

An Empirical Study On Work Life Balance Of Women Executives In Telecom Sector In Chennai City

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Abstract-The present study analyzes the work life balance of women executives in telecom sector. In this highly competitive business environment work-life balance is an important perception of every one's life. The main objective of this study is to examine the impact of Work Life Balance among executives in telecom sector. Work life balance is a well-being among employee and organization to improve performance of employee and increase the productivity of the organization. Work-life balance issue will affect the employee wellbeing of work and family. In this present scenario both men and women employees are facing lot of problems in their field. Work life balance policies like flex time, elder care, child care, and training will help the executives to improve the work life balance and increase the productivity of the organization.

Key words: WLB, telecom sector, family support, colleague support, job stress

1 Introduction

Due to demographic changes like dual career, increasingly diverse, single parent, cost of living has to increase the number of working women. Job dissatisfaction will lead to work life imbalance and reduce productivity of the organization. WLB initiative help them to balance their work and non work activities, while the employers are take necessary steps to introduce such initiatives which will help them to maintain WLB also it will increase the productivity of the organization. At present most of the organization are not provide any WLB facilities like child care, medical allowance, flex time etc., to their employees. Work place pressure, financial crises, gender equality, work commitment and demands of the family will create stress to the executive.

In the modern global competitive working environment, human resource department need not only to recruit employee, it resolve staff disputes and help to manage WLB of the employees in the organization. WLB increase workplace productivity by retaining and utilizing people with required skills and aptitude to meet current and future business needs. WLB is a planning tool for human resource managers and resembles with workforce planning. In this competitive world training and development is the back bone of every one's life also it is most important for organization success. Without training, development and time management WLB become impossible. Organizations focus on employee to give training and development of the talented employee to enhance the organizational performance. In fact, training is the process of upgrading the skills and attitude of the employees also it will help the employee to maintain WLB.

2 Literature Review

T.S. Santhi, Dr. K. Sundar(2012) They concluded that women give more attention to the family than their career to take care of their children. Health hazards, absenteeism, attrition, disloyalty, physical and mental stress, overstretching, cultural shock are the negative impact on the employees. Flexi timings, work at home and telecommuting has help to balance their work and family.

M.D.V.S.Mendis and W. A. S.Weerakkody(2014) According to this WLB in telecommunication Industry were good so the employees feeling less stressed and happier both their work and home, people have opportunity for paid work automatically it will increase the employee performance.

S. Vijaya Kumari, Dr. A. Manor Selvi(2016) According to this demands and pressure from work and family leads to lower satisfaction with work and commitment, distress, concentration problems, sleeping problems, unhappiness, and lack of confidence so employers have to implement family-friendly initiatives such as flexi-time, compressed working week, time off in lieu, childcare support and eldercare support to improve WLB.

Dr.Allam Joseph Praveen Kumar (2014) according to this organizations provide Cross-training, employee participation programs and group based incentives has to create the organization's positive financial performance and to improve employee WLB. HR team innovates on existing practices and makes them more user friendly and cost-effective also organizations can provide practical money based strategies.

A K M Mominul Haque Talukder(2016) work-life balance practices improved employee attitudes and behaviors within the organization.

Simonetta Manfredi and Michelle Holliday (2004) they stated that excessive workloads leads to negative impact on their life so employer should providing work-life balance policies and flexible working arrangements, work-life balance policies and practices is important benefits for both the institution and its employees.

Sónia C.B. Potgieter¹ Antoni Barnard², (2010) Organization implementing suitable strategies to enhance work life balance, job satisfaction and commitment has to increased employee self-awareness and lead to the generation of alternative solutions to manage the challenges they face in their multiple roles.

Tara Tavassoli, Albert Sune(2015) they stated that high levels of WLB are positively associated with job and life satisfaction for individuals.

Türker Tuğsal, (2017) according to this concerning to personal accomplishment, neglecting life dimension has adverse impact, informational and instrumental support, work-life accordance and taking time for one dimension and social support sources such as family, friends, spouse, colleagues have positive effect on personal accomplishment.

