



## WORK LIFE BALANCE OF WORKING WOMEN IN IT SECTOR

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### ABSTRACT

Work life balance is the main key factor for good health and good relations both at work place and at home. Working women are feeling the effects of increased job pressure by having less time for themselves and their families. As a result, it is crucial to look at the idea of work-life balance, especially for the women working in IT industries as they have long working hours and high deadline pressure. This Work Life Balance is of more importance in the tier 3 cities as they generally have joint families and societal pressure to handle. The research is designed to study analytically the work life balance of working women in IT industries. The identification of the problems and challenges encountered by the women employees in their work area pose the main base of the research. The relationship between the work life balance and the work done by the employees (their work responsibility and designation) with the satisfaction level of the female and their family is the key factor of the research.

**Keywords:** Work Life Balance, Work Life Conflict, WLB, Work Family Conflict, Work Engagement.

### 1. INTRODUCTION

Work Life balance is the harmony which is required between the personal and professional life. This is important for all the working persons in the world for a healthy life.

What is Work Life Balance?

Work-life balance refers to the equilibrium an individual seeks to achieve between their professional responsibilities and personal life. It's about effectively managing time, energy, and focus to maintain well-being and satisfaction in both domains. Achieving a healthy work-life balance typically involves:

1. **Setting Boundaries:** Establish clear boundaries between work and personal time. This might mean not checking work emails after a certain hour or setting aside dedicated family time.
2. **Prioritization:** Identify and prioritize tasks and commitments both at work and in personal life. This helps in focusing on what's most important and letting go of less crucial activities.
3. **Time Management:** Efficiently manage time by scheduling tasks, avoiding procrastination, and delegating when possible. This can prevent work from overflowing into personal time.
4. **Self-Care:** Prioritize self-care activities such as exercise, hobbies, and relaxation techniques to recharge and maintain physical and mental health.
5. **Communication:** Open communication with employers, colleagues, and family members about your availability and boundaries helps manage expectations and reduces stress.
6. **Flexibility:** Embrace flexibility in work arrangements if possible, such as remote work options or flexible hours, to better accommodate personal responsibilities.
7. **Mindfulness:** Practice mindfulness techniques to stay present and focused in each moment, whether at work or during personal time.
8. **Learning to Say No:** Be willing to say no to additional work or commitments when your plate is full to avoid burnout.

Achieving work-life balance is an ongoing process that requires attention and adjustment over time as circumstances change. It's essential for overall well-being, productivity, and satisfaction in life. But it is even more important for the female employees in India as handling household work, family and society is considered as the primary task of females only irrespective of their working status.

The working style of IT industry has its own pros and cons like the official timings are 9 hours for 5 days in a week but if we consider the transportation, project responsibilities, learning new techniques these timings are not limited to even 12 hrs. a day. That is simply disturbing the balance between your work and family. If we focus more on professional life, personal life is disturbed and vice versa which is making Women's life in IT industry more difficult. The research is aimed to focus on the work life balance of working women in IT sectors especially in the sub urban areas i.e. Tier 3 cities of Rajasthan where still the best job for females is considered as teaching in schools and IT job is a taboo.

The objective of the research is –

1. To identify the problem and challenges faced by female employees.
2. To analyse the satisfaction level of work by female employees in various IT companies in Rajasthan.
3. To study the work life balance with work engagement and designation at work place.
4. To analyse the work life and work family conflict.

## 2. LITERATURE REVIEW

Shatty et al. (2015) from various research it has been clear out that women employment is increasing in almost all fields especially in IT industries. The aspects which are included in this literature review includes problems faced by working women employees such as family problems, social problems, elderly problems, health problems, economic problems, organizational problems, dual role of women employees, women as labors, women as managers and organizational facility to women employees.

Mathew & Panchanatham, (2011) has stated that “WLB is a significant predictor of employees’ health and well-being. Women often neglect their health and personal needs because of work pressure and time limitations and face health problems. Implementation of WLB policies and flexible work arrangements that enable women employees to work more efficiently and contribute to the organization in success”. They have studied the correlation between the two directions of conflict, namely, work-life conflict and life-work conflict and WLB. They conducted a survey among 711 women employees working in BPO organisations located in Chennai and assessed their level of WLB based on their marital and parental status. The authors suggest creation of family-friendly organizational culture that facilitates creative solutions to work life issues.

