

Work-Life Balance of women executives – An analysis of Gender discrimination

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ABSTRACT

Normally, work-life balance is related to female employees but it is an area concern for their male counterparts also. This study helps to understand the women's work-life balance issues and gender disparity, as well as this study, helps to know about the initiatives taken by the organizations to find a work-life balance for their employees. Changing demographics and globalization is a greater challenge for work-life balance. The organizations have to develop the employee-friendly work-life balance programs to find a solution for the employee's work-life balance issues. Most of the organizations are not allows their women executives to participate in the decision-making process. This research helps the organizations to increase their productivity, ensure employee retention and improve the performance of the women employees. Recently gender issue is one of the big challenges for working women, in government organization there is no pay gap for gender but in the private organization, it is one of the main issues for the women employees.

Keywords: Work-life balance, Gender issues, women employees

1. INTRODUCTION

The word work-life balance is commonly used to describe the balance between time allocated for official work and other aspects of personal life. Personal life includes personal interests, family needs, and social activities. It is a concept that splitting the individual's time and energy between work and other aspects of their life. Particularly work-life balance is motivating and satisfying the employee also which makes them happy, happy employees are more productive and stay with their employer. Achievement of work-life balance is a challenge for working people. Work-life balance is very difficult for working women to make time for self-care, personal growth, family, friends, spirituality, community participation, other personal activities, and fulfill the demands of the work place. It is challenging for the working people so the employers need to help the employees to achieve work-life balance by implementing better policies, and procedures.

Work-life balance reduces the employee's stress. The result of work-life imbalance is stress, unhappiness, and damages. An individual, who doesn't make time for personal growth, and self-care, eventually it damages their productivity and output.

1 LITERATURE REVIEW

Sukhada Tambe (2017) stated that these days most of the time the employees are committed with their organizations so flexible working options to help to maintain the work-life balance of both men and women employees. The organizations should take steps to implement WLB programmes to keep the employee happy.

Amy B. Wilson (2015) according to this study women's career satisfaction level is very low as compared to male counterparts. Reduced work responsibilities and a good working environment may help to improve job satisfaction for both men and women employees.

Cristina Leovaridis and Elena-Mădălina Vătămănescu (2015) according to this all the companies having fixed time to work so most of the employees are trying to finish their work with their particular time limit and they solved their issues in week-end so they can maintain WLB.

Louise Wattis, & Mara A. Yerkes (2013) stated that women are juggling work and care for their family, lower incomes women enjoy economic and social aspects of work also they have career ambitions. They examined how part-time working women manage dual roles, some organizations hostile to working times which deviate from standard full-time patterns.

Renuka Devi S.V.1, Kanagalakshmi L, (2015) this study revealed that WLB depends upon two predominant factors "Psychological Pressure" and "Extricating Strategy" of women employees in I.T. Sectors. Indian women are taking care of the children and look after the homes also they are improving career so they fall in to stress.

Lalita Kumari (2012) she stated that organization should give facilities like flexi-time, job sharing, crèche facilities, necessary breaks, career and advancement opportunities to the female employees so that they can able to maintain their professional and personal life also compensation should provide on the basis of team performance it will improve the employee's commitment and satisfaction level.

2 WORK-LIFE BALANCE OF WOMEN EXECUTIVE

The women executives are trying to accomplish the workplace demand also they are carrying a greater amount of duties at home. In this modern society balance between an individual's work and life is most important. In this mechanical world, the work-life balance challenge is raising day by day so HR professionals need to provide a high level of job satisfaction to retain their employees. Due to the improvement of education and job the woman has improved their lives in different ways such as raising living standards and greater economic independence. Even though there may be a shortcoming of these gains, work pressure and gender inequality may be reduced the quality of life of the women, and reduce the work-life balance. The working women have a double burden of paid and unpaid work. The facilities provided by the organization help the women executives to maintain work-life balance if the companies are not providing any supports for their women executives the family life of the women executives coming under stress and it creates problems between the demands of work and home.

a. Techniques of Work-Life Balancing

To maintain work-life balance employee needs great time-management skills. The individual should try to finish the work within the time limit and try to spend the remaining time with their family. It does not mean work-life balance is an equal balance but the individual trying to schedule an equal number of hours for their various work, family and personal activities. Every individual's work-life balance will vary on a daily basis also it will differ from individual to individual because everyone's having different priorities.

3 GENDER DISCRIMINATION

The women in all countries at all levels are facing various forms of unfair treatment such as harassment, discrimination, sexual abuse, and domestic violence. The aim of workplace gender equality is to achieve equal opportunities and outcomes for men and women. When the individual achieves gender equality in the workplace they can maintain their work-life balance. Gender equality helps to improve the national productivity and economic growth, increase organizational performance, enhance the ability of the companies, attract talented employees, retain the existing employees, and improve the organizational reputation.

Most of the companies are paying less salary to the women employees as compared to the male counterparts for the same work moreover most of the companies are not ready to hire the women employees for senior-level roles. So the companies have to implement better work-life balance policies to reduce the gender issues in the workplace.

4 STATEMENT OF THE PROBLEM

Working women are challenged by their demands of full-time work at the office also they carry more responsibilities and commitment to their home. Working women are struggling between workplace responsibilities and managing the routine responsibilities of life and home. This article analyzes the work-life balance of women executives and analyzes gender discrimination.

5 OBJECTIVES OF THE STUDY

- a. To build better understanding of gender equality.
- b. To create awareness to the women executives to understand the gender-related challenges.
- c. To create awareness about gender equality.