S.Vijaya Kumari, Dr.A.Manorselvi(2015), According to this nowadays people having more stress both their job and life, Proper training and managing ability is necessary in order to reduce the stress of the employee. Stress management and flexible work arrangements help to reduce stress so organization can indeed facilitate the process.

S. Vijaya Kumari, Dr. A. Manor Selvi, (2014), they suggested that management of selected organizations to plan and take necessary steps to overcome the inhibition and motivate the employee to enhance their personality and performance by provide stress reducing activities like meetings, workers participation, refreshment as and when necessary, recreational facilities, regular breaks, superior and sub-ordinate relations childcare and eldercare, Periodical counseling for healthy and productive environment. So it will help the public or private sector units have led to enhanced productivity in the long run.

Dr. Neerja Dixit, (2017), according to this there is a negative correlation between the internals and occupational stress while the unmarried female. The level of occupational stress was comparatively low with the unmarried female as compared to married women.

3 Work Life Balance Of Telecom Sector Executives

Work life balance has important consequences for employee attitudes towards their organizations as well as their lives. Work-life balance is a concept of proper prioritization between career, ambition and lifestyle. It will increase the efficiency of women executive, job satisfaction achievement and excitement, imbalance of WLB creates pressures and demands at home and in the work place. Professional as well as domestic pressures affect the individual lives. Time management, proper planning, human resource policies, such as parental leave, flexible working hours, elder care and child care facilities help the working women to maintain WLB. Many well-educated women executives are leave their job due to work life imbalance and take care of elder and child. So organization needs to implement better family friendly policy for women employee it will increase the productivity of the organization and it will improve the WLB of women executive.

Telecom Sector

In today's busy world telecommunication industry has to play an important role also it is the back bone of business and economic development. The telecom industry divided into fixed line, wireless cellular services. For the past decade the telecom sector has rapid growth. In private telecom sector employees are work in shift basis that time they are facing lot of problems. So they need work life balance policy to maintain balance between personal as well as professional life.

Family Support

Family support is most important factor of women executives, without family support women executives are unable to achieve career and difficult to maintain WLB. In this mechanical and highly competitive world job is important for people in order to lead a happy and comfortable life. If the male or female executives get the required support from spouse and parents or other family members, it becomes easy for anyone to maintain balance between work and life. Without support of family members it leads to low balance, the result of low balance is employee attrition, high absenteeism also it may lead to health problems.

Colleague Support

Colleague support is most important to every working people because most of the time they spend in their office. So smooth relationship with colleague helpful to maintain WLB and reduce stress.

Job Stress

At present work and life become more stressful because of increase in single parent, nuclear family, increasing diverse, highly expectations, highly competition, globalization and technological innovations. The work pressure has to create stress, to reduce this stress the employee need WLB policy like training, good salary, monitory and non monitory benefits, entertainment and motivational programme it will help to reduce the stress of the executive and increase the productivity of the organization.

4 Statement Of The Problem

Women executives are unable to maintain WLB due to problems in their family as well as work place. This article analyzes the level of family support, colleague support and stress level of women executives in telecom sector.

5 Objectives Of The Study

- To find out the level of family support of women executives in telecom sector.
- To analyze the stress level of their family life and work place.

6 Scope Of The Study

The research will be helpful to the telecom sector to identify the problem of women executives and it will help to give proper training and other benefits to the women executives. The research will help the women executive to maintain work life balance.

7 Sample Design

The sample size taken for the study is 50 only; the data was collected from telecom sector executives which cover some part of the Chennai city.

8 Hypothesis

H1: There is a significant relationship between family support and job satisfaction.
H2: There is a significant relationship between colleague support and job satisfaction.

9 Methodology

For this study exploratory and explanatory method used to find out the WLB of women executives in telecom sector. Case study approach also applied to gather more information to find out reality of work life balance among female executives of the telecom sector. For this study 50 questionnaires used to collect data from the executives from telecom sector. WLB items rated on 5 point likert scale ranging from strongly agree, agree, Neutral, Strongly disagree and Disagree. The hypothesis suggested was there is significant relationship between family support and job satisfaction and there is significant relationship between colleague support and job satisfaction. One sample statistics and one sample test applied for WLB.