In a study by Narayanan and Lakshmi (2012) , a focus was made on the work-life balance of software professionals working in IT sector. The study concludes that Work-life balance is an emerging phenomenon in the context of modern day organizations. They have explored the impact of the dependent child's age on the work family conflict experienced by the working mothers in the IT industry in Bangalore. The research findings as revealed by 176 respondents having children confirm that work family conflict of the working mother differs depending upon the age of their children. Work timings, excess workload, long travel, routine meeting, work on holidays are largely influencing the life balance of software professionals. Similarly, family care, child care, work timings, long travel, routine meeting are affecting the work balance of the employees.

Kavitha et al. (2012) have used ORS scale on a sample of 264 women IT professionals in Tamil Nadu to explore the level of role stress. Resource inadequacy and role overload have emerged as potent role stressors tag on by personal inadequacy.

Mehtha, (2012) done a study on WLB among 263 women employees in service sector (Banking, financial services, hospitals, IT and education) with special reference to Pune city. The study has revealed that most often the break in women careers arises out of motherhood and family responsibilities.

Narayanan and Narayana, (2012) has worked on "The work-life balance of software professionals working in the IT sector. The study concludes that Work-life balance is an emerging phenomenon in the context of modern-day organizations. Work timings, excess workload, long travel, routine meeting, work on holidays are largely influencing the life balance of software professionals. Similarly, family care, child care, work timings, long travel, 35 routine meeting are affecting the work balance of the employees. The organizations have to pay increased attention to the strengthening of human resource policies to augment their employees."

Agarwal and Narayanan (2013) have investigated the organizational factors influencing stress formation with reference to the random sample of 100 working women in IT sector of Greater Noida region of New Delhi. The study reveals that high workload, long continuous working hours, office politics, lack of clarity in organizational roles, attitude of superiors and inflexible organizational policies are emerging as major organizational factors influencing stress formation.

Joseph et al. (2015) has found that "balance in work-life has to be managed in such a way that the employees stay satisfied with their work. The employer should offer flexible timings for working women with an adequate workload. If the workload is much higher than the capacity, then the workload should be allocated to another employee". They observationally test the elements for the most part comprehended as adding to the work family struggle of representatives in the IT organizations through a relative investigation of people. Since majority share of the IT workforce in India are youthful it is critical to comprehend whether prior parameters for work life balance are pertinent in the present setting. The examination uncovered that the work family strife has an authoritative effect in the two people in the IT organizations. Anyway it was discovered that women experience the ill effects of work family struggle as they have the double duty however the thing that matters aren't huge. The investigation uncovered that the sex distinction doesn't affect significantly on the work family strife. This indicate out the way that we have to reconsider in transit we comprehend the idea of work family struggle among the youthful IT representatives. Commitment to Body of Knowledge: The result of this examination accentuates the requirement for overseeing work family struggle in the data innovation organizations. The variables that add to work family strife from sexual orientation point of view are obviously brought out efficiently. The factors that contribute to work family conflict from gender perspective are clearly brought out methodically.

Bharathi et al. (2015) made an endeavor to locate the expert and individual difficulties and enhancers for work life balance among working women through a study of 186 ladies working in the IT part in India. The principle challenges in expert life were observed to be expanded/odd working hours, travel time among home and work environment and cooperation in extra employments and assignments. In close to home life, the primary anxieties were liable of not having the capacity to deal with self and older folks at home. Online networking connection was observed to be pressure busters for generally women. Most women would favor adaptable planning, and strong mate, family and companions just as a domain helpful for work at the workplace.

Raj & A Mahalakshmi, (2016) has piloted "a study to know the factors which leads to stress on the working women of the IT industry in Bangalore, India. The outcome of the study revealed that the relaxation activities introduced by the IT companies in Bangalore are not helping the working women to buster their working stress, as the working hours in the IT Industry are not fixed and this leads to disrupting sleeping pattern, unbalanced time management for personal and professional life".

