

WORK LIFE BALANCE OF WOMEN EMPLOYEES IN BPO SECTOR, INFOSYS MYSORE

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ABSTRACT

The Paper was carried out to study the importance of a balanced professional and personal life of employees of BPO sector, Infosys Mysore. Objective being to recognize key need to strike this balance, to understand the personal issues of female jobseekers on their professional job, to analyze a basic impression of imbalance on work gratification, work productivity with performance, to study the challenges faced by women and ascertain measures which the organization took with a view to support their employees strike an equilibrium. The study was confined to the employees of BPO Sector, Infosys Company. The study was limited within Mysore campus. The study also included finding the role of strategic measures taken by the company in supporting the workers to have a balance between their personal life and professional life. Data for research was found through questionnaire. Based on the results, the final conclusions were made. It was found that flexible work schedule does have an impact on the performance, motivation and retention of employees to some extent.

Keywords: *Work Life Balance, Personal Life, Professional Life, Performance.*

Introduction

The label "work life balance" is newly started as its initial usage was made in US and UK during the latter part of 1970s-1980s. Work life balance is a label that is generally made use to describe the equilibrium between the personal and professional life of any individual. Zone considering personal life and excluding professional life can include aspects like family time, self-attentiveness, personal space, societal duties, and spare moments with friends and near ones, etc. The growing technology and development has made it possible to reduce the time of professional work with the usage of smart phones, advance software, meetings and conference through video calls, electronic mails, etc. Such advancements have brought in a very different perspective of doing professional work eliminating the classic nine to five work schedules. Going through a hectic working schedule having no personal space, extreme work load, unfriendly professional environment has proven to have a negative impact not only on the physical life of the employee but also disturbing his/her mental and emotional peace. This was recognized as the call of the hour by many organization sin various countries and likewise initiative steps were taken to improve the conditions of employees and allow them to have a good balance between work life and family life.

Objectives of the Study

- To examine the key need of work life balance in Infosys BPO, Mysore.
- To understand the personal issues of female employees in Infosys BPO, Mysore, on professional work.

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- To analyze the impact of imbalance on job satisfaction, work productivity and performance.
- To study the challenges of work life balance faced by women BPO employees.
- To ascertain measures taken by the sector to balance between work and personal life of women employees.

Need of the Study

It is found important to have equilibrium between the professional space and that of the personal space of any individual. It has always believed that having an efficient and effective work for 6 hours is way more better than having unfocused and clumsy work of 16 hours. Equilibrium in the life of any individual signifies all the aspects of life are well relaxed and the ability to concentrate on a particular job increases. The feeling of less anxiety and more confidence to do anything to automated. Breaking the day into segments and having time for professional work and personal space creates a stability to run to day smoothly. Self-management of things is mandatory but support from family and colleagues from professional life are appreciated.

Scope of Study

The scope of the study aims to understand the work life balance of women of BPO sector of Infosys Mysore Campus. The research I undertaken to realize the problems and difficulties that the women are facing in having equilibrium in job and personal time and what are the various measure taken by the organization to improve the balance between professional space and personal space of women. The nature of study used here is questionnaire distribution to a sample size of 120.

Statement of the Problem

This refers to, briefing the entire selected topic problem in one statement. Here in this case, the statement of the problem is to identify the need of work life balance of women, understand the problems faced by women due to lack of work life balance and the measures taken by the organization

Research Design

The intention of the study was to examine the need for work life balance and understand the imbalance of work life impact on the personal and professional life of the women employees in BPO sector of Infosys, Mysore. Hence, the use of descriptive and diagnostic design was made which was advantageous to the design of examination. The entire study began with the sourcing of secondary data from different sources and following with the structured questionnaire survey with women employees of BPO sector Infosys. The information collected through questionnaire acted as a source of primary data.

Sources of Data Collection

In the ongoing study, the usage of both primary and secondary data is made. Primary data has been collected through distributing a proper structured questionnaire and getting feedback from the women employees of BPO sector Infosys, Mysore. Collection of secondary data has been made from various books, magazines, newspaper, publications, and articles from various national and international journals like Emerald, ProQuest etc. World Wide Web has also been a source of collection of relevant secondary data. Secondary data was helpful in understanding about various problems of women employees related to handling their work life balance in depth.

