

EMPLOYEE WORK LIFE BALANCE OF CONTEMPORARY SCENARIO AT RETAIL LEVEL

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ABSTRACT

The changing nature of employment and work causes new demands in society, such as work-life balance, that has emerged in labor relations as an important aspect of a healthy work environment. In this context, Best Companies to Work for are a reference in caring for their staff, and it is well known that new generations—that frequently use the Internet to be informed—are making their decisions as job seekers by checking and comparing corporate websites. In order to learn from the best companies, but also to discover what could be improved by identifying the gaps, this study observes the current work-life balance practices in the last Best Companies to Work for awarded by Fortune. The main contribution of this work is the development of a weighted index for benchmarking purposes considering the preferences of new generations at work. The study demonstrates that the best companies still report low levels of work-life balance information. The main implication drawn from the study, due the requirements of new generations at work and the rapidly emerging field of e-recruiting, is the need for human resource departments to fit work and personal life in a fluid way, while maintaining a healthy balance. It is also recommended for companies to improve their disclosure of work-life practices on line for attracting talent from Millennials and Generation.

Keywords: work-life balance; best companies to work; web recruitment contents; new generation at work; millennials; generation Z; generational diversity

INTRODUCTION

In today's fast world individual need transit from one role to other at brisk pace while doing so individual need to maintain balance among each role they perform. Same can be implemented for individual as employee, they need to perform mainly two roles i.e, Professional and Social that is they need to have balance between their professional life and personal life. If employees are unable to do so it may affect either their professional life or personal life resulting into dissatisfaction, less productivity, stress or depression. Hence it is necessary to study factors affecting on Work Life Balance and to find out solution to upright Work Life Balance.

Work-Life Balance is the relationship between time and space of work & non-work in societies where income is predominantly generated and distributed through labour markets.

This topic is chosen because in work life balance employees are not balanced the personal life and professional work hence we choose this subject. Work-Life Balance is a broad concept including proper prioritizing between "work" (career and ambition) on one hand and "life" (health, pleasure, leisure, family and spiritual development) on the other. The study of work life balance involves the examination of people's ability to manage simultaneously the multi-faceted demands of life. It is assisted by employers who institute policies, procedures, actions and expectations that enable employees to easily engage in more balanced lives.

Work-life balance is a concept that supports the efforts of employees to divide their time and energy between work and the other important aspects of their lives. An employee have to keep some time for his family, friends, community, personal growth, spirituality, self-care and other personal activities in addition to the demands of the workplace. The concept of work-life balance deals with how an employee meets the demands of his life and work. Imbalance with life and work may result in serious problems in the family and workplace of an employee. So, a balance between the two is highly essential for better living and work in case of an employee.

SCOPE

The study covers the various aspects in employee Work life Balance and measured increase in productivity, accountability, commitment, better team work and communication, improved morale, less negative organizational stress.

DATA COLLECTION

This study involves the use of primary data. In order to collect primary data, there was distribution of structured questionnaires to employees work under retail level. There was also utilisation of various sources from the internet.

REVIEW OF LITERATURE

Neelam Sharma Indian Journal of Commerce and Management Studies 2011 Work–life balance is the proper prioritizing between" work"(career and ambition) on one hand and" life"(pleasure, leisure, family and spiritual development) on the other. Related, though broader, terms include" lifestyle balance" and" life balance". Work–life balance is a broad concept which is closely related and derived from the research of job satisfaction. Meaning, each individual's needs, experiences, and goals, define the balance and there is not a one size fits all solution. Also, what work-life balance does not mean is an equal balance in units of time between work and life.

Joanna Hughes, Nikos Bozionelos (2015) purpose is to explore the views of male workers in a male dominated occupation on issues that pertain to work-life balance. It emerged that work-life imbalance was not only a source of concern, but also that it was the major source of dissatisfaction for participants. Furthermore, participants made a clear connection between problems with work life balance and withdrawal behaviours, including turnover and non-genuine and sick absence.

Santhana et.al (2013) highlighted the four factors marital status, working hours, requirement of flexibility, additional working hours and over time distort the work life balance. This is more unique in the case of married women, as any additional working hours at the organizational level deny them the time required to attend to the children and the other dependents. Among the factors classified in to components, the above factors alone influence more than 38% of work life balance. The study further reveals that three factors, viz., number of dependents, childcare and reason for overtime i.e. work life balance of married women gets affected with the number of dependents at home.

OBJECTIVES OF THE STUDY

- To study the working conditions in retail organisations.
- To study the factors affecting work life balance of retail employees.
- To study the employee stress level and working hour conditions in retail organisation.
- To suggest measures to be taken by retailers to help their employee in work life balance.

