



TO IDENTIFY IN WHAT MANNER WORK LIFE BALANCE SIGNIFICANTLY AFFECTS THE PERFORMANCE OF EMPLOYEES



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ABSTRACT

Work life balance is the concept that helps the women and men employees to manage their personal as well as professional work in effective manner. With the help of this research paper, researcher is able to identify the use of work life balance in different banks in India. Moreover, all the employees are able to get equal employment opportunity and they are also able to enhance their skills and knowledge. Researcher is also able to get information about various challenges that employees face in their personal as well as professional life. This research paper will also motivate the managers of companies to make effective use of work life balance for improving the performance of employees.

KEYWORDS: *Work Life Balance, Employees, Banking Industry,*

INTRODUCTION

There are different methods through which, researcher is able to understand the working environment in India and performance of employees. The main aim of the researcher is to identify different strategies, policies and practices for improving the performance of employees. Moreover, researcher will also analyse the use of work life balance concept in different private and public sector banks. Researcher can also able to identify the different factors that motivate the women employees to participate in professional life. In addition to this, they are also able to generate awareness about the effective use of work life balance. After the globalization, it is necessary for the all the industries to include work life balance in their working environment.

RESEARCH AIMS AND OBJECTIVES

The main aim research paper is to identify that in what manner work life balance significantly affects the

performance of employees. Some of the research objectives are as follows:

- ✦ To identify the concept of work life balance
- ✦ To analyse the factors that affect the performance of employees
- ✦ To recommend other strategies for improving performance of employees

RESEARCH QUESTIONS

In order to achieve the research objectives, researcher has to answer some research questions that are as follows:

1. What are the different factors that affect performance of employees
2. Why work life balance is important for the banking industry?
3. How work life balance plays an important role in improving the performance of employees?

BACKGROUND

There are different methods through which, researcher is able to understand the working environment in India and performance of employees. The main aim of the researcher is to identify different strategies, policies and practices for improving the performance of employees. Moreover, researcher will also analyse the use of work life balance concept in different private and public sector banks. Researcher can also able to identify the different factors that motivate the women employees to participate in professional life. In addition to this, they are also able to generate awareness about the effective use of work life balance. After the globalization, it is necessary for the all the industries to include work life balance in their working environment.

It has been identified that understanding the working environment of all over India is very much important for employees. With the help of work life balance, organizations will provide equal employment opportunity to all the people. Further, researcher can also identify the different technologies that can be used in order to improve the level of work life balance in the organizations in India. There are several other factors that may affect the performance of employees in the organizations such as environmental, technological, team management, cultural etc. with the help of this, researcher is able to use appropriate method for improving the performance of employees, so that it will indirectly enhance the economy of India. Evaluation of working environment and work life balance will be helpful for the researcher in making further development of the country.

TABLE 1. SUPPORT SYSTEM IN THE FAMILY

Category of job	Rating points of respondents					Mean score
	5	4	3	2	1	
	Total Support	Adequate Support	Moderate Support	Inadequate Support	No Support	
Entry Level (195)	86 (44)	59 (30)	32 (16)	11 (7)	7 (3)	4.03
Middle Level (110)	23 (21)	25 (23)	20 (18)	18 (16)	24 (22)	3.01
Higher Level (45)	18 (40)	10 (22)	8 (18)	9 (20)	-	3.81
Total (350)	127 (36)	94 (27)	60 (17)	38 (11)	31 (9)	3.68

In the above mentioned table, it is identified that large number of families does not support female employees to work in the organization. Thus, with the help of this table, people will generate awareness about the importance work life balance in the companies. Women in the middle level do not get support from their family members.

RESEARCH METHODOLOGY

Research methodology may be defined as the methods used to accomplish the research successfully. It is a systematic means of collecting data and information for the research that could further be used to accomplish the research. In this section, different tools and methods used to collect information will be discussed (Flick, 2011).

Since quality of information is very important to determine the credibility and reliability of research, the research methodology section is very important for researcher. The effective use of different research tools and techniques would bring effectiveness to the research ensuring its successful completion. Qualitative research will be used to accomplish this research successfully. It would not only help the researcher to accomplish the research aim and objectives in effectively, but will also help to present reasonable data to support the research (Gass & Mackey, 2005). Appropriate selection of research strategy, research approach would also determine the successful completion of the research.

POSSIBLE INFORMATION SOURCE

In order to accomplish this research successfully, there are wide number of information sources available for research that would help to accomplish the research successfully. The researcher would use both primary as well as secondary source of information to accomplish this research successfully. As a part of primary source of information, researcher would use questionnaire to get real information and data for the research.

With the data gathered from primary source, it would be quite easy for researcher to identify the impact of work life balance on performance of employees (McGuire & McLain, 2002). Apart from this, the researcher would also use secondary source of information through journal, articles, books, web sources etc. to accomplish this research successfully. With the help of secondary information collected through secondary source of information, researcher would be able to develop theoretical knowledge regarding research problem. With use of both primary and secondary source of information, it would be quite easy to accomplish the research successfully by attaining its aim and objectives.

POTENTIAL DIFFICULTY

The researcher would come across wide number of difficulties, while accomplishing this research. These difficulties would not only affect the quality but also the creditability of research. Time constraints is the most important problem that researcher has to face. Since, time is limited; it would be difficult to access all possible source of information (Hargittai, 2009). In addition to this, the cost will also produce subsequent challenge for researcher to accomplish the research successfully. The perceptions of respondents have also emerged as a challenge for researcher to collect relevant information regarding research.

ETHICAL CONSIDERATION

While accomplishing this research successfully, there are wide numbers of ethical considerations that researchers have to follow. It is the responsibility of the researcher to follow ethical norms and guidelines, while accomplishing this research. As a part of ethical consideration, the researcher would maintain the confidentiality of the data and information gathered for

the research. Apart from this, the researcher would ensure that no one's interest would be affected by the outcomes of the research. Prior permission for using information would also be taken during this research. Additionally, proper credit would be given to concerned person or source from where data has been taken through this research. Valid and reliable source of information would only be used for collecting data and information for this research.

CONCLUSION

From the above discussion, it can be concluded that work life balance plays an important role in improving the performance of the employees. In case of higher level, families do not support women employees and it is difficult for them to manage their personal as well as professional life. In order to complete the research study, researcher has selected the primary and secondary method for collecting the data from different people in private and public sector banks.

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