Analysis And Results:-

Table 1: Respondents on the basis of Age

Sl. No	Age	Frequency	Percentage
1.	Below 30	17	34
2.	30-40	18	36
3.	41-50	12	24

4.	>50	3	6
	Total	50	100

Source: Primary Data

Interpretation

The table 1 shows age wise distribution of the sample respondents. 34% of the respondents are below 30 age groups, 36% of the respondents are 30- 40 age group, 24% of the respondents are 41-50 age group, only 6% of the respondents are above 50 age group. It is observed that majority of the respondents are 30-40 age groups.

Table 2: Respondents on the basis of Qualification

Sl. No	Particulars	Frequency	Percentage
1.	Graduate	23	46
2.	Post Graduate	13	26
3.	Others	14	28
	Total	50	100

Source: Primary Data

Interpretation

The table 2 shows qualification wise distribution of the sample respondents. 46% of the respondents are graduate, 26% of the respondents are Post Graduate and 28% of the respondents are others. It is found that most of the respondents are Graduate.

Table 3: Respondents on the basis of Work Experience

Sl. No	Work Experience	Frequency	Percentage
1.	< 3 years	17	34
2.	3 - 10 years	21	42
3.	11 - 20 years	8	16
4.	> 20 years	4	8
	Total	50	100

Source: Primary Data

Interpretation

The table 3 shows experience wise distribution of the sample respondents. 34% of the respondents are less than 3 years experience, 42% of the respondents belong to 3 – 10 years experience, 16% of the respondents belong to 11-20 years experience and only 8% of the respondents are above 20 years experience. It is observed that majority of the respondents are belonging to 3-10 years experience.

Table 4: Respondents on the basis of Annual income

Sl. No	Annual Income	Frequency	Percentage
1.	< Rs.3 Lakhs	19	38
2.	Rs.3 – Rs.5 Lakhs	24	48
3.	> Rs.5 Lakhs	7	14
	Total	50	100

Source: Primary Data

Interpretation

Table 4 shows annual income wise distribution of the sample respondents. 38% of the respondents are less than Rs.3 Lakhs salary group, 48% of the respondents belongs to Rs.3-5 Lakhs salary group, only 14% of the respondents are getting above 5 Lakhs salary. It is observed that majority of the respondents are earning Rs.3- 5 lakhs.

Table 5: Respondents on the basis of Marital Status

Sl. No	Marital Status	Frequency	Percentage
1.	Married	38	76
2.	Single	12	24
	Total	50	100

Source: Primary Data

Interpretation

The table 5 shows marital status wise distribution of the sample respondents. 76% of the respondents are married. Only 24% of the respondents are unmarried. It is observed that majority of the respondents are married.

Table 6: Respondents based on work life balance

S.N	Work life balance	SA		A		N		DA		SDA	
		No	%	No	%	No	%	No	%	No	%
1.	Colleague support will help to reduce stress	19	38	20	40	8	16	2	4	1	2
2.	Family support will help to improve WLB	17	34	30	60	2	4	1	2	0	0
3.	Salary and other benefits given by the organization are satisfactory.	5	10	11	22	8	16	16	32	10	20
4.	Organizational support creates career satisfaction.	15	30	28	56	7	14	0	0	0	0
5.	Deadlines and work overload create more stress to the employee.	22	44	24	48	4	8	0	0	0	0
6.	I am satisfied with this job	5	10	9	18	10	20	17	34	9	18
7.	Lack of support from colleague	15	30	23	46	5	10	5	10	2	4

Source: Primary Data

Interpretation

The table 6 shows the respondents based on WLB. Based on this study majority of the executives are told family support, colleague support, organizational support and other benefits help to improve the WLB and reduce stress. Majority of the executives feel deadline and work over load create stress so they are not satisfied with their job. Some executives feel lack of support from colleague and lack of support from family affect personal as well as professional life. The employee is spending lot of time in their office, so they need smooth relationship with colleague it will help to maintain WLB.