ANALYSIS CHI SQUARE TEST ON CROSS-TABULATION OF AGE AND DEPRESSION BECAUSE OF WORK

Association between age and depressed because of work

H0 Null Hypothesis: There is no association between age and depressed because of work.

H1 Alternative Hypothesis: There is an association between age and depressed because of work.

Table 4.3.1 Cross-tabulation of Age and Depression because of work.

AGE	DEPRESSION BECAUSE OF WORK					TOTAL
	Never	Few times	Rarely	Frequently	Always	
20-30 Years	8	20	23	18	2	71
30-40 Years	1	6	6	5	3	21

40-50 Years	0	3	5	0	0	8
TOTAL	9	29	34	23	5	100

Source: Computed data

INFERENCE:

From the above table it is noted that 23 respondents between the age group of 20-30 years have not been depressed because of work which is highest among all other age groups and 20 respondents have been depressed because of work.

Table 4.3.1 Chi square test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.624 ^a	8	.224
Likelihood Ratio	12.153	8	.145
Linear-by-Linear Association	.113	1	.737
N of Valid Cases	100		

Source: Computed data

INFERENCE:

The above table provides output of the association between age and depressed because of work. The value of Pearson chi-square is more than 0.05 hence, the null hypothesis is accepted. Therefore, there is no association between the age and depressed because of work. It can be inferred that respondents between age of 20-30 years have no depression because of work.

DIFFERENT STRATEGIES TO PRIORTIZING OF PERSONAL LIFE OVER WORK IN THE ORGANISATION FOR EMPLOYEE WORK LIFE BALANCE AT RETAIL LEVEL

TABLE 4.3.1 Mean and Standard Deviation on different strategies to prioritizing of personal life over work in the organisation for employee work-life balance at retail level.

MARKETING ANALYTICS TOOLS	MEAN	STANDARD DEVIATION	RANK
Prioritize job over personal life	2.92	1.203	2

Prioritize family over work	2.91	1.147	3
Sacrifice sleep to spend time with family	3.08	1.228	1

Source: Computed data

INFERENCE:

From the above table 4.3, it is inferred that sacrifice sleep to spend time with family is ranked first, prioritize job over personal life is ranked second and prioritize family over work is ranked third.

Therefore, it can be concluded that employees sacrifice their sleep to spend time with family whereas they don't prioritize family over work.

FINDINGS

- 71% respondents are from the age group of 20-30 years. It is observed that majority of the responses feel that the employees able to balance the work life.
- 54% respondents are male.
- 55% respondents are graduates.
- 53% respondents earn less than 50,000 annually.
- 55% people are working in the general shift.
- 48.3% respondents are work upto 6-7hours.
- 50% people are take break of 15-30minutes.
- Majority of the 51% respondents are happy to spent time at work.
- It is noticed that 37% employees are travelling through bike for work.
- 45% respondents are travelling to work for less than half an hour.
- 45% respondents are work for long working hours.
- The study shows that few times the employees feel tired or depressed because of work.

SUGGESTIONS

- Cost effective retention strategies like creating a retention culture in the organization, ensuring freedom of expression to employees, creating friendly work environment and instituting competitive reward schemes are a few strategies the management can experiment with regard to work life balance.
- The management need to create counselling services by appointing full time. Counsellors who can help employees in balancing their work and personal life.
- It is advised to the management that a coordinating committee with the representatives of management and employees should be constituted which is a great initiative from employee's point of view. The committee can give broad guidelines to the management in creating a family friendly and work support environment in their respective departments which can also become a platform for employees to voice their concerns about work-life issues.
- It is advised to employees that careful planning and personal effort is important for balance in work and personal life. Employers can only facilitate work life balance with many schemes that can attract employees and satisfy their needs but it is Employees, especially women employees, who have to plan, prioritize and schedule their work and life obligations.

CONCLUSION

The growing diversity of family structures represented in the workforce, including dual earner couples, single parents, blended families, employees with elder care responsibilities and the increasing number of people choosing to live alone, has heightened the relevance of balancing work and life roles for a substantial segment of employed men and women.

The incorporation of Work-Life Balance strategies into annual planning of organizations can, in fact, have positive impact on employee's well-being. Therefore, it is equally important for employees to express their expectations and needs, since otherwise they cannot expect management to resolve matters for them on their own initiative. Work-life balance programs offer a win-win situation for employers and employees. For the employer, work-life initiatives create positive employer branding, promote being an employer of choice, foster organizational citizenship, and support diversity initiatives. For the employee, there is lesser stress, increased happiness, motivation, and productivity, and a better chance of reaching both personal and career goals satisfactorily.

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