



ANALYSIS OF THE IMPORTANCE OF WORK-LIFE BALANCE FOR IT INDUSTRY EMPLOYEES

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Abstract

The important role that “work-life balance (WLB)” plays in the “information technology (IT)” industry is examined in this study, with a particular emphasis on how WLB affects worker output as well as contentment at work. The need of balancing “personal and professional obligations” life has increased for overall “employee well-being” in the IT business due to its demanding nature. The study employs a mixed-method approach, combining descriptive analysis, correlation analysis, and ANOVA testing to investigate the opinions of 200 IT workers. The importance of WLB is strongly positively correlated with both productivity “(r = 0.70, p < 0.01)” and work satisfaction “(r = 0.75, p < 0.01)”, according to the results. Based on the degree of importance assigned to WLB, the ANOVA further demonstrates significant variations in work satisfaction (F (3, 196) = 8.32, p < 0.01). These results emphasize the significance of WLB in modern organizational strategies by highlighting it as a major factor influencing employee performance and happiness.

Keywords: *Work-life balance, job satisfaction, productivity, IT industry, employee well-being, correlation analysis, ANOVA*

Introduction

“Work-life balance” has become a popular topic of conversation in contemporary workplaces, particularly in dynamic and challenging sectors like Information Technology (IT). “Work-life balance (WLB)” is the harmony that individuals attempt to achieve between their responsibilities at job and their lives at home. The attainment of this equilibrium is crucial for the preservation of general welfare, job contentment, and efficiency. Given the demanding nature of the IT industry, characterized by heavy workloads, strict deadlines, and long working hours, a requirement to keep one's health work-life balance cannot be emphasized enough. The rapid pace of technological advancements, together with the demand for continuous accessibility, poses growing challenges for employees in defining the limits between their work and personal spheres (Moran, 2016).

There has been an increasing acknowledgment in recent years of the “Work-life balance” is vital for raising “employee productivity”, interaction, and loyalty. Particularly, workers in the IT industry are more likely to struggle to strike a “work-life balance” due to the dynamic and always evolving nature of their duties. The swift rate of technology progress often necessitates employees to promptly adjust and consistently enhance their skills, which might generate stress and imbalance in both their work and personal spheres. Consequently, this might result in decreased job satisfaction, heightened absenteeism, and even employee attrition. The rising apprehension has resulted in a rising body of research that specifically investigates the effect of balance between life and work on employees' general wellbeing in the IT sector “(Poulouse & Sudarsan, 2018)”.



Examining the value of balance “between life and work for workers in the IT industry” is the goal of this research. Given the unique challenges that IT workers face, it is essential to comprehend the impact of managing work and personal life on their general job satisfaction and productivity. The investigation's goals to assess the importance of “work-life balance” in this particular industry and offer strategic recommendations for firms to enhance employee well-being and productivity by implementing successful “work-life balance programs”. Furthermore, it will assist IT organizations in formulating policies and implement procedures that specifically target the increasing demand for adaptability, psychological welfare, and comprehensive employee growth (“Sook et al., 2017”).

Objective of Study

To analyze the importance of “work life balance”for those working in the IT sector.

Hypothesis of Study

H₀₁: There is a substantial importance of “work-life balance”for workers in the information technology sector.

Review of Literature

Numerous studies have emphasized the substantial “influence of work-life balance (WLB)”impact staff retention, productivity, and desire.

In their study, **Taiwo et al. (2016)**“examined the correlation between work-life balance (WLB)”“strategies and employee productivity” at Rivers State Television. Their findings revealed that job security, work flexibility, and employer-employee relationships have a beneficial impact on both workforce productivity and employee retention.

A study conducted by **Melesse (2017)** in the Ethiopian banking industry revealed that work-life balance (WLB) strongly influenced organizational commitment. The study suggests that implementing flexible work arrangements and providing work-related childcare facilities are beneficial.

A opined by “**Riyanto et al. (2019)**” examined Generation Y workers in Indonesia's courier services industry to identify the main components of “work-life balance” that impact “employee engagement”.

Panda (2019) examined the Indian IT industry, highlighting the “significance of work-life balance (WLB)” policies in keeping highly qualified personnel, especially in companies such as Infosys and Tata Consultancy Services.

