

THE PROMINENCE OF WORK-LIFE BALANCE IN DRIVING EMPLOYEE ENGAGEMENT IN INDIA

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ABSTRACT

Since people are required to balance their personal and professional obligations, the Work-life equilibrium is a frequently discussed topic debated in India. Employees' relationships with their family, co-worker's, and society may also be impacted by work-related stress. High-stress occupations and elements like declining earnings, unstable economies, and unplanned layoffs may all add to this tension. A lack of accommodations for work-life balance is regrettably common, particularly for working women who are the main caregivers for their children. Employees who are under stress are more likely to make errors, get hurt, and miss work, all of which may have a detrimental effect on an organization's productivity. This exploratory study intends to evaluate employee engagement, To address this issue, various Indian enterprises should adopt policies as well as procedures governing work-life balance as well as a positive workplace culture. This study tries to do so in order to boost productivity and keep staff on board for longer periods of time. Also, it will examine the difficulties workers encounter as a result of job pressure and provide solutions. In India, where spending time with family comes first, it is critical to address work-life balance so that people may spend enough time with their loved ones.

Keywords: Inflation, exchange rate, Indian rupee

INTRODUCTION

The idea of work-life balance is often debated in a variety of sectors, including BPOs, IT, and the hotel industry. Understanding the theoretical underpinnings of the idea of work-life balance is crucial for dealing with problems connected to it successfully. The desire of modern workers to have a better balance between their personal and professional life has grown in importance in today's culture. Organizations must do the following to solve this issue:

Integrate work-life balance techniques into their hiring practices including job designs. Prior to establishing or carrying out any work-life balance program, it is crucial to identify the advantages of work-life balance. This knowledge may assist businesses in realizing the significance of integrating work-life balance strategies into their hiring practices, resulting in efficient work-life balance initiatives. Conflict develops when professional and personal obligations become incompatible, which makes it challenging to finish duties. achieving work-life balance entails. modifying work schedules to allow staff to balance employment with other obligations, such taking care of young children or elderly relatives. In today's knowledge-based economy, employees look for opportunity to learn new things, develop their existing abilities,

and use their creativity. People value it when top management shows concern for their welfare, and they favor working for reputable companies. Employers are more likely to keep engaged workers if their workplace culture meets the psychological criteria of meaningfulness, safety, as well as availability. In order to retain and engage employees, work-life balance is essential. By identifying individual characteristics among various groups and developing work-life balance policies as well as procedures to engage them, HR may get a better understanding of the problems posed by greater workplace diversity. Businesses are becoming more and more concerned with boosting employee engagement in these uncertain economic times. Increased productivity, less absenteeism, along with less stressed staff may all be attained by implementing appropriate workplace practices that help employees achieve a better job satisfaction. This essay examines ways to encourage a healthy work-life balance at work, illustrates its advantages for business, and describes the work-life practices and policies that firms have used to engage their workforce.

REVIEW OF LITERATURE

According to Adams et al. (1996), It is possible that relationships between employees and their families have a significant impact on both life satisfaction and job satisfaction. Additionally, this link determines the amount of time a person commits to work outside the home. The authors Duxbury and Higgins (2001) investigated the relationship between the three different categories of work-family conflict and organizational performance, specifically employee quality of life. Overloading oneself with roles (having too much to do), letting work interfere with family life, and vice versa are all forms of interference. It has been proven that workplace conflict is bad for employees' and companies' performance. Overworked employees who had personal plus professional conflicts (or the reverse) were stressed out, burnt out, as well as voiced unhappiness with their lives. They also had poor physical and psychological wellness. "Work life balance and work-family conflict have been proven to be adversely correlated with work schedule flexibility. Conflict between work and family is decreased the more flexibility. In other words, the work-life balance increases when work schedule flexibility increases. How individuals who have a lot of influence over their work life create and experience work family links was studied by Loscocco (1997). Thirty independent contractors were interviewed in-depth for the data. According to the findings, self-employed persons had a great deal of control over their working lives, which made it easier for them to prevent work from interfering with their personal lives. Women, however, stressed flexibility more than men did. According to Hammer et al. (1997), there was a correlation between perceived work schedule flexibility and a reduction in work-family conflict.

According to Macky and Boxall (2008), employees who put in longer hours are more likely to have the perception that the separation between their personal and professional lives is widening. This is because they have to devote more time to their jobs. It was shown that a negative correlation exists between work-life balance and the five high participation characteristics, which are the ability for independent decision-making and action, access to information, incentives, job knowledge, and overall collaboration. It was also proven that increasing the amount of work-life policies that are available to workers did not help their relationships with one another when there was pressure for them to put in longer hours and a bigger imbalance in their personal lives. This was the case even if there was increased accessibility to work-life policies.