Sampling Size and its Justification

Any sampling size can be examined by any two given methods, namely practical approach method and statistical approach method. The size of sampling is directly proportional to the research method chosen, which is either survey method, interviews, molecule measuring etc. Cooper and Schindler (2000) stated sample unit is the selected element or subset of the population that is to be studied. Mugenda and Mugenda (2003) stated that for a sample to be representative enough, it should be at least 10% of the total population. Inculcating this principle, out of total population of 600, more than 10% of population was selected as sample size. The study consists of

120 sample size which is 20% of the population.

Total Population = 600 Sample 20% Sample size = 120

Sampling Method

The method followed in this study was random sampling technique. With the number of respondents being 120 which accounts to 20% of the population.

Findings

The Experimentation in understanding the dominance of equilibrium of job space and family space of female employees in BPO sector, Infosys, Mysore" was undertaken with a main purpose to fulfil the five objectives which was stated in the early portion of this paper. Built on the scrutiny the information and its explanation, few important findings were being drawn and those major findings with respect to the objectives of the paper are being presented in this

- Vast part belonged to the age group of 18-27 years old, least of the age group was 37 and above years.
- The major part of the respondents had 1-3 years of experience; most of the respondents were fresher with under a year of job exposure.
- Vast region of respondents work in shift that accounts to 61% of the respondents. 26% of the respondents work 6-8 hours daily whereas majority of them 52% work 8 to 10 hours daily.
- 90% of the workers stated that there is a need to strike equilibrium in job space and family space.
- 42% of the respondents stated work life balance is required to maintain peace and harmony at home
- 33% in the workers expressed the absence of job and family balance, impacted the colleague relationship among them.
- Respondents around 33% stated it impacted on their performance, least of 10% stated it impacted on their health.
- A major percent of 35% respondents stated that absence of work life balance at home resulted in negligence of their family members and around 30% of respondents stated it impacted on mental disturbance.
- Majority of the respondents 61% stated the job was a choice to them, and 39% stated the job as a chance for them.
- It was found that major group of respondents worked to build a career and secure financial aid of them.
- Around 56% of the respondents did not find it hard to strike equilibrium.
- Rest of 44% of the respondents found it difficult to maintain the work life balance due to difficult targets at work place and stress level at work place.
- The major damage due to imbalance of work life lead to low productivity and frustration at work place.
- At home, the imbalance of work life resulted in no family time and stress with children.
- 28% of the workers stated that good work life balance was achieved because of good team coordination and achievable targets at work place.
- Major challenge in facing work life balance was stated as decorum of the work place by 21% of the respondents and least challenge being in attending emergency calls during work.
- Around 34% of the respondents found flexible working hours very useful in coping up with job space and family space, while 18% of the respondents found transportation facility useful and least being the health care facility.
- 47% of the respondents stated Bonus as the best strategy adopted in the organization to support the employees maintain their stability, 19% of them stated salary hike as the best strategy and least respondents stated compensation as the strategy used by the organization to support workers in striking equilibrium.
- Job space balance measures were taken by the company every six months as stated by 37% of the respondents.

Suggestions

- Flexible working hours should be given more frequently as it can help employees balance their job and family space.

- Various strategies could be implemented in the organization that can help employees work stress free and having relax mind-set.
- Frequent measures should be taken and constant necessary changes should be made in the strategies to balance personal and professional life.
- Measure like bonus and salary hike should be given importance while employees are working extra time.
- Steps should be taken to improve the decorum of work place so that it can help employee perform better.
- Organizations should have a department to take care of women grievances and help them solve work life balance problems.
- Every organization should have a compulsory crèche to take care of children of their employees, so it can help the employees work with stress and tension.
- Incentives can act as a measure for helping employees cope up with their professional life and personal life.

Conclusion

Marital status played a conventional part in striking balance of the employees. Shift wise working helped employees cope up with their work life balance. Sum total of hours worked also played a very vital role, around 8-10 hours was considered to be ideal working hours in order to maintain personal life and professional life of the employees. Work life balance strategies by the organization were required as a compulsion by the employees to help them maintain personal life and professional life. Peace and harmony at work place and home was stated the major reason to adopt the work life balance strategies. Health of the employees was also affected with poor work life balance. Majority of the employees took the job as their own choice of working. Financial security being the top reason to take the job. Work targets also had a role in balancing the work and personal life. Flexible work hours were considered top measure which helped employees maintain their work life balance. Bonus and salary hike were considered best strategies to maintain work life balance.

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