Cumulatively, these studies emphasize the crucial significance of “work-life balance (WLB)”in raising worker productivity, involvement, and retention in various industries and geographical areas.

Methodology

- This study used a “mixed-methods approach, integrating qualitative and quantitative methods” for offering a comprehensive analysis of the phenomena under investigation.
- The sample consisted of two hundred respondents in total, and a stratified sampling method was used to employed to guarantee representativeness of important subgroups within the population.
- Data collection was carried out using both “**primary and secondary sources**”. Closed-ended questions were included in structured surveys used to gather initial information. The extra information came from federal media outlets, business publications, and academic journals.
- For **descriptive analysis**, responses from the participants were taken using “**5 point Likert scale**”.The tools used for data analysis are **ANOVA** and **correlation analysis**.

Results

- **Descriptive Analysis:** The graphical representation in Figure 1 illustrates the responses to statements concerning the importance of “work-life balance.”

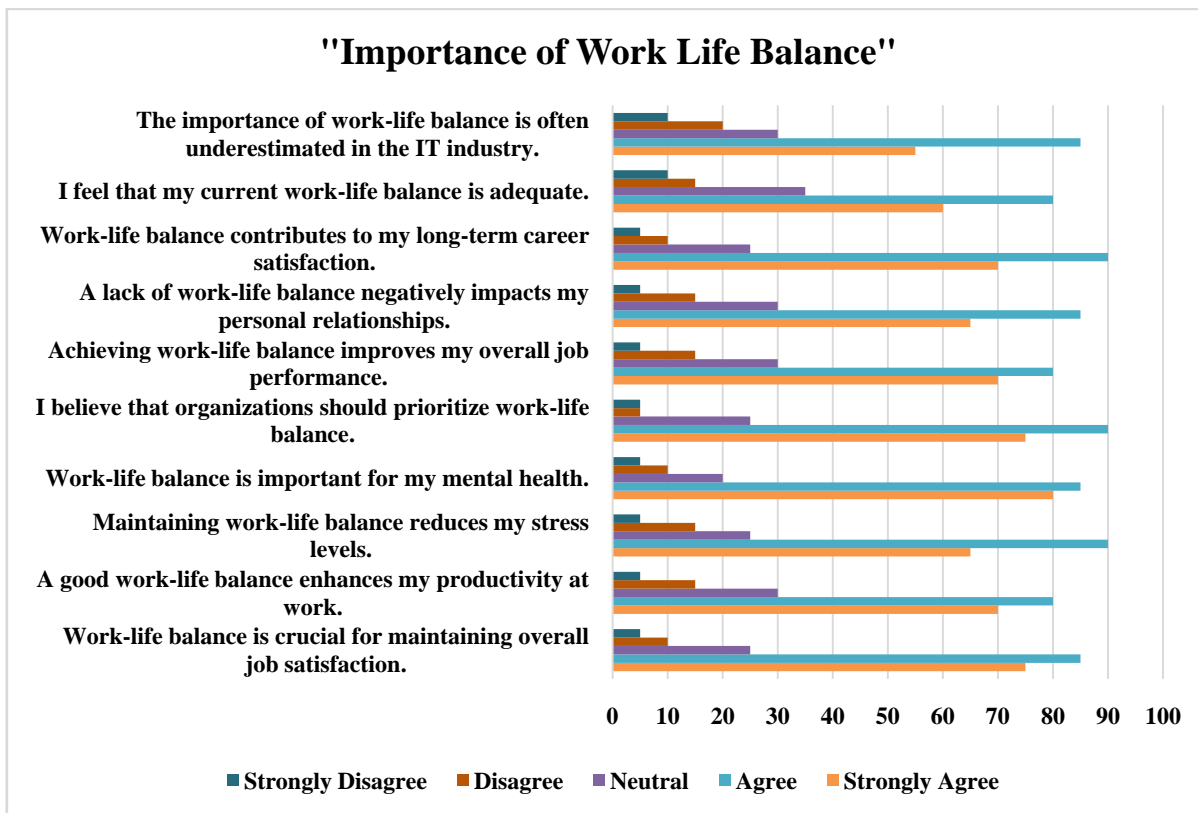


Figure 1: Responses for Importance of Work Life Balance

- **Results of Correlation Analysis:** An examination of correlation shows a robust positive “relationