

# **Work-Life Balance Perceptions of Women in the IT and ITeS Sectors in Kerala: A Research Study**

**Geetha Manoharan**, School of Business, SR University, Telangana-506371, India.

**Sunitha Purushottam Ashtikar**, School of Business, SR University, Telangana-506371, India.

**Subhashini Durai**, GRD Institute of Management, Coimbatore, Tamil Nadu, India

**Franklin John Selvaraj**, Vignana Jyothi Institute of Management, Hyderabad, India

Corresponding author: [geethamanoharan1988@gmail.com](mailto:geethamanoharan1988@gmail.com)

## **ABSTRACT**

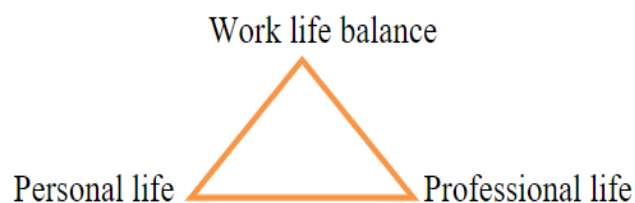
The business landscape has undergone significant change as a result of the globalisation and information technology industries' steady growth. In addition to changing the employer-employee relationship, it has transformed the way that business is approached and the expectations and attitudes of employees while they are at work. Due to the diverse workforce and demanding climate of today, the responsibility of running a successful and profitable business falls primarily on the management. In today's competitive and demanding workplace, maintaining a healthy work-life balance is almost a necessity. In order to achieve work-life balance, employees' personal and professional lives must be in a state of equilibrium. 140 female workers in the IT and ITES sectors were used as the sample to examine how women employees perceive work-life balance and how that affects job satisfaction. In the investigation, a quantitative approach was used. 200 respondents completed a structured questionnaire that was given out in order to collect data. This data was then analysed using the proper statistical software. The data is found to be quantitative in the quantitative technique and can be divided into three categories: inferential, experimental, and simulation. An inferentially constructed database could be used to infer the characteristics or relationships of the targeted population. Because some of the variables are changed to see how they affect the other variables, the experimental form has a feature that offers a lot of flexibility in the study environment. One of the most important aspects of the simulation

aspect is creating a synthetic environment where useful data and information can be produced. The results of the study show that an effective work-life balance will increase employee job satisfaction, which will improve organisational performance and give IT enterprises a competitive advantage.

**Key words:** Work-Life balance, Attitude, Job Satisfaction, Motivation and Emotional intelligence.

## INTRODUCTION TO THE STUDY

In order to define the harmony between a person's professional and personal life, the phrase "work-life balance" is often employed. With the least amount of role conflict possible, it seeks to offer fulfilment and excellent functioning at both work and home. It is widely acknowledged that achieving a work-life balance is crucial for a person's psychological health and that signs of a successful balance between work and family responsibilities include strong self-esteem, satisfaction, and a general sense of harmony in one's life. To maintain a high level of performance and enhance one's capacity to handle psychological stress while carrying out duties, people need to be able to control their own and others' emotions. This is where emotional intelligence comes into play. Working areas aim for high levels of productivity, dependability, and effectiveness by optimising the production of their human capital, according to Manoharan, G., Durai, S., & Rajesh, G. A. (2022). As a result, job happiness and performance might both increase.



The benefits of maintaining a healthy work-life balance include improved health, increased motivation at work, increased job satisfaction, increased employee morale, and increased productivity. According to Geetha, M., and Sripirabaa, B. (2017) in their research work, emotional well-being is also discovered to be a highly crucial aspect of successful employment. Numerous indicators, including work-life conflicts, burnout, high attrition rates,

job switching, health problems, and stress at work, are linked to the detrimental effects of an unbalanced work-life.

Work-life balance is being emphasised in an increasing number of papers. This emphasises the present concern in society and organisations about the effects of multiple roles on the health and well-being of professional women and its consequences on the performance of work and family, as well as women's role in society as said by Geetha Manoharan, Subhashini Durai, and Gunaseelan Alex Rajesh (2022) in their study. During a review of the international literature, the following factors were shown to have an impact on the experience of work-life balance. The various responsibilities that women play,

- Role conflict and role overload are examples of role strain brought on by playing many roles.
- Work dynamics and organisational culture: Positive professional and personal well-being effects result from organisational ideals that facilitate work-life balance.
- Personal assets and network support Numerous studies support the link between positive personalities, emotional support, and wellbeing.
- In order to understand women's career directions and stages, one must consider their life courses and timelines.
- Women use both emotionally driven and problem-focused coping mechanisms to deal with role conflict.