6 SCOPE OF THE STUDY

This study aims to find out the gender discrimination in the workplace and analyze the work-life balance of women executives. This study helps the women executives to improve their work-life balance.

7 HYPOTHESIS

H1: There is a relationship between gender discrimination and job satisfaction.

H2: Gender issues negatively affect work-life balance.

8 METHODOLOGY

Primary as well as secondary data was used for this study. Questionnaire was used to collect the primary data. Secondary data collected from books, articles, internet, and publications.

ANALYSIS AND RESULTS:-

Table 1: Demographic profile of the respondents

Variable	Frequency	Percentage
Age		
Below 30	14	28
30-40	24	48
Above 40	12	24
Educational Qualification		
Graduate	17	34
Postgraduate	28	56
Other	5	10
Work experience		
Less than 3 years	7	14
3-10 years	13	26
11-15 years	16	32

Above 15 years	14	28
Annual Income		
Less than 300000	12	24
Rs.300000 to Rs.500000	27	54
Above 500000	11	22
Marital status		
Married	29	58
Single	21	42

The above table shows the demographic profile of the women executives 28% of the executives are below 30 age group, 48% of the executives are 30-40 age group, 24% of the executives are above 40 age group, under educational qualification wise distribution 34% of the executives are graduate, 56% of the executives are postgraduate and only 10% of the executives are other categories, based on work experience 14% of the executives are less than 3 years' experience 26% of the executives are 3-10 years' experience, 32% of the executives are 11-15 years' experience and 28% of the executives are above 15 years experience. Based on annual income 24% of the executive is less than 3 lakhs income group 54% of the executives are 3-5 lakhs income group, 22% of the executives are above 5 lakhs income group. It is observed that majority of the respondents are 3-5 lakhs, income group. Based on marital status 58% of the executives are married, 42% of the executives are unmarried.

Table 2: Respondents based on gender issues

S.N	Particulars	YES		NO	
		No	%	No	%
1	Does your company provide a low salary for women?	31	62	19	38
2	Women have a lower chance of promotion.	38	76	12	24
3	Gender discrimination in my workplace.	43	86	7	14
4	Does your company have poor workplace treatment for women?	27	54	23	46
5	Due to my gender, my peers treat me differently	39	78	11	22

The above table shows the gender issues of women executives. According to this study, most of the organizations having gender issues management and other men staff also treat the women employees differently. 62% of the respondents told they are getting lower salaries as compared to the male staff for the same work and 76% of the respondents told they have a lower chance for promotion and 86% of the executives told their organizations having gender discrimination. It is observed that most of the organization having gender discrimination.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Does your company provide a low salary for women?	2	50.00	16.971	12.000
Women have a lower chance of promotion.	2	50.00	36.770	26.000
Gender discrimination in my workplace.	2	50.00	50.912	36.000
Does your company have poor workplace treatment for women?	2	50.00	5.657	4.000
Due to my gender, my peers treat me differently	2	50.00	39.598	28.000

Company provides low salary for women is(std.dev -16.971),women have lower chance for promotion (std.dev - 36.770), gender discrimination in my workplace (std.dev - 50.912), company have poor workplace treatment for women (std.dev - 5.657) and due to my gender my peers treat me differently is (std.dev - 39.598).

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Does your company provide a low salary for women?	4.167	1	.150	50.000	-102.47	202.47
Women have a lower chance of promotion.	1.923	1	.305	50.000	-280.36	380.36
Gender discrimination in my workplace.	1.389	1	.397	50.000	-407.42	507.42
Does your company have poor workplace treatment for women?	12.500	1	.051	50.000	-.82	100.82
Due to my gender, my peers treat me differently	1.786	1	.325	50.000	-305.77	405.77

The t-test value of the company provides low salaries for women 4.167, t-test value of Women have a lower chance for promotion is 1.923, t- test value of gender discrimination in my workplace.1.389, t- test value of poor workplace treatment for women 12.500 and t- test value of due to my gender my peers treat me differently is 1.786.

9. FINDINGS

- a. Most of the organization having inequality and unfair treatment so the organization tries to reduce the favoritisms.
- b. The management should make better work-life balance policies to reduce the stress level of women employees.
- c. The organizations should provide a fair salary to their women employees to improve the work-life balance.
- d. Gender disparity is harder for the women executives so they reach the executive level at their retirement stage.
- e. The organization takes the necessary steps to promote the confidence level of women employees to lead a stronger and empowered team as well as develop their leadership role.
- f. From the entry-level organization should provide equal opportunities it is a benefit for the organization and its stakeholders.

9. CONCLUSION

Work-life balance achievement is one of the most important techniques to improve the productivity of the organization. Lack of time, social and cultural norms, gender bias, and family responsibilities are the most important challenges of women to achieve work-life balance. Organizing and delegating are effective strategies help women to manage the work and family roles. Reducing gender bias increases the number of senior women executives as well as it helps them to improve their work-life balance and career development. The work-life balance strategies and policies necessary and beneficial for the women employees to enhance the productivity and their career development also the policies and strategies help the women executives to attain the senior management positions.

The management should take care of their women employees and make policies and strategies to make them more productive. Work-Life Balance strategies such as time flexibility, training programme, childcare, medical allowance, health insurance, and rewards and incentives motivate the women employees to improve their work-life balance and reduce stress levels. Better work-life balance contributes more towards organizational growth and success. So the organization should make better policies for its women employees it would retain talented employees with them, enhance organizational effectiveness and reduce the work-life conflict.

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