According to a survey that was conducted by Towers Perrin in 2003, the level of participation in the non-profit business is much greater across all sectors when compared to engagement in other industries. Given that individuals are often driven to this line of work for a feeling of purpose rather than the possibility of earning a high salary or generating a lot of money, this would appear to be a self-evident truth. This conclusion is consistent with various definitions and opinions on engagement, which stress the importance of a person's enthusiasm for their profession as a significant predictor (Truss et al. 2006, Brim 2002, with Holbeche and Springett 2003). In point of fact, the industry's comparatively modest remuneration, when compared to the other sectors that were researched, focuses attention on the assumption that participation cannot often be purchased with greater than average monetary rewards. According to research conducted by Truss et al. (2006), workers in the public sector experienced higher rates of workplace harassment and bullying than their counterparts in the private sector. Furthermore, public sector workers were less satisfied with the opportunities they had to put their skills to use. Additionally, they reported a more negative overall job experience as a whole. On the other hand, in a different piece of study that compared the public and private sectors, they came to the opposite conclusion. This highlights the severity of the difficulty that managers in the public sector, in particular, confront, as well as the detrimental effects that bullying and harassment have on employee participation in the workplace. In addition to this, it lends credence to the results of previous research (Emmott, 2006).

Robinson (2006) suggests that cultivating positive feelings such as pride and pleasure in one's work may increase organizational performance, lower employee turnover, and even improve one's overall health. Because of this, there will be an increase in employee participation. To improve their work-life balance and lower the amount of friction that occurs between their employment and their families, people use tactics such as accommodation and bargaining. In his qualitative research, Singh (2001) investigated how Swedish and British managers balanced their professional and personal responsibilities by using the work-life boundary hypothesis. The ages of the 35 managers varied from 28 to 59, and they comprised directors and project managers (18 from Sweden, 17 from the United Kingdom; 18 men and 17 women).

was recorded, and semi-structured in-person interviews were performed in Sweden and the UK. The poll showed a mismatch between corporate opinions on career choices made by balance seekers and management' own goals for more fairly dispersed work lives. The results show that managers used four distinct kinds of strategies to maintain work-life balance. These included dividing up responsibilities, working inside the company, and negotiating with the family. The poll found that managers discuss their demands with both their employer and their spouse, who also sets boundaries between the two places of work. Hence, there are four parties participating in the discussion or modification of requirements. Some managers use their personal viewpoints as a point of reference in order to address their workers' demands for a work-life balance.

RESEARCH OBJECTIVE

Understanding the advantages of the aim of work-life balance research is to improve work-life balance. Researching the root causes, the contributing variables, in addition the ideal solutions to attain perfect harmony. Poor work-life balance may be indicated by high overtime, absenteeism, staff sickness, turnover, and employee stress. Workplace stress and an unbalanced

work-life may cause behavioural issues, family discord, and health issues. Counselling in addition on-going education may help to lessen these problems. Flexible scheduling and work-from-home policies have not been successful, which has led to the alienation and marginalization of those who opted for them.

SUGGESTIONS FOR EFFECTIVE WORK LIFE

Establish limits: It's crucial to establish limits between your personal and professional lives. This may be achieved by developing and adhering to a schedule, refraining from reading work emails after hours, and refraining from carrying work home.

Take pauses: During the day, taking breaks might help you feel less stressed and be more productive. Provide a distinct area for staff to unwind and recharge, and encourage them to take frequent breaks.

Promoting communication Encourage management and staff to communicate openly. Any problems or difficulties related to work-life balance should be openly discussed by employees.

Support: Take into account providing wellness programs or employee assistance programs (EAPs) that may aid staff members in managing stress, enhancing their mental health, and keeping a good work-life balance. **Lead by example:** As a leader, it's important to set an example for your employees. Prioritize your own work-life balance and encourage others to do the same.

Foster a positive workplace culture: Provide a work environment that respects work-life balance and values employee wellbeing. This may be achieved by giving staff members the chance to grow professionally, by providing flexible scheduling options, and by praising their accomplishments. You can ensure that your policies are effective and that they satisfy the needs of your workers by regularly reviewing and analysing them. Employers' feedback on policies should be considered before they are modified.

CONCLUSION

Some possible reasons for work-life balance issues in the workplace include:

Long working hours and high workload: This can cause stress and fatigue, leaving employees with little energy or time to pursue their personal interests or spend time with their families.

Lack of flexibility: When employees are not able to adjust. It might be challenging for individuals to juggle professional and family obligations when they have flexible work schedules or work from home.

Poor communication and support: If employees don't feel comfortable communicating their needs to their managers or feel unsupported by their colleagues or organization, it can be difficult for them to achieve work-life balance.

Cultural expectations: In some workplaces, there may be a culture of long working hours or a belief that employees need to be always available, which can make it difficult. For employees to prioritize their personal lives.

To address these issues, organizations can take steps such as:

Promoting a culture of work-life balance: This can include setting policies and expectations around working hours and availability, promoting flexible work arrangements, and encouraging open communication about work and personal needs.

Providing resources and support: This can include offering employee assistance programs, providing opportunities for professional development, and promoting health and wellness initiatives.

Empowering employees: Organizations can encourage employees to take ownership of their own work-life balance by providing them with tools and resources for time management and prioritization, and encouraging them to take breaks and time off when needed. Overall, creating a culture of work-life balance requires a holistic approach that involves all levels of the organization and takes into account the unique needs and circumstances of each employee.

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