The WLB presents a difficulty for both women and their employers in a nation in transition like India, where traditional roles for women as homemakers and caregivers are firmly entrenched. Women's employment rates in India have increased significantly during the past ten years, particularly in the IT sector. Academics and professionals are becoming more interested in the topic of WLB, particularly with regard to working women in the IT industry, as a result of the rising proportion of women in the Indian IT workforce. The phenomena of the WLB of Indian women IT professionals has to be investigated in view of the rising number of women working in the IT sector.

### **THE STUDY'S NEED**

The IT-BPO sector is thought to be the main employer in the economy and the location where young people want to work. It is essential to make explicit the reasoning behind this study

effort. Readers will then be better able to comprehend the researcher's reason for pursuing this project. The most valuable asset, according to everyone, is the human resource. They also need to be happy in their jobs, on the other hand. As a result, it stands to reason that the HRM practices used in these firms have an impact on the employee's level of job satisfaction. Organizations rely on their leaders to help them implement the innovations and changes needed to sustain a competitive advantage in a continually changing business environment.

### **OBJECTIVES OF THE STUDY**

- To measure women employees Attitude towards their job satisfaction and the role of family towards work life balance.
- To assess on the Position of Life satisfaction and the impact of work towards work life balance.
- To investigate the factors, influence of the dimensions of factors influencing Work-Life Balance.
- To identify the Attitude about the individual benefits through work -life balance.

### **REVIEW OF LITERATURE**

1. Chauhan, J., Mishra, G., and Bhakri, S. (2022) mentioned that women are represented at top-level positions in India, despite increasing women empowerment and participation and slowing gender discrimination. Women must overcome numerous obstacles in order to advance to senior or top-level positions in their careers. Because there are numerous impediments that a woman must overcome in order to achieve career success, this study focuses on the impediments that women face as a result of organizational and family impediments. The current study seeks to determine whether a lack of mentoring, perceived organizational support (POS), and family responsibilities influence women's perceived career success (PCS) in the Indian information technology (IT) sector. A structured questionnaire was used to collect data in this regard, and 292 respondents were analyzed. The structural equation modelling (SEM) method was used to examine the impact of these impediments on women's perceived career success. The study's findings show that each of the independent variables has a significant impact on women's perceived career success, which serves as a wake-up call for female executives that they must overcome these impediments in order to advance their careers smoothly.

2. Joseph, J. (2022) used data from 520 service sector employees in the state of Kerala to investigate the relationship between psychological characteristics of employees and work-life balance (WLB). Employee personality was assessed using the Ten Item Personal Inventory (TIPI), a small-scale replica of the big five models of personal psychology developed by Gosling, Rentfrow, and Swann (2003). It was discovered using general linear modelling (GLM) that employee personality characteristics have a significant as well as a large effect on employee WLB level. The study reveals that WLB is a phenomenon that is linked to the psychological characteristics of the employee, and thus psychological interventions have the potential to improve the employee WLB level.
3. Geetha, M, Sunitha P. A (2022) witnessed that an educator has a significant impact on the lives of their students, as well as their families, coworkers, and the larger community in which they work. Teachers' duties include ensuring their students' social and emotional well-being. The world has been caught off guard by the 2019 Coronavirus disease outbreak (COVID-19). Wellbeing research has recently gained traction, owing largely to the rise of positive psychology. Scientists and practitioners are increasingly focusing on the science of improving one's overall well-being through the investigation of positive subjective experiences, positive traits, positive states, and aspects of one's strengths. Despite the fact that work and family are widely regarded as two of the most important aspects of life, they have received little attention in the positive psychology literature. The Indian government declared a nationwide lockdown on March 25, 2020, in an effort to contain the disease's spread. Because of the unexpected and sudden changes that occurred during the COVID-19 pandemic lockdown, professionals were unable to maintain a work-life balance. As a result, an investigation into their home and work experiences was conducted, with the hypothesis being that physical and mental health, activities, relationship status, and the workplace all have an impact on the integration of work and home life.
4. Heikkinen, S., and Kivijärvi, M. (2022) attest to the discourses used by IT professionals to create work-life relationships. We examine work-life ideologies and the agencies that result, as well as whether and how they are gendered. Our information was gathered through interviews with 24 women and men working in the IT industry in Finland. Our findings show that work-life relations were discursively constructed by two different work-life ideologies, and that these ideologies produced

different gendered agencies in reconciling work and life. Work-life conversation produced different positions for men and women in our study, which were influenced by gendered norms and social expectations. We conclude that gendered agencies in work-life relationships may have negative consequences for both men and women working in the dynamic but male-dominated IT industry.

