



A STUDY ON WORK LIFE BALANCE OF EMPLOYEES IN LIFE INSURANCE INDUSTRY WITH REFERENCE TO COIMBATORE

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ABSTRACT

This is an attempt to present a progressive detailed discussion on the work life. The Work life balance refers to the balancing the personal life and work. The person might or might not be aware of them. Work life balance is a future –Oriented decision whose main objective is to Identify and evaluates the balancing of the Employees to assume higher positions and responsibilities in the organizational hierarchy. Work-Life balance is defined as the balance between an employee's work demands and outside interests or pressures is a long standing but ever-evolving area of corporate social responsibility. The safe work environment provides the basis for the person to enjoy working. The work should not pose a health hazard for the person. The employer and employee, aware of their risks and rights, could achieve a lot in their mutually beneficial dialogue.

I had built a study for Employees working in the organization based on I have tried to understand the weather employees can balance their personal life and work. After observing the results, Work-Life balance is defined as the balance between an employee's work demands and outside interests or pressures is a long-standing but ever-evolving area of corporate social responsibility. The safe work environment provides the basis for the person to enjoy working. The work should not pose a health hazard for the person. The employer and employee, aware of their risks and rights, could achieve a lot in their mutually beneficial dialogue.

Keywords: *Work life, Safe work Environment, Work life balance, Mutual benefit.*

INTRODUCTION

Work-life balance is fundamental to sustainable business which is ultimately about Improving the quality of life for everyone .It results in win-win situation because people will

be more productive if they are happy in their jobs and this is more likely if they are able to Balance work commitments with family life. Work-life balance (WLB) is an issue increasingly recognized as of strategic importance to organizations and of significance to employees. Work-life Balance is Human Resource Strategy, which is already recognized as the ultimate key for Human Resource Development among all the work systems.

The success of any organization is critically depends on hoist attracts, recruits, Motivates, and retrain its talented manpower. Today's organizations are so flexible in working Hours and concentrates in developing their work force and it particularly teaches the work Force in successful completion of projects by enjoying with commitments. Most of International companies or Organizations focused on teaching the change management techniques and strategies in making employees to adapt the required changes for personality development, organization development and also for the development of country. Work life and private life are intertwined for a vast majority of Indian workforce as significant technological development has created a 24x7 intrusion in the private lives of employees, says a study. "This trend is now catching up in our country, where employers have started recognizing the significance of providing a good work-life balance and are focusing on the well-being of their employees," he added.

Nearly half the employees surveyed (49 per cent) said that they attend to private matters during working hours, while 69 per cent said they handle official matters during private time. Moreover, 79 per cent of employees said that they receive work-related phonecalls/e-mail while on holiday and similar proportion (80 per cent) said they received work-related phone calls/e-mails after office hours.

By gender, men seem to receive a slightly higher level of work-related calls/e-mail during holiday/after office hours than women, the survey noted. A majority of the workforce have Internet connectivity at their workplace besides 70 per cent of respondents had smart-phone with e-mail facility. But, despite easy access to Internet and email, as many as 78 per cent said they prefer face-to-face contact.

CONCEPT OF WORK LIFE BALANCE

Work life balance is a generic phrase that covers a person's feelings about every dimension of work including economic rewards and benefits, security, working conditions, organizational and interpersonal relationships and its intrinsic meaning in a personal life. It is a process by involving them in decision affecting their work lives distinguished characteristics of the process is that its goals are not simply extrinsic focusing on the improvement of productivity and efficiency they are also intrinsic regarding what the workers see as fulfilling and enhancing ends is themselves.

During 1979, the American society of training and development created a task force on the Work life balance of which defined the concept of Work life balance as follows'

Work life Balance is a process of work organizations which enables its members at all levels to participate actively and efficiently in shaping the organization's environment, methods and outcomes. It is a value added process which is aimed towards meeting the twin goals of enhanced effectiveness of the organization and improved Work life balance of employees.