ONE-SAMPLE STATISTICS

	N	Mean	Std. Deviation	Std. Error Mean
Colleague support will help to reduce stress	5	10.00	9.083	4.062
Family support will help to improve WLB	5	10.00	13.172	5.891
Salary and other benefits given by the organization are satisfactory.	5	10.00	4.062	1.817
Organizational support creates career satisfaction.	5	10.00	11.811	5.282
Deadlines and work overload create more stress to the employee.	5	10.00	12.000	5.367
I am satisfied with this job	5	10.00	4.359	1.949
Lack of support from colleague	5	10.00	8.775	3.924

ONE-SAMPLE TEST

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Colleague support will help to reduce stress	2.462	4	.070	10.000	-1.28	21.28
Family support will help to improve WLB	1.698	4	.165	10.000	-6.36	26.36

Salary and other benefits given by the organization are satisfactory.	5.505	4	.005	10.000	4.96	15.04
Organizational support creates career satisfaction.	1.893	4	.131	10.000	-4.67	24.67
Deadlines and work overload create more stress to the employee.	1.863	4	.136	10.000	-4.90	24.90
I am satisfied with this job	5.130	4	.007	10.000	4.59	15.41
Lack of support from colleague	2.548	4	.063	10.000	-.90	20.90

10 Results And Discussion

Many studies done related for WLB they reveal management support, time management and flexible working time help to improve WLB. According to this study we found that how family support and colleague support help to reduce stress and improve WLB. This study done with telecom sector employee, based on these study public sector employee can manage their WLB and they have sufficient time to attend their family responsibilities and they satisfied their salary and other monitory and non monitory benefits, but private sector employee don't have any time for their family and they are not satisfied with their salary and other benefits. During the personal interview they told they can't able to spend time with their family and they are not able to take care for their children. Private telecom sector employees feel that the work load and working time is very high so that they can't able to manage their WLB. The primary responsibility of the woman is takes care of family, job and other activity is secondary role even though women executives take special attention to their family as well as their working place, it will create stress. So they need family support, colleague support and management support to reduce stress.

For this study one sample analysis applied for WLB part Colleague support will help to reduce stress, std. Deviation is 9.083, Std. Error Mean is 4.062, std. Deviation of Family support will help to improve WLB is 13.172 and Std. Error Mean is 5.891, satisfaction of the salary and other benefits given by the organization std. Deviation 4.062, Std. Error Mean is 1.817. Organizational support creates career satisfaction std. Deviation 11.811, Std. Error Mean is 5.282, Deadlines and work overload create more stress to the employee std. Deviation 12.00, and Std. Error Mean is 5.367, satisfaction of the job std. Deviation 4.359, Std. Error Mean is 1.949, based on this study some executives only satisfied with the current job, majority of the executives are not satisfied with this current job. Lack of support from colleague std. Deviation 8.775, Std. Error Mean is 3.924 according this study majority of the executives are getting support from their colleague, colleague support and smooth relationship between the colleague also help to the executives to achieve.

11 Conclusion

This study has identified how the Telecom sector provides facilities for its employees to achieve WLB; numerous factors affect performance of an employee. Work life imbalance is one of the most important factors affect the executive's personal as well as professional life. Organizational environment and demographic differences affect the employees' WLB initiatives and their willingness to work. This study has verified that how family support and colleague support is helpful to reduce conflict between the work life and home life, once the employee committed with work life imbalance they search other jobs and they living with highly stress. Many studies highlight serious and critical issue of work-life imbalance which will affect the employee's personal as well as professional life. Work life imbalance affect the productivity of the organization and employee performance, all employees are the big asset of the organization, so the organization take necessary steps to improve the co-ordination with the employee and improve the WLB of the employee. The peaceful and happiest atmosphere, comfortable working environment, less work load, training and taking care of employees has to increase the productivity of the organization and improve the work life balance of the employee.

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