5. Shah, D., & Barker, M. (2022) opined that the expansion of India's Information Technology (IT) sector has allowed highly skilled, aspirational Indian women to enter this demanding sector and work on projects for international clients. Despite an increase in the number of women from emerging economies taking on international assignments, few studies on Indian women have been conducted. The current qualitative interview study of 23 Indian IT women repatriates who completed medium to long-term international assignments investigates how their work-life interface (WLI), motivation to undertake previous international assignments, and willingness to accept future assignments were influenced by societal expectations of them as Indian women. Interestingly, while most appreciated the improved work-life balance at client sites, they were hesitant to accept future long-term assignments due to socially constructed, gendered expectations of them, which influenced their expatriation decisions. Nonetheless, many people reported being motivated to take on short- to medium-term international assignments in order to gain independence from gender inequalities and cultural demands. There is discussion of the implications for International Human Resource Management (IHRM) and WLI theory. Work-life balance is becoming a growing concern in the Information Technology (IT) and IT Enabled Services sector (ITeS). The current paper contributes to a better understanding of the work-life balance of women in the IT and ITeS industries. An experience survey of 80 IT and 80 ITeS employees was conducted. Workload and responsibility, work environment, feelings about work, family dependents, and absence from work were the five sub-scales used to evaluate both sub-sectors. The sector-wise regression analysis revealed that feelings about work, family dependents, and absence from work are all significant contributors to an employee's sense of balance. However, no significant relationship between work environment and work-life balance has been discovered.
6. Swathi, M. (2022) observed changes in India's labour markets as women IT professionals entered the rapidly growing software services sector. Women are under

great pressure to balance their work and personal lives as they take on the role of working professional in addition to their traditional role of homemaker. The purpose of this study is to discover how work and family-related factors influence the work-family balance of Indian women IT professionals. The research is based on an exploratory qualitative study of 13 women IT professionals working in the software industry in Bangalore, India. Six major themes emerge from the narratives: familial influences on life choices; multi-role responsibilities and efforts to negotiate them; self and professional identity; work-life challenges and coping strategies; organizational policies and practises; and social support. The changing social structures caused by dual career couples, single parent families, an increasing number of parents with child care responsibilities, and ageing parents have all contributed to an increase in work-life balance research. In the research literature on work and family, there is a clear underrepresentation of samples from developing economies.

7. Triana, N. (2022) studied the impact of work-life balance and work discipline on employee performance via job satisfaction. This study was carried out at PT. Indonesia Morowali Industrial Park (IMIP), with a population and sample size of 75 PT. IMIP employees. A survey with a questionnaire via Google form is used to collect data. The data was analyzed using SPSS 21 software, which included simple linear regression analysis, multiple linear regression analysis, and path analysis. The findings of this study show a positive and significant influence between work life balance and job satisfaction, work discipline and job satisfaction, work life balance and employee performance, work discipline and employee performance, job satisfaction and employee performance, and a job satisfaction influence that mediates the effect of work life balance on employee performance. The study's findings suggest that focusing on time balance, engagement balance, and satisfaction balance can improve job satisfaction. Work discipline can improve job satisfaction by taking time efficiency, neatness, sanctions, and human relations into account.
8. G. Balamurugan, and M. Sreeleka. (2020) investigated that work-life balance is the key issue bothering many corporate and employees in Information Technology (IT) sector. Professional and personal life are the two sides of the same coin, the imbalance between these two leads to factors like stress, fatigue, poor performance, deteriorating quality of health, time management issues, lack of proper social support, elderly and childcare issues. The present study examines some of the factors affecting stress and

work life balance amongst women IT professionals. The data pertaining to the study has been collected from professionals working in IT companies in Bangalore city to identify the factors leading to stress which affect the work life balance. The statistical tools namely Percentage analysis and Correlation are used for data analysis. The finding of the study reveals that there is no significant relation between age and amount of stress the women IT professionals undergo, but there is a positive relationship between the women IT professionals working late nights and suffering from stress. Also, the study indicates that a significant relationship exists between organizational initiative to manage work life balance and the women professionals getting relieved from stress. A negative relationship has been found out between number of hours the respondent sleeps and if they suffer from stress.

