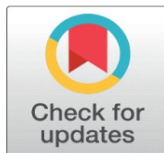
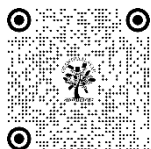


# WORK-LIFE BALANCE ANALYSIS OF WOMEN'S EMPLOYMENT IN INFORMATION TECHNOLOGY

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DOI  
[10.29121/shodhkosh.v5.i2.2024.2471](https://doi.org/10.29121/shodhkosh.v5.i2.2024.2471)

**Funding:** This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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## ABSTRACT

The work schedules of IT sector personnel have grown increasingly demanding in the recent technological era, making it difficult for them to maintain a work-life balance. Since globalization has been the norm, it appears that these kinds of challenges have been neglected for some time. Over time, concerns about the "imbalance" between work and personal life have grown due to growing health issues, decreased employee productivity and efficiency, and workplace boredom. The disparity also has an unsettling effect on working people's personal lives, with some developing into societal dangers including infertility brought on by high stress levels, an increase in divorces, and the start of nuclear families. Professionals nowadays seem to be more engaged in their profession, which allows them greater flexibility in the workplace. The demands of the working community vary depending on their stage of life. People thus try to strike a balance between their personal and professional obligations. Because work-life balance provides clear advantages for both businesses and their people, it has grown in importance in recent years. Companies may now concentrate on developing their staff members, who are increasingly seen as the organization's human capital rather than just as workers. This may serve as a significant motivator and aid in keeping employees for a considerable amount of time.

## 1. INTRODUCTION

The ability of employees to meet their basic requirements while working for the company is known as work-life balance. Businesses that want to improve employee satisfaction typically work to provide staff members a sense of stability, equity, pride, family democracy, ownership, responsibility, and adaptability. They aim to provide fair and encouraging treatment to all staff members, maintain open lines of communication at all levels, provide staff members the chance to weigh in on decisions that impact them, and give them the authority to complete tasks. Employees with a work environment that matched their career orientation reported better work-life balance than those whose career orientation did not align with the characteristics of their work environment. In the early 20th century, women would not

even come out. However, following that, the majority of women worked in the IT industry and shown their equal power and potential—they could succeed on their own without assistance. Thus, a few of the ladies founded their own companies and are now proficiently operating and managing them. These female employees labor in various locations and do a variety of tasks. But as a women entrepreneur there is no difficulty but want to confront different type of issue to endure in the market thus the women employees are not like that because they no need to face problem but they want to keep the target per day and achieve it and face problem in their personal life and professional life. Consequently, the process of putting individuals under pressure at work and its aftermath impacts their personal lives. Women's health is mostly impacted in several sectors since standing all day is extremely bad for one's health. Health issues probably cause working women to perform worse and sell less.

## 2. REVIEW OF LITERATURE

- **DR. B.THAYUMANAVAR AND MRS.R.SINDHUJA (2023)** in their study “AN ANALYSIS IN IMPACT OF WORK LIFE BALANCE OF EMPLOYEES IN IT INDUSTRY WITH SPECIAL REFERENCE TO COIMBATORE” says that the recent technological era the work schedule of the employees working in IT industry has become more hectic and it is tough to maintain their work life balance. The main objective of the study is that to evaluate the work life balance of employees working in IT industry and to find the impact of work life balance towards work satisfaction. For this purpose a sample of 450 was collected from the respondents were percentage analysis, descriptive statistics, one way anova,
- **MS. J. K SARLENE AND MR R. BHARATHI RAJAN (2019)** “A STUDY ON WORK LIFE BALANCE OF PRIVATE SECTOR EMPLOYEES IN CHENNAI” mentioned that Work life balance is nothing but it is the equal balance between work and personal life it refers to maintaining the balance between work and home it also refers to flexible working arrangements between work responsibilities and personal responsibilities. The main aim of this study is to analyse the work life balance of Private Sector executives in Chennai city. Presently most of the families are dual career. All the employees both men and women are facing so many problems like child care, elder care, household activities it will lead stress.
- **D. ABIRAMI AND DR. S. SURESH (2020)** in their study “IMPACT OF WORK-LIFE BALANCE ON EMPLOYEE RETENTION” tells the employee retention has been one of the most pressing issues for businesses in recent years, particularly in the IT industry. The problem is not just losing a crucial member of the organization; it is also dealing with the inconvenience of searching for a new employee for that position. It is self-evident that retaining an employee is essential. This is one of the most pressing concerns confronting today's HR professionals. When an employee cannot establish a work-life balance, a problem arises. When this happens, the majority of staff leaves the company.

## 3. STATEMENT OF PROBLEM

Women are just as important to the nation's economic growth as their male colleagues, and their contributions are substantial. Nonetheless, women still deal with a number of concerns and difficulties nowadays. They don't always receive the same treatment at work and are viewed as less valuable than their male co-workers. They occasionally do not receive the same advantages as a male employee. Unfair pay, inadequate maternity leave, inadequate security, sexual harassment, inadequate family assistance, and other difficulties are among the main concerns and challenges that women encounter at work. Since India's independence, women have made significant progress. Today's women are not only competent homemakers, but they also possess the skills and talents necessary to be on level with men. This new generation of women want to follow their ideal profession. However, not everyone's life is a bed of roses. Numerous issues arise for working women in the workplace. Furthermore, women who work in the information technology sector encounter a variety of physical, psychological, and professional obstacles. The researcher studied the issues connected to work-life balance faced by women working in the information technology sector based on this focus.

