of the spouse as well as to raise the standard of living women started their paid employment. The increase in the number of women employment is very high in metropolitan cities. The changes in the economic and social environment of the society have influenced the nature of employment throughout the world. Work life balance is an emerging concept in human resource in the content of modern organizations. General perception of the top management of this banking sector women are better qualified, hard and more committed toward the achievement of goals. The tools used for this study arithmetic mean, Standard deviation, Variance, ranking method. The study focused on analyzing the factors determine the work life balance and covered the demographic factors of employees, support from work life satisfaction.

Key words: *work life balance, women employees, commercial banks*

INTRODUCTION

Work life balance is one of the emerging issues in the environment of Indian Employment. In the olden days, men were the breadwinners women were taking care of all types of household works. Now-a-days, the financial commitments, society norms have made women to enter into paid employment. The male as well as female are having two domains in their lifetime. They are organizational work and personal life domain. Both domains are equally important and they are inter related and also inter dependent. Each domain requires the duties and responsibilities to be fulfilled. Work life balance concept was first introduced in America in the year 1986. The reasons for the introduction of the concept was the American employees were working towards the achievements of corporate goals and could not able to concentrate their time on their life activities such as family, self-care, social get together, etc. In general, organizational work for getting salary and relaxing at home alone do not fulfil one's life. In general every man has two types of activities. They are work activity and life activity. Work activity consists of performing work itself and career growth. On the other hand, life activity consists of self-care, family care, participating in religious/spiritual and community activities. Self-care includes doing exercise, Yoga and meditations, engaging in hobbies. Family care comprises of spouse care children care, elder/dependent care, maintaining good relationship with friends and relatives and also among the members of the family. However, a few women engage themselves in self-employment to manage their work and family needs. This happens for married woman

following their child/children birth. In the present scenario, the organizations have started caring about the well-being of the employees which insists in the implementation of work life balance policies. In this research, work life balance of woman employees is measured. Then their expectations and satisfactory levels are examined. In recent years, the term “work-life balance” is replaced with the word “work-family balance”.

REVIEW OF LITERATURE

Dr.M.selvakumar, k.raja (2019) in their study entitled” Work-life balance means the extent to which the employee feels satisfied and have his or her needs fulfilled in both professional and personal faces of life. In the recent times, the issue of work-life balance has gained more concern due to the reason that an individual’s work life and personal life may present contradictory demands, while demand from both the spheres are equally important. This problem is more prominent amongst private sector banks employees. The research is made on the contemporary issue of work-life balance of employees of private sector banks. The researcher has identified the work life balance of the private sector employees in the study area. The result found that 47.19 per cent of the employees have not maintained their life style and balance their work style. Besides, the researcher has analyzed the relationship between socio-economic and employment variables its influence on work life balance of employees in private sector banks with the help of Chi-Square test. The Chi-Square result reveals that there is no significant relationship between socio economic and employment variables of employees such as gender, age, religion, marital status, ethnicity, nature of family, educational qualification, monthly income, present position, years of working and nature of appointment and work life balance of private sector banks. Finally concluded that specified suggestions would aid to develop the employees’ work of life balance than the existing level in private sector banks. Moreover, the researcher has given some suggestions for future researches relating to work life balance

Dr. MS Narayana, J Neelima (2017) in their study entitled “Work life balance on women employees in banking sector: An empirical perspective “analysed work life balance of the women employees in the banking sector. The researcher has taken the eight parameters of the study. The researcher collected the data through interview method, by using sampling technique of convenience sampling Method for the study. Finally concluded that the work life balance has become a quest for professionals of banking industry both in private and public sector of Krishna district and also that employee’s work better when they do make time for family and personal interests

Anjou Sigroha (2014) in his study entitled” Impact of work life balance on working women: a comparative analysis” analysed the present world might be characterized by revolutionary innovations and accelerated growth and development in every possible field but the other side of the coin relates to the extended working hours. To compare the employees’ perception regarding impact of work-life balance facilities on their performance some measures to improve the of work life balance. The sample size 400 respondents were selected in this study. The tool used one way ANOVA test. Finally concluded in effect of work life imbalance on health status of women can be analysed work and life demands on job satisfaction and career developments of women

RESEARCH GAP

The existing literature reviews are focused on the women employees, their working conditions, reasons for doing this work, etc. This current research the researcher wants to know about the women employees their needs and wants to promote their work in their working area is newly conducted by the researcher also to find out their satisfaction environments.