9. Krishna kumar et al (2018) conducted a study to discover the work-life balance of millennial employees working in Information Technology sector in Cochin. It identified the factors influencing work-life balance of millennial. It was found that millennial who belongs to the age group of 35 are good at managing their work-life compared to employees below 25. Further this study also stated that employees who are married, who work on rotation basis, who are working as trainees, IT Professionals with graduate educational qualification are good at managing their work-life and also revealed the fact that socio-economic background of these employees are the significant factor which influences work-life compatibility.
10. Ritika Arora et.al (2018) recognized the important factors that determine the work life compatibility of women employees in Indian IT sector. The study classifies the factors into two categories i.e., Professional factors and personal factors. Personal factors, like in earnest self-attention, lack of adequate time to spend for elderly and children, feeling depressed or suffering met hypertension together with a professional factor of prolonged or uneven working hours. The study considers that if the personal factors exceed limit, it will highly affect the work-life compatibility of women employees working in Information technology sector.
11. P Raja (2018) researched that when both husband-and-wife work in BPO, the husband's job usually takes priority in case of transfer or overseas assignments, which means that the wife must forego opportunities or else they have to live apart. Job insecurity has relevance to the work-life conflict in that for many employees, work-life balance takes second place to securing permanent full-time employment. The



descriptive research design has been employed for the present study. Among the different sectors in Chennai, the BPO sector has been purposively selected for the present study. Simple random sampling technique has been adopted for data collection. 500 women employees are selected for the present study in the period of 2017-18. In order to understand work life balance of women employees in BPO sector, weighted mean, ANOVA, Logit regression are worked out. There have been instances where her family has not recognized that her work pressures may require her to reprioritize her home commitments and Her family commitments have slowed her professional growth are positively affecting the caring responsibilities while, Late working hours have hampered her family life, She has found that working from home isolates her further and is detrimental to her professional growth and In her view, women are less flexible than men when it comes to work hours are negatively affecting the caring responsibilities of women employees in BPO sector.

## **RESEARCH METHODOLOGY**

A research design's main objectives are to increase the validity and reliability of the study while also providing a planned and organised means of reaching the goals of the study. The goal of the current study is to analyse the characteristics of female employees' attitudes towards work-life balance through descriptive correlational analysis. In-depth exploration and description of phenomena, systematic classification of the variables composing a construct, and an exact and detailed description of the qualities are all necessary for this kind of inquiry. The research design should deal with the important issues, such as the analysis unit and the data gathering technique, in order to achieve its goal. These elements are therefore covered in the section that follows. The IT and ITeS employees who are women make up the study's analytical unit. The measures used in the study are four they are such as: personal profile, career profile, occupational profile, attitude items and factors influencing items. The attitude items are related to the five most important factors such as: (i) Attitude about the job satisfaction towards work life balance, (ii) Attitude about the role of family towards work life balance, (iii) Attitude about Life satisfaction towards work life balance, (iv) Attitude about the impact of work on family and (v) Attitude about the individual benefits through work -life balance. All the above items are measured on the on the 5-point Likert scale containing five choices like: 5- Very High; 4- High; 3- Neither high nor low; 2- Low; 1- Very low. The population includes female employees working for IT/ITeS in Info Park, Kerala. Kerala's Info Park is included in the sampling area. The study's sample was made up of 140

respondents after 300 questionnaires—of which 60 were discarded owing to their inadequacy and inaccuracy—were distributed to female faculty members at Info Park, Kerala. The overall sample size of the respondents was 200. The primary data is collected using a random sample technique. Varied statistical analysis is performed for this research such as: frequency tabulation, descriptive statistics, cross-tabulation, Chi-square and One way Analysis of Variance.

## ANALYSIS & INTERPRETATION

### DESCRIPTIVE STATISTICS

The Descriptive technique generates standardized values and provides multivariate univariate summary statistics in a single table (z scores).

**Table 1: Descriptive Statistics**

<b>Variables/ construct</b>	<b>Factor</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Standard deviation</b>
<b>Attitude</b>	Job satisfaction	1	5	2.2027	0.5936
	Role of family	1	5	2.0777	0.14404
	Life satisfaction	1	5	2.0662	0.09839
	Impact of work on family	1	5	2.2783	0.15972
	Individual benefits	1	5	2.1125	0.03466
<b>Influencing factors</b>	Work related factors	1	3	1.684	0.06934
	Family related factors	1	3	1.626	0.05519
	Personal factors	1	3	1.764	0.07119
	Social factors	1	3	1.51	0.01414
	Psychological factors	1	3	1.4025	0.03745

#### **Inference:**

According to descriptive statistics, all criteria other than those that are related to the respondents' jobs, families, and personal lives have mean values that are significantly higher than 1.5. This shows a positive attitude toward the respondents. All of the components have

low standard deviations, which is a good sign because it means that the respondents' answers were not widely varied.

## ONE WAY ANALYSIS OF VARIANCE

One Way Analysis of Variance is used to find the significant differences between respondents' perceptions of the study's components in relation to their various demographic profiles.

**Table 2: Analysis of the Variance among Respondents from Different Age Groups**

Description		Sum of Squares	df	Mean Square	F	Sig.
<b>Job satisfaction</b>	Between Groups	3.316	5	.663	2.503	<b>.031</b>
	Within Groups	61.998	234	.265		
	Total	65.313	239			
<b>Role of family</b>	Between Groups	13.098	5	2.620	9.414	<b>.000</b>
	Within Groups	65.119	234	.278		
	Total	78.217	239			
<b>Life satisfaction</b>	Between Groups	6.255	5	1.251	4.832	<b>.000</b>
	Within Groups	60.587	234	.259		
	Total	66.842	239			
<b>Impact of work on family</b>	Between Groups	8.204	5	1.641	3.602	<b>.004</b>
	Within Groups	106.601	234	.456		
	Total	114.805	239			
<b>Work related factors</b>	Between Groups	.224	5	.045	.895	.485
	Within Groups	11.689	234	.050		
	Total	11.913	239			
<b>Family related factors</b>	Between Groups	4.849	5	.970	5.798	<b>.000</b>
	Within Groups	39.140	234	.167		
	Total	43.989	239			
<b>Personal factors</b>	Between Groups	1.044	5	.209	2.067	.070
	Within Groups	23.647	234	.101		
	Total	24.692	239			
<b>Social factors</b>	Between Groups	2.323	5	.465	1.971	.084
	Within Groups	55.160	234	.236		
	Total	57.483	239			
<b>Psychological factors</b>	Between Groups	2.047	5	.409	2.207	.054
	Within Groups	43.402	234	.185		
	Total	45.449	239			
<b>Individual benefits</b>	Between Groups	11.134	5	2.227	7.267	<b>.000</b>
	Within Groups	71.709	234	.306		
	Total	82.843	239			

### Inference:

The job satisfaction factor (F=2.503, P.05), the role of the family factor (F=9.414, P.05), the life satisfaction factor (F=4.832, P.05), the impact of work on family (F=3.602, P.05), the

family-related factor ( $F=5.798$ ,  $P.05$ ), and the individual benefits factor ( $F=7.267$ ,  $P.05$ ) significantly differ between respondents of different ages. The work-related factor ( $F=.895$ ,  $P>.05$ ), personal factor ( $F=2.067$ ,  $P>.05$ ), social factor ( $F=1.971$ ,  $P>.05$ ), and psychological factor ( $F=2.207$ ,  $P>.05$ ) among respondents of different ages are not significantly different from one another.

**Table 3: An analysis of the respondents' variance by group of educational background**

Description		Sum of Squares	df	Mean Square	F	Sig.
<b>Job satisfaction</b>	Between Groups	4.419	2	2.210	8.600	<b>.000</b>
	Within Groups	60.894	237	.257		
	Total	65.313	239			
<b>Role of family</b>	Between Groups	2.834	2	1.417	4.455	<b>.013</b>
	Within Groups	75.383	237	.318		
	Total	78.217	239			
<b>Life satisfaction</b>	Between Groups	5.849	2	2.924	11.363	<b>.000</b>
	Within Groups	60.993	237	.257		
	Total	66.842	239			
<b>Impact of work on family</b>	Between Groups	6.329	2	3.165	6.914	<b>.001</b>
	Within Groups	108.476	237	.458		
	Total	114.805	239			
<b>Work related factors</b>	Between Groups	.145	2	.073	1.461	.234
	Within Groups	11.768	237	.050		
	Total	11.913	239			
<b>Family related factors</b>	Between Groups	2.007	2	1.003	5.664	<b>.004</b>
	Within Groups	41.983	237	.177		
	Total	43.989	239			
<b>Personal factors</b>	Between Groups	.706	2	.353	3.490	<b>.032</b>
	Within Groups	23.985	237	.101		
	Total	24.692	239			
<b>Social factors</b>	Between Groups	.338	2	.169	.700	.497
	Within Groups	57.146	237	.241		
	Total	57.483	239			
<b>Psychological factors</b>	Between Groups	1.931	2	.966	5.259	<b>.006</b>
	Within Groups	43.518	237	.184		
	Total	45.449	239			
<b>Individual benefits</b>	Between Groups	1.270	2	.635	1.844	.160
	Within Groups	81.574	237	.344		
	Total	82.843	239			