Watson provides eight criteria (defined s characteristics of individual work experiences or work environment) to evaluate Work life balance programmes.

OBJECTIVES OF STUDY

- To study the work life balance of the employees.
- To identify the factors that affects the work life.
- To discuss Employees comfort in work life balance with personal life.
- To suggest ways to improve work life balance for Employees.

REVIEW OF LITERATURE

MIRVIS AND LAWLER (1984)

Suggested that Quality of working life was associated with satisfaction with wages, hours and Working conditions, describing the "basic elements of a good quality of work life" as; safe work environment, equitable wages, equal employment opportunities and opportunities for Advancement.

ROBBINS (1989)

QWL as "a process by which an organization responds to employees needs by developing mechanisms to allow them to share fully in making the decisions their design their lives at work".

BABA AND JAMAL (1991)

They described as typical indicators of quality of working life, including: job satisfaction, job involvement, work role ambiguity, work role conflict, work role overload, job stress, organizational commitment and turn-over intentions. Baba and Jamal also explored routine of job content, suggesting that this facet should be investigated as part of the concept of quality of working life.

DYER AND HOFFENBERG

Quality of work life in terms of the organization's contributions to the economic and socio-psychological needs of those individuals actively engaged in furthering its goals.

RICHARD E WALTON (Harvard professor)

Eight major conceptual categories in term of human needs and aspirations for the improvement of work life: "adequate and fair compensation, safety and healthy working conditions, immediate opportunity to use and develop human capacities, opportunities for continued growth and security, social integration in the work organization, work and the total life space and the social relevance of work".

GLASIER (1976)

The term QWL means more than job security, good working conditions, adequate and fair compensation, more even than an equal employment opportunity.

SEASHORE (1975)

Has pointed out that much of the research and theoretician in the quality of work life has been based primarily on the assumption that it is the individuals own personal satisfaction or dissatisfaction that defines the quality of his or her work rather than any objectives criterion. However due to individual differences in culture, social class, family rearing, education and personality, a wide range of human preferences exists and any assessment of improvements in the quality of work life would be especially subject to these differences in personal expectations. One man's meat may be another man's poison.

RESEARCH METHODOLOGY

Research methodology is the ways of systematically solving the research problems. It may be understood as science of studying how research is done scientifically and systematically?

The researcher had done a descriptive research for studying in the attitude of the employees.

The primary methods of data collection were employed to study the work life balance of the employees. There are 80 respondents selected on the basis of convenient sampling techniques

Data Analysis Discussion

Table 1
Respondents Satisfaction towards the work life balance in the Insurance sector

S. No	Type of Responses	No of Respondents	Percentage
1	Highly satisfied	6	8%
2	Satisfied	20	25%
3	Average	30	37%
4	Dissatisfied	15	19%
5	Highly Dissatisfied	9	11%
	Total	80	100 %

The table above reveals that 8% of the respondents are highly satisfied, 20% of the respondents are satisfied, 37% of the respondents are average, 19% of the respondents are dissatisfied and 11% of the respondents are highly dissatisfied

Table 2
Respondents Satisfaction level of towards the work load

S. No	Types of Responses	No of Respondents	Percentage
1	Highly satisfied	11	14%
2	Satisfied	16	20%
3	Average	21	26%
4	Dissatisfied	18	23%
5	Highly Dissatisfied	14	17%
6	Total	80	100 %

The table above reveals that 14% of the respondents are highly satisfied, 20% of the respondents are satisfied, 26% of the respondents are average, 23% of the respondents are dissatisfied and 17% of the respondents are highly dissatisfied

Table 3
Respondents Satisfaction towards the Time spending with Family Members

S. No	Types of Responses	No of Respondents	Percentage
1	Highly satisfied	7	9%
2	Satisfied	14	18%
3	Average	19	24%
4	Dissatisfied	22	27%
5	Highly Dissatisfied	18	22%
	Total	80	100 %

The above table reveals that 9% of the respondents are highly satisfied, 18% of the respondents are satisfied, 24% of the respondents are average, 27% of the respondents are dissatisfied and 22% of the respondents are highly dissatisfied.

Table 4
Respondents Satisfaction level towards the work Time

S. No	Types of Responses	No of Respondents	Percentage
1	Highly satisfied	9	11%
2	Satisfied	16	20%
3	Average	21	26%
4	Dissatisfied	18	23%
5	Highly Dissatisfied	16	20%
	Total	80	100 %

The above table reveals that 11% of the respondents are highly satisfied, 20% of the respondents are satisfied, 26% of the respondents are average, 23% of the respondents are dissatisfied and 20% of the respondents are highly dissatisfied.

Table 5
Respondents Satisfaction level on Fun at work place

S. No	Types of the Responses	No of Respondents	Percentage
1	Highly satisfied	12	15%
2	Satisfied	14	18%
3	Average	26	32%
4	Dissatisfied	15	19%
5	Highly Dissatisfied	13	16%
	Total	80	100 %

The above table reveals that 15% of the respondents are highly satisfied, 18% of the respondents are satisfied, 32% of the respondents are average, 19% of the respondents are dissatisfied and 16% of the respondents are highly dissatisfied.

Table 6

Respondents Satisfaction towards the motivational level on work life balance activity

S. No	Types of responses	No of Respondents	Percentage
1	Highly satisfied	7	9%
2	Satisfied	15	19%
3	Average	23	29%
4	Dissatisfied	22	27%
5	Highly Dissatisfied	13	16%
6	Total	80	100 %

The above table reveals that 9% of the respondents are highly satisfied, 19% of the respondents are satisfied, 29% of the respondents are average, 27% of the respondents are dissatisfied and 16% of the respondents are highly dissatisfied.

Table 7

Respondents Satisfaction towards the Leaves & Holidays policy

S. No	Types of the responses	No of Respondents	Percentage
1	Highly satisfied	11	14%
2	Satisfied	19	24%
3	Average	20	25%
4	Dissatisfied	18	22%
5	Highly Dissatisfied	12	15%
	Total	80	100 %

The above table reveals that 14% of the respondents are highly satisfied, 24% of the respondents are satisfied, 25% of the respondents are average, 22% of the respondents are dissatisfied and 15% of the respondents are highly dissatisfied

Findings

1. It is inferred that 37% of the respondents are said Average in Quality of work life.
2. It is inferred that 20% of the respondents are satisfied in work load.
3. It is inferred that 27% of the respondents are highly dissatisfied with the Time spending with family.
4. It is inferred that 20% of the respondents are satisfied with the work time.
5. It is inferred that 19% of the respondents are dissatisfied with the Fun at work in company.

6. It is inferred that 29% of the respondents are average with the Motivational given by the company.
7. It is inferred that 14% of the respondents are highly satisfied with the holidays provided by the company.

Suggestions

Entertainment like dance, yoga, music, sports, etc., should be done for the employees in the organization. Organizational tour or picnic should provide to the employees, its motivate them. Weekends must be holiday and Week end celebration will be organized. Flexi work hours will be Improve Employee performance. Virtual office is emerging now. Company has to consider this and try to Implement .Organization has to improve the Recognitions, Rewards; Appreciation Organisation has to increase the Employee Engagement activity. Organisation has to arrange the Family get together, Family picnic its Improve the Productivity.

Conclusion

Work life balance is the degree to which members of a work organization are able to satisfy their personal needs through their experiences in the organization. The basic purpose of improving of Work life balance is to change the climate as work so that human technological organizational interface leads to a better of Work life balance. Its focus is on the problem of creating a human work environment where employees work cooperatively and contribute to organizational objective. From the study, researcher found out the Work life balance is good. The employees are satisfied with the present of Work life balance in the organization. Beyond that the researcher has given some suggestion and recommendation. The organization may implement these, which will help them in improving the quality and thereby increasing productivity.

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