STATEMENT OF THE PROBLEM

Traditionally the role of women was confined to cooking, cleaning, raising children etc. they looked upon as care given or as home keeper. But now the study is different. They have an important role to play even outside the home. Women achieved tremendous progress in every walk of life and made a mark where ever they are. But her role at home has not changed much does household work takes care of the family member's family commitments and runs the house. With increase in pressures at work place and important demands at home, the work life balance is at stake. But performing different roles create work life conflict in the lives of women. It is widely recognized that the employees who can achieve better work life balance, work more efficiently with more commitment towards the organization.

OBJECTIVES OF THE STUDY

- To analyses the women employees balancing working and family environment.
- To measure the level of satisfaction and expectation of women bank employees.

Scope of the Study

The researcher has made an attempt to determine the work-life balance of women employees of commercial bank at kovilpatti town. The research focused on analyzing the factors determine the work life balance and covered the demographic factors of employees, support from work life satisfaction.

RESEARCH METHODOLOGY

1.1 Collection of data

In this study, the researcher has used both primary and secondary data. Primary data has been collected though the interview schedule from the women employees in commercial bank at kovilpatti town. A interview schedule is designed in a systematic manner covering adequate and relevant questions which is used to the study. Secondary data obtained from various sources which include books, journals, websites, research paper and other related project.

1.2 Population Design

The researcher took the entire population for the study has taken the 50 of respondents from commercial banks at kovilpatti town.

1.3 Data Analysis

This study were analyzed using statistical package for social science (SPSSv16.0) and the researcher use tools are Arithmetic mean, Standard deviation, variance, Ranking method

1.4 Result and Discussion

For the analyzing the factors determine the work life balance and covered the demographic factors of employees, support from work life satisfaction.

TESTING OF PERCENTAGE METHOD

WORK SATISFACTION

Job satisfaction or employee satisfaction has been defined in many different ways. Some believe it is simply how content an individual super or facets of job, such as nature of work or supervision.

TABLE: 1.1 Work satisfactions

S.No	Work Satisfaction	SA	A	N	DA	SDA	TOTAL
1	I feel satisfied with my working hours	20 (40%)	15 (30%)	10 (20%)	4 (8%)	1 (2%)	50 (100%)
2	I feel satisfied with the recognition I get for good performance of work	15 (30%)	20 (40%)	10 (20%)	1 (2%)	4 (8%)	50 (100%)
3	I am satisfied with the break and lunch time to have healthy food and talk to my colleagues	20 (40%)	15 (30%)	8 (16%)	4 (8%)	3 (6%)	50 (100%)
4	I feel satisfactory with the training when new systems are introduced in the organization	15 (30%)	19 (38%)	9 (18%)	6 (12%)	1 (2%)	50 (100%)
5	I am more satisfied with the flexibility of targets	8 (16%)	18 (36%)	15 (30%)	6 (12%)	3 (3%)	50 (100%)
6	I get proper feedback about my work performance from my superior	18 (36%)	14 (28%)	8 (16%)	6 (12%)	4 (8%)	50 (100%)
7.	I am satisfied with the work performance and respect with	18 (36%)	15 (30%)	7 (14%)	4 (8%)	6 (12%)	50 (100%)

	co-workers customers and superior from diverse back grounds						
8.	I feel satisfactory with my relationship at work	15 (30%)	17 (34%)	10 (20%)	5 (10%)	3 (6%)	50 (100%)
9.	I am satisfied with the separation of both my professional and personal life without any conflict	17 (34%)	15 (30%)	5 (10%)	10 (20%)	3 (6%)	50 (100%)
10	I am satisfied with the work life balance follow that makes me to stay healthy	15 (30%)	6 (12%)	16 (32%)	10 (20%)	3 (6%)	50 (100%)
11	I feel satisfactory with the right work life balance that increase the quality of work	16 (32%)	14 (28%)	7 (14%)	9 (18%)	4 (8%)	50 (100%)

Source : Primary Data (No- number of Respondents;% -Percentage of respondents)

Interpretation

From the above table it is clear that (40%) strongly agrees that they feel satisfied with my working hours, (40%) Agrees that they feel satisfied with the recognition get for good performance of work, (40%) Strongly agrees that they satisfied with the break and lunch time to have healthy food and talk to my colleagues,(38%) Agrees that they feel satisfactory with the training when new systems are introduced in the organization, (30%) Neutral that they more satisfied with the flexibility of targets, (36%) strongly agrees that they get proper feedback about my work performance from my superior,(36%) Strongly agrees that they satisfied with the work performance and respect with co-workers customers and superior from diverse backgrounds, (34%) agrees that they satisfactory with my relationship at work, (34%) Strongly agrees that they satisfied with the separation of both my professional and personal life without any conflict,(32%) Neutral that they I am satisfied with the work life balance follow that makes me to stay healthy,(32%) Strongly agrees that they feel satisfactory with the right work life balance that increases the quality of work.

TABLE 1.2: SUMMARY OF ANALYSIS WORKINGS SATISFACTION OF THE WOMEN EMPLOYEES

The analysis about the working satisfaction of the women employees and the total score, arithmetic mean, Standard Deviation, variances and the Rank are given below

TABLE 1.2: Analysis of workings satisfaction of the women employees

S.No	Work satisfaction	Mean	S.D	Variance	Rank
1	I feel satisfied with my working hours	4.40	0.808	.654	4
2	I feel satisfied with the recognition I get for good performance of work	3.20	.756	.571	2
3	I am satisfied with the break and lunch time to have healthy food and talk to my colleagues	3.00	1.106	1.222	6
4	I feel satisfactory with the training when new systems are introduced in the organization	2.99	1.107	1.224	7
5	I am more satisfied with the flexibility of targets	4.20	1.178	1.388	10
6	I get proper feedback about my work performance from my superior	3.80	1.177	1.386	9
7.	I am satisfied with the work performance and respect with co-workers customers and superior from diverse back grounds	3.84	1.182	1.392	8
8.	I feel satisfactory with my relationship at work	3.40	.495	.245	1
9.	I am satisfied with the separation of both my professional and personal life without any conflict	3.39	1.030	1.061	5
10	I am satisfied with the work life balance follow that makes me to stay healthy	2.60	.808	.653	3
11	I feel satisfactory with the right work life balance that increase the quality of work	3.00	1.429	2.041	11

Source: primary data

Interpretation

The above table 1.2 denotes that in the working satisfaction of the criminals is having high variance (2.041) among the women employees. Is highly faced by women employees with the arithmetic mean of (4.40). They I feel satisfactory with my relationship at work. Is got the 1st rank in work satisfaction of the employees.

Finding of the study

- a) The banks are advised to establish a Work life balance cell at their branches in order to analyze the level of their employees' expectations and perception on the work life balance concept. Then only they can ensure the well-being of to their employees and try to maximize the employees' satisfaction. Since the banks are facing high competition in the banking industry, in order to increase the productivity and morale of the employees, the banking authorities are advised to focus on the main key dimensions of work life balance.
- b) Integrating work life balance issues into the organization management should develop a program consisting the process of introducing, operating and implementing work life balance fit to the bank.
- c) For working women, getting caught in the work life balance trap will continue to be an ongoing challenge. Careful planning and personal effort is the advice from those who have found balance in both career and home life.

Conclusion

This study concluded that stringent efforts are vital to improve the quality of work life of women employees in order to bring about significant improvement in job satisfaction and also to lead a balanced life. This will tremendously help to improve the performance level of the commercial bank it is an ongoing issue to be managed.

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