Tasnim et al. (2017) has explained "the truth of the balance maintained in work lives of working women in the various private companies of Bangladesh. This study revealed that the work-life balance depends on the circumstances of the concerned women workers facing long working hours, work overload and inadequate behaviour of the management".

Sumathi and R. Velmurugan, (2018) has conducted an analytical study "the factors affecting the balance of work-life in women faculty of Arts & Science Colleges in Coimbatore, Tamil Nadu, India. The study concluded that women staff members work over-time and take the remaining work at home to complete the assigned work in the given deadlines. It has also been found that higher salary may not be the reason for better work-life balance".

Pandiangan (2018) stated that "work-life balance may be a broad concept that involves setting the right priorities between work (career and ambition) on the one hand and life (happiness, leisure, family and development). If someone can give time to the requirements of work and outside work well, it'll create job satisfaction."

This statement is supported by research conducted by Qodrizana (2018) that showed work-life balance affected job satisfaction. The important point is to balance the extent of someone's satisfaction at work and outside work.

Yukta Kotwal (2019), analyzed the, "Work-Life Balance of Women Employee in India" to understand the present situation of the work-life balance of women in India and the future aspects of the same, it is found that Management and the society collectively should take steps regarding a women's worklife balance so that they can perform their best at both ends.

Margaretha and Lestari (2021) defined work life balance as a practice that's concerned with providing scope for employees to balance their work with the responsibilities and interests they have outside work. "Work-life balance is that the individual perception that work and non-work activities are compatible and promote growth in accordance with an individual's current life priorities". As per them, WLB may be a situation that gives employees opportunities to balance their career work life and their personal life, and this example will not lead to job stress and fatigue in doing their works. WLB is one factor that influences on employee commitment, job satisfaction and organisation productivity. References

Balamurugan et al. (2020) attempt to identified the, "Work life balance of womenemployees in IT sector" they identified that how the women employees are balanced and Satisfied inIT sector and the factors that affect the work life balance of women employees are working hours, Jobsatisfaction, working condition etc.

Vanitha (2022) mentioned that Work-life balance management among female employees varies depending on the situation. Work-life balance has ramifications in terms of physical, psychological, personal, health, and socialmanagement. Women working in service industries are expected to make greater sacrifices andcontributions at work, which can lead to problems in their personal, family, and social lives, as well aschallenges with work-life balance.

### **3. EXPERIMENTAL WORK**

#### **3.1 Data Set**

The data set includes the primary data and secondary data and is important for every research. The primary data is collected using the questionnaire by the survey technique. The secondary data can be collected from the existing sources of data viz magazines, journals, research reports, websites, national demographic data etc.

For collecting the primary data, the questionnaire was prepared and shared with the female employees of different IT companies of Rajasthan.

#### **Sampling**

The sampling covered the women employees from Information technology based companies based in different districts like Jaipur, Jodhpur, Kota, Udaipur in the state of Rajasthan. We have used Simple random sampling for collecting the primary data through the questionnaire.

#### **3.2 Methodology**

This research was undertaken by collecting data from women IT employees across IT industries in Rajasthanstate. The survey questionnaire in the form of Google Form was distributed among 93 such women IT employeesand 85 responses have been collected.

To make the collected data homogenous the sample was limited towomen who met the following two criteria:

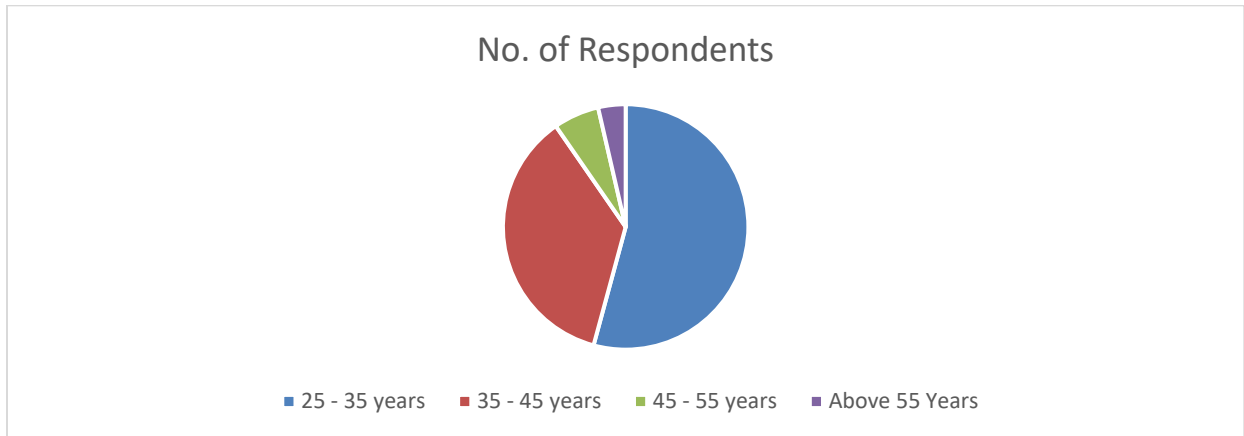
- 1) They are working in full-time paid employment in an IT firm.
- 2) Their minimum qualification had to be a graduate degree in any discipline.

There are plenty of factors which affect the work-life balance of working IT women. This research takes different parameters like designation, education type of family, number of family members, working hours, responsibility and work load at both personal and professional place, expectations of family members, expectations of senior employees at work, expectation of woman herself, stress, burnout, company policies into consideration. A 3- point scale ranging from Disagree, Agree and Strongly agree was used to know the degree of agreement for each item onthe questionnaire.

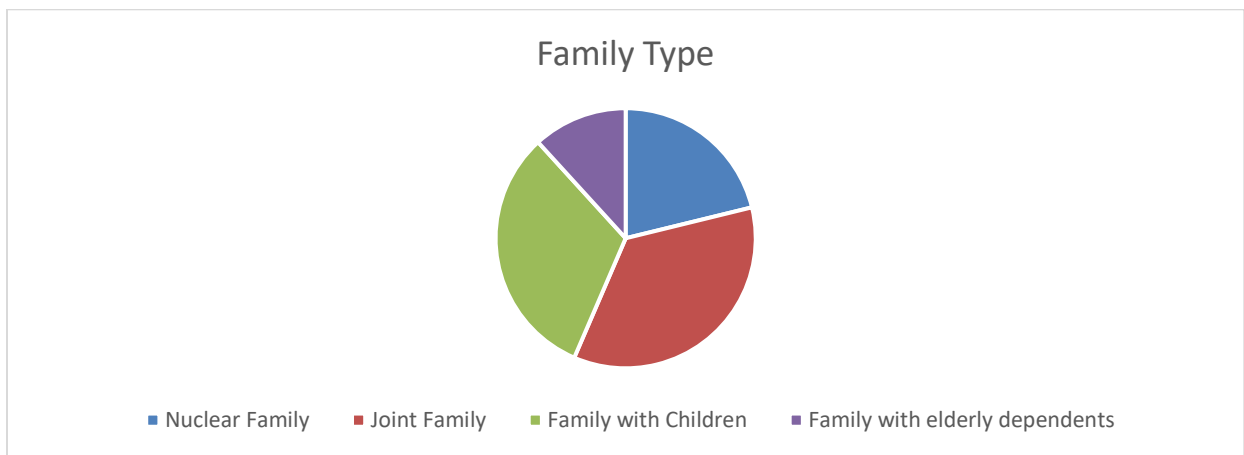
### **4. RESULTS AND DISCUSSION**

The research findings are discussed in terms of factors affecting work life balance and consequences of poorwork life balance for women IT employees of Rajasthan.