### Inference

There is a significant difference between respondents with different levels of education in terms of the job satisfaction factor ( $F=8.600$ ,  $P.05$ ), the role of the family factor ( $F=4.455$ ,  $P.05$ ), the life satisfaction factor ( $F=11.363$ ,  $P.05$ ), the impact of work on family ( $F=6.914$ ,

P.05), the family related factor ( $F=5.664$ ,  $P.05$ ), the personal factor ( $F=3.490$ ,  $P.05$ ), and the Between respondents with varying levels of education, there is no discernible difference in the factors that are related to the workplace ( $F=1.461$ ,  $P>.05$ ), the social environment ( $F=.700$ ,  $P>.05$ ), and the individual benefit ( $F=1.844$ ,  $P>.05$ ).

**Table 4: Analysis of Respondent Variance for Respondents with Varying Monthly Income**

Description		Sum of Squares	df	Mean Square	F	Sig.
Job satisfaction	Between Groups	5.681	3	1.894	7.495	<b>.000</b>
	Within Groups	59.632	236	.253		
	Total	65.313	239			
Role of family	Between Groups	2.610	3	.870	2.715	<b>.046</b>
	Within Groups	75.608	236	.320		
	Total	78.217	239			
Life satisfaction	Between Groups	.580	3	.193	.689	.560
	Within Groups	66.262	236	.281		
	Total	66.842	239			
Impact of work on family	Between Groups	8.404	3	2.801	6.213	<b>.000</b>
	Within Groups	106.402	236	.451		
	Total	114.805	239			
Work related factors	Between Groups	.682	3	.227	4.776	<b>.003</b>
	Within Groups	11.231	236	.048		
	Total	11.913	239			
Family related factors	Between Groups	1.231	3	.410	2.265	.082
	Within Groups	42.758	236	.181		
	Total	43.989	239			
Personal factors	Between Groups	.207	3	.069	.666	.574
	Within Groups	24.485	236	.104		
	Total	24.692	239			
Social factors	Between Groups	1.220	3	.407	1.706	.166
	Within Groups	56.263	236	.238		
	Total	57.483	239			
Psychological factors	Between Groups	1.966	3	.655	3.557	<b>.015</b>
	Within Groups	43.483	236	.184		
	Total	45.449	239			
Individual benefits	Between Groups	8.033	3	2.678	8.448	<b>.000</b>
	Within Groups	74.810	236	.317		
	Total	82.843	239			

### Inference

There is a significant difference in the job satisfaction factor ( $F=7.495$ ,  $P.05$ ), the role of the family factor ( $F=2.715$ ,  $P.05$ ), the impact of work on family ( $F=6.213$ ,  $P.05$ ), the work-related factor ( $F=4.776$ ,  $P.05$ ), the psychological factor ( $F=3.557$ ,  $P.05$ ), and the individual benefits factor ( $F=8.448$ ,  $P.05$ ) among the respondents of different monthly income groups.

The respondents from the various monthly income groups did not significantly differ in terms of the life satisfaction component ( $F=.689$ ,  $P>.05$ ), family-related factor ( $F=2.265$ ,  $P>.05$ ), personal factor ( $F=.666$ ,  $P>.5$ ), or social factor ( $F=1.706$ ,  $P>.05$ ).

**Table 5: Analysis of Response Variance from Respondents with Different Designations**

Description		Sum of Squares	df	Mean Square	F	Sig.
<b>Job satisfaction</b>	Between Groups	.264	2	.132	.480	.619
	Within Groups	65.050	237	.274		
	Total	65.313	239			
<b>Role of family</b>	Between Groups	5.515	2	2.757	8.989	<b>.000</b>
	Within Groups	72.702	237	.307		
	Total	78.217	239			
<b>Life satisfaction</b>	Between Groups	1.234	2	.617	2.229	.110
	Within Groups	65.608	237	.277		
	Total	66.842	239			
<b>Impact of work on family</b>	Between Groups	.967	2	.483	1.006	.367
	Within Groups	113.839	237	.480		
	Total	114.805	239			
<b>Work related factors</b>	Between Groups	.109	2	.055	1.096	.336
	Within Groups	11.804	237	.050		
	Total	11.913	239			
<b>Family related factors</b>	Between Groups	.582	2	.291	1.588	.206
	Within Groups	43.408	237	.183		
	Total	43.989	239			
<b>Personal factors</b>	Between Groups	.648	2	.324	3.193	<b>.043</b>
	Within Groups	24.044	237	.101		
	Total	24.692	239			
<b>Social factors</b>	Between Groups	2.044	2	1.022	4.370	<b>.014</b>
	Within Groups	55.439	237	.234		
	Total	57.483	239			
<b>Psychological factors</b>	Between Groups	.747	2	.373	1.979	.140
	Within Groups	44.702	237	.189		
	Total	45.449	239			
<b>Individual benefits</b>	Between Groups	3.405	2	1.702	5.079	<b>.007</b>
	Within Groups	79.439	237	.335		
	Total	82.843	239			