## 4. SIGNIFICANCE OF THE STUDY

Women are now quickly and successfully entering practically all formerly male-dominated professions. Women who prioritize their careers are more likely to experience occupational stress as a result of having to manage several responsibilities. Adverse working circumstances and dysfunctional internal and external attitudes overwhelm a person's coping mechanisms and cause acute cognitive, emotional, behavioral, or physical issues are the main causes of occupational stress in women. Stress at work is a factor that shouldn't be disregarded as it can negatively impact a person's general lifestyle and health. Despite being aware of the aforementioned information, the researcher believed

that it was necessary to identify the issues that female employees in the information technology industry faced in terms of work-life balance.

## 5. OBJECTIVES

- To identify the various factors like working hours, work involvement and family responsibility of women employees in their work life balance.
- To study the various problems related to Work Life Balance of women employees in Information Technology.
- To suggest suitable measures to overcome the problems related to Work Life Balance of women Employees in Information Technology.

## 6. ANALYSIS AND INTERPRETATION

### FACTORS AFFECTING AMONG WOMEN EMPLOYEES

#### • OPERATIONAL STATE:

Ten hours a day, seven days a week, will they be in operation. The textile industries need to meet the basic needs of their female workers, such as clean and well-maintained restrooms, seating arrangements, healthy food options exclusively for the female hostel workers who come from different places, and drinking water. The working environment also needs to be safe and healthy for the female employees.

- Benefits and Compensation for Women Employees:

In order to boost productivity, they offer benefits and, should they meet their goals, further compensation from the company. This encourages workers to put forth their best effort in order to improve individual performance and to get bonuses, incentives, etc.

- Stress Level and Workload:

The workload in the IT industry is consistently heavy, and there are deadlines for all projects and document submissions that can occasionally be met. As a result, even the most engaged individuals see a decline in job satisfaction, which raises the bar for workplace contentment.

## 7. PROBLEMS AFFECTING BY WOMEN EMPLOYEES IN INFORMATION TECHNOLOGY

Work-family conflict: Women may have to juggle their obligations to their families and their careers, which can cause friction in the home.

Lengthy workdays: Women may have high job goals and put in lengthy workdays, sometimes even overtime.

Stress: Because of their obligations to their families and their jobs, women may feel a lot of stress.

Technology: With its ability to make it harder to switch off from work, technology can result in longer workdays and higher levels of stress.

Lack of flexibility: It's possible that employers' work practices are too rigid.

Insufficient synchronization: There might be an incompatibility between work and personal life. Because there aren't enough strong female leaders at the top, there aren't enough women in entry-level roles to support and encourage new hires, which is the reason why there aren't enough women in the workforce.

Discrimination against Pregnancy: According to The Guardian, discrimination against pregnant women causes over 50,000 women to lose their employment. Pregnancy discrimination is a sort of employment discrimination that occurs when women are discriminated against or dismissed from their jobs because of their pregnancy or expectancy.

Discrimination against a person may take the shape of hurtful remarks made about their physical or medical condition by peers, superior officials, or clients. Employers can also refuse to promote a female employee, reduce her working hours, alter her compensation, alter her benefits, or require her to take unpaid or compensated time off.

Female Leaders: A lot of males perceive female supervisors as threats. Numerous studies have demonstrated that males like having male bosses over female ones. The percentage of respondents who have stated they would like to work for a woman has never above 25% in Gallup surveys that have been conducted since the 1950s.

## 8. SUITABLE MEASURES TO OVERCOME THE PROBLEMS RELATED TO WORK LIFE BALANCE OF WOMEN EMPLOYEES IN INFORMATION TECHNOLOGY

- Offer flexible work arrangements: Provide options like remote work, flexible hours, or job sharing to help employees manage their work and personal commitments.

- Regularly review workloads: Ensure that workloads are achievable and give employees time off.
- Encourage breaks: Regular breaks can help employees balance and rest.
- Lead by example: Leaders can model the work-life balance they want their employees to achieve.
- Encourage healthy communication: HR professionals can ask employees about their work-life balance and encourage healthy communication.
- Provide paid time off: Employees should have enough time off to recharge and do a good job.
- Allow employees to attend counselling: Allow employees to attend counselling and support services during working hours.
- Ask for help: Employees can ask for help from their boss, mentor, or therapist if they are struggling to achieve a healthy work-life balance.
- Set priorities and boundaries: Employees can set priorities and boundaries to balance their family and career.
- Practice self-care: Employees can practice self-care to balance their family and career.

## 9. SUGGESTIONS

Prior to truly rewarding their female employees, organizations should take proactive measures, such as setting up workshops or stress-reduction training. It is necessary for organizations to adopt a new perspective on gender discrimination and strive towards enhancing their confidence in women by providing them with opportunities for empowerment, leadership, management involvement, work enrichment, and role clarification, among other things. To the greatest extent possible, organizations should be robust in their formulation of policies addressing work load, leaves, schedules, etc. To increase emotional and domestic support from home and society, organizations could provide specific seminars for their female employees and their families. These workshops should emphasize the value of the woman's job for both the organization and her family.

## 10. CONCLUSION

The present study delineates the many issues encountered by female workers in the field of information technology. According to the research, the majority of respondents report having a variety of psychological and physical issues as a result of their line of work. It is a well-known fact that working women encounter difficulties just by virtue of their gender. Women face several obstacles at work because to the long-held notion that males are superior to women. Women are invariably under more stress than males when working in the information technology sector. Women who work in the information technology sector often experience mental strain, psychological issues, and physical discomfort.

## CONFLICT OF INTERESTS

None.

## ACKNOWLEDGMENTS

None.

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