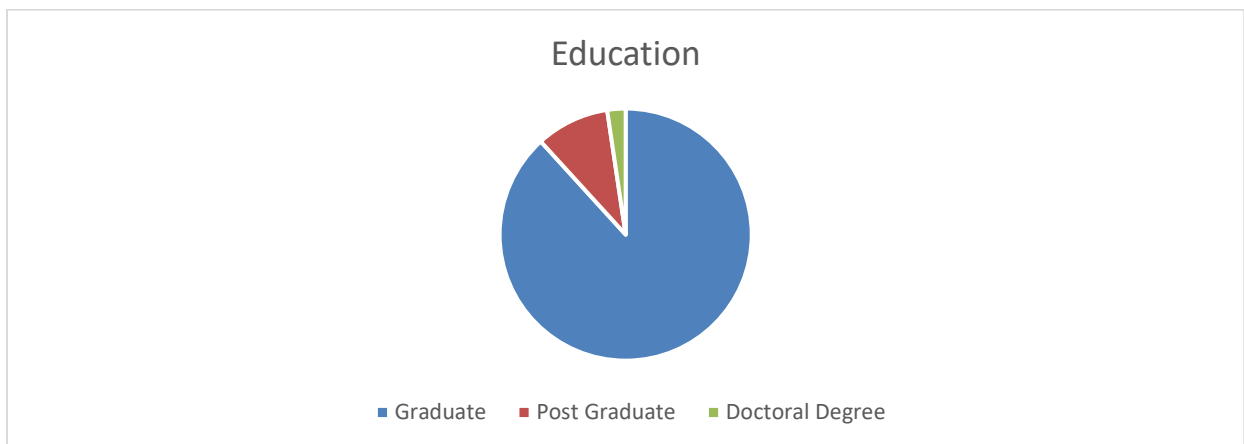
### 4.1 Demographic Profile



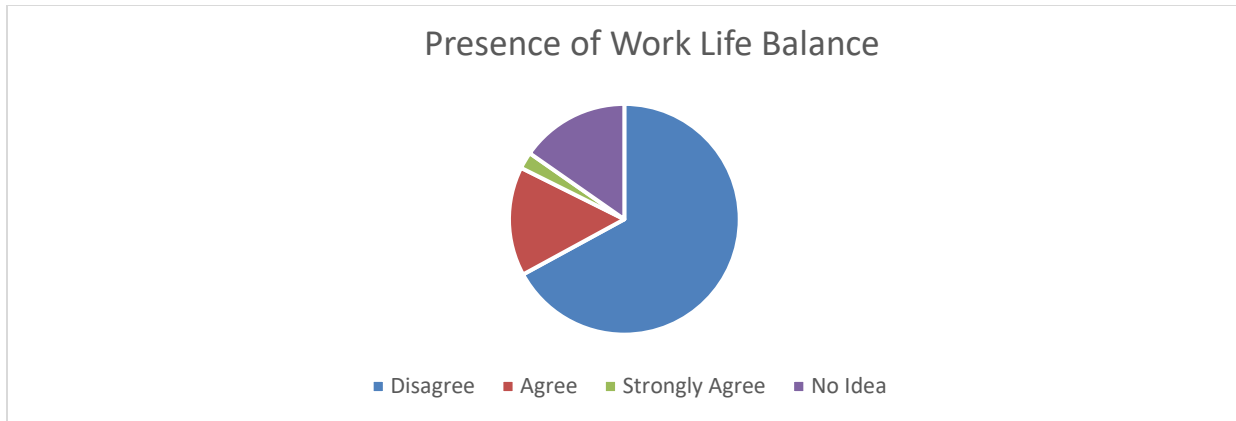
**Figure 1:** Distribution of Respondents based on Age group



**Figure 2:** Distribution of Respondents based on type of family



**Figure 3:** Distribution of Respondents based on education



**Figure 4:** Distribution of Respondents based on work life of balance

Open ended questions were given to the respondents like strategies that they personally employ to manage stress and maintain a healthy work-life balance and etc. revealed that majority of the women IT employees are not aware about the stress management. They only think if they are somehow able to complete the tasks/work at both work and home, they are going in right direction. When they were asked about the family support most of them agreed that if they get the support, they can manage their work in a better way and are happy also. But at the same time they feel guilty of asking their family members to support because as per them since they chose to work, it is their responsibility to manage everything.

#### 4.2 Factors affecting work life balance

The responses were noted based on the following factors -

**Work Engagement:** 67% of the women employees agree that they are over loaded with work. Workingwomen are presumed taking up multiple roles in their personal lives with tasks involving children, home, in-laws, parents and their social circle along with a career woman who supports her family in terms of finance. With the increasing demands on the job, working women have to spend long hours of work and sometimes even carry their work home. Hence majority of them are burdened with excessive work in both their personal and workspaces. This is a contributing factor to work life imbalance and may lead to conflict.