### Inference

Family factor ( $F=2.715$ ,  $P.05$ ), psychological factor ( $F=3.557$ ,  $P.05$ ), personal factor ( $F=3.193$ ,  $P>.5$ ), social factor ( $F=4.370$ ,  $P>.05$ ), and individual factor ( $F=3.193$ ,  $P>.5$ ) all play various roles in respondents' responses depending on their classification. In terms of the job satisfaction factor ( $F=.480$ ,  $P>.05$ ), the life satisfaction factor ( $F=2.229$ ,  $P>.05$ ), the impact of work on family ( $F=1.06$ ,  $P.05$ ), the work-related factor ( $F=1.096$ ,  $P.05$ ), the family-

related factor ( $F=1.588$ ,  $P>.05$ ), the psychological factor ( $F=1.979$ ,  $P>.05$ ), and the individual benefit factor ( $F=5.079$ ,  $P>.05$ ) among respondents.

**Table 6: Analysis of Response Variance from Respondents with Different Work Experiences**

Description		Sum Squares	of df	Mean Square	F	Sig.
Job satisfaction	Between Groups	1.738	3	.579	2.150	.095
	Within Groups	63.576	236	.269		
	Total	65.313	239			
Role of family	Between Groups	7.290	3	2.430	8.085	.000
	Within Groups	70.927	236	.301		
	Total	78.217	239			
Life satisfaction	Between Groups	1.185	3	.395	1.420	.238
	Within Groups	65.657	236	.278		
	Total	66.842	239			
Impact of work on family	Between Groups	7.424	3	2.475	5.438	.001
	Within Groups	107.382	236	.455		
	Total	114.805	239			
Work related factors	Between Groups	.951	3	.317	6.827	.000
	Within Groups	10.962	236	.046		
	Total	11.913	239			
Family related factors	Between Groups	2.862	3	.954	5.475	.001
	Within Groups	41.127	236	.174		
	Total	43.989	239			
Personal factors	Between Groups	.175	3	.058	.561	.641
	Within Groups	24.517	236	.104		
	Total	24.692	239			
Social factors	Between Groups	.543	3	.181	.750	.524
	Within Groups	56.941	236	.241		
	Total	57.483	239			
Psychological factors	Between Groups	1.066	3	.355	1.890	.132
	Within Groups	44.383	236	.188		
	Total	45.449	239			
Individual benefits	Between Groups	4.594	3	1.531	4.618	.004
	Within Groups	78.250	236	.332		
	Total	82.843	239			

### Inference

There is a significant difference in the role of the family factor ( $F=8.085$ ,  $P>.05$ ), the impact of work on the family factor ( $F=5.438$ ,  $P>.05$ ), the work-related factor ( $F=6.827$ ,  $P>.05$ ), the family related factor ( $F=5.475$ ,  $P>.05$ ), and the individual benefits factor ( $F=4.618$ ,  $P>.05$ ) among the respondents of the various working experience groups. The respondents from the various working experience groups did not differ significantly in terms of the psychological

factor ( $F=1.890$ ,  $P>.05$ ), personal factor ( $F=.561$ ,  $P>.05$ ), social factor ( $F=.750$ ), or life satisfaction factor ( $F=2.150$ ,  $P>.05$ ).

## **RESTRICTIONS TO THE STUDY**

- The study's conclusions are not extrapolated to other industries.
- Only 240 respondents who live in Infopark, Kerala, are included in the study's sample size. Thus, it's possible that the findings can't be applied elsewhere.
- In regards to their opinion, there is a chance that they may harbour personal prejudice.
- People's attitudes frequently change; hence the results of the present may not always accurately predict the future.

## **CONCLUSION**

Among IT researchers and academics, work-life balance has always been a topic of concern and intense debate. A high attrition rate, the stress of the job, recurrent health issues, a talent pool that frequently switches jobs, etc., could all be contributing factors. The IT sector as a whole is a significant driver of employment in India and a major contributor to the country's GDP. The value of work-life balance is twofold in that it boosts employee engagement, job satisfaction, productivity, and retention rates while also preventing attrition, reducing absenteeism, fostering high levels of performance and efficiency, and fostering a sense of loyalty to a company. According to the study, there are significant discrepancies across workers of different genders, job types, and managerial levels in the degree to which work demands negatively impact their ability to care for their families. The study demonstrates that a healthy work-life balance will lead to employee job satisfaction, which will lead to organisational performance and establish a competitive edge for IT enterprises. Therefore, the company's human resource team should take the initiative to promote appropriate work-life balance policies and make sure that the employees benefit from such policies. Self-management is something that employees should practise in order to lessen some of the work-life imbalances brought on by stress, burnout, family obligations, etc. They may be able to benefit from yoga, meditation, extracurricular activities, correct job evaluation, training that will help them better, and other activities. In order to create a long-lasting and rewarding organisation, IT leaders should concentrate on creating, articulating, implementing, and



reviewing appropriate work-life balance policies. As a result, it is feasible to have both a secure and fulfilling family life and a better work environment.

## REFERENCES

1. Geetha, M., & Sripirabaa, B. (2017). A study to access the impact of Emotional Intelligence and Self-Efficacy on Job Satisfaction among the B-school Faculties in Coimbatore. *Asian Journal of Business and Management*, 5(1).
2. Manoharan, G., Durai, S., & Rajesh, G. A. (2022, May). Emotional intelligence: A comparison of male and female doctors in the workplace. In *AIP Conference Proceedings* (Vol. 2418, No. 1, p. 020006). AIP Publishing LLC.
3. Manoharan, G., Durai, S., & Rajesh, G. A. (2022, May). Identifying performance indicators and metrics for performance measurement of the workforce is the need of the hour: A case of a retail garment store in Coimbatore. In *AIP Conference Proceedings* (Vol. 2418, No. 1, p. 020008). AIP Publishing LLC.
4. Chauhan, J., Mishra, G., & Bhakri, S. (2022). Career Success of Women: Role of Family Responsibilities, Mentoring, and Perceived Organizational Support. *Vision*, 26(1), 105-117.
5. Joseph, J. (2022). Exploring the Relationship Between Personality and Work-Life Balance. In *Integrating New Technologies In International Business* (pp. 55-70). Apple Academic Press.
6. Manoharan, G. & Ashtikar, S.P. (2022). Work-Life Balance among Women in the Private Higher Education Industry during COVID-19: A Path to Organisational Sustainability. In F.H. Pandya, S. Jain & N. Atchyutuni (Eds.), *Proceedings of VJIM: 4th International Conference Impact of Current Events on Future of Business*, (pp. 62-78). Delhi: Journal Press India. Retrieved from <https://www.journalpressindia.com/website/4th-intlconference-vjim2022>
7. Heikkinen, S., & Kivijärvi, M. (2022). Gendered Work-life Ideologies among IT Professionals. *NORA-Nordic Journal of Feminist and Gender Research*, 30(2), 108-123.
8. Shah, D., & Barker, M. (2022). Work-life interface: experiences of Indian IT women repatriates. *The International Journal of Human Resource Management*, 33(3), 505-538.
9. Swathi, M. (2022). WORK-FAMILY BALANCE OF INDIAN WOMEN SOFTWARE PROFESSIONALS.
10. TRIANA, N. (2022). The Influence Of Work Life Balance And Work Discipline On Employee Performance Through Job Satisfaction At Pt. Imip Morowali.
11. Dr. G. Balamurugan, and M. Sreeleka. (2020). "A STUDY ON WORK LIFE BALANCE OF WOMEN EMPLOYEES IN IT SECTOR." *International Journal of Engineering Technologies and Management Research*, 7(1), 64-73. DOI: 10.29121/ijetmr.v7.i1.2020.499.

12. Krishna Kumar, Dr.R. Velmurugan, May (2017) Conceptual Model on the Impact of Generation Y Employees on InformationTechnology Organizations Jour of Adv Research in Dynamical & Control Systems, May 2017
13. Ritika Arora1 , Dr. Prof Vally 2018 The Impact of Work Life Balance of Workers in Information Technology Companies in India Ritika Arora1 , IJMEI Volume 04 Issue 09 September 2018
14. Dr P Raja, WORK-LIFE BALANCE OF WOMEN EMPLOYEES IN BPO SECTOR, Journal of Management (JOM) Volume 5, Issue 1, January– February 2018, pp. 60–64, Article ID: JOM\_05\_01\_009.