**Work Family Conflict:** Majority of the respondents agreed that work interfered with family life. This may be attributed to the fact that mostly work hours are not limited to 9 to 10 hours a day and the IT sector employees spend 12-16 hours at work. This leaves them with very little time for family increasing work family conflict. In the Indian context, women remain the sole caretakers of children and older dependents which will entail longer hours of work at home thus jeopardizing their work life balance. It is observed that working women are left with hardly any time to pursue personal interests.

**Satisfaction level:** A large majority of the respondents (77% ) agree that they are under pressure to fulfil other’s expectations. As working IT women, they are constantly juggling between two full time jobs, taking multiple roles in both domains, there is a lot of work pressure resulting in work life conflict. While, there isa lot of expectation from family to fulfil social roles, the Industry also expects them to perform effectively. Both domains expect the working women to do full justice to all their roles thereby exerting tremendous stress and strain.

Further, the analysis of responses on factors affecting work life balance has indicated that women IT employees selected for the purpose of this study are stressed due to family and financial pressures. Over 40% of the respondents also agree that they do not find time to meet social obligations. Working women in India are expected to fulfill their social and family obligations. Often, working women are expected to make career sacrifice by restricting themselves to limited work at the workplace to manage their work and family lives.

### 4.3 Analysis of Work Life and Work Family Conflict

Majority (76%) of the respondents agree that they experience stress and anxiety due to poor work-life balance.

**Work Life Conflict:** Most Indian women are not encouraged to prioritize career over family. So more often they forsake their chances for career advancement in the early stages of their work lives. In the process, they lose many opportunities and by the time they are in a position to accept greater responsibilities, no such position may be available. Moreover, assignments of repetitive and monotonous nature assigned to women also inhibit their creativity and prevents them from realizing their full potential. This builds frustration and resentment among women IT employees which impact their various roles causing imbalance. Thus it may be inferred that work-life balance is essential to realize their full potential. As women play multiple roles, very often, the roles overlap preventing them from delineating their workspace from family space. The women IT employees therefore, make compromises in one or the other space in order, to manage situations momentarily. Therefore, they are unable to realize their full potential in both domains.

**Work Family Conflict:** Women IT employees not only have to manage the tasks involved in bearing and raising children but also have to deal with high level competition in technology world. Besides, they have to constantly juggle between the family and work preventing them from aspiring to progress in their career beyond a particular level. Some women IT employees choose to prioritize career over family. In such cases, they may experience frustration and guilt in compromising on the time to be spent with family. In either situation, women IT employees are forced to make a difficult choice or compromise resulting in stress and anxiety thereby adversely affecting their health.

About 63% of the respondents agree that the consequence of poor work-life balance is disharmony at home. Indian societal norms prescribe that women must perform certain household chores solely whether they are employed or not. In case of working women, their work responsibilities may prevent them from conforming to societal norms causing displeasure among family members resulting in discord and family conflict. This biased treatment with women IT employees results in imbalance which could lead to frustration and work family conflict.

Their inability to realize their full potential both at work and family can also be frustrating causing resentment and negative emotions towards their immediate environment. This could be causing work family conflict thereby affecting their work life balance.

## 5. CONCLUSION

The analyses of work life balance presented in this paper are an attempt to understand factors affecting work life balance of women IT employees and study of work life and work family conflict. In the Indian context, women remain primarily responsible for their family and career is rarely given top priority. This paper has revealed that work engagement, the need to fulfil others' expectations, satisfaction level and not having time for themselves are the prime factors affecting work life balance of working women. As a consequence, women suffer from work life and work family conflict. Informal discussions with working women revealed that those who had family support and flexible work schedule enjoyed better work life balance.

The above findings have implications for women IT employees with regard to gaining a deeper understanding of factors affecting work life balance and satisfaction level. It also provides insights into finding solutions to maintain healthy work life balance. The possible/ suggested solutions include the family support with which they can maintain harmony at family and manage all the household work and play all the roles easily and the company policies to initiate the understanding and maintaining work life balance of all their women employees. The human resources department must encourage proper work engagement and maintain the balance between the professional and personal life of any women employee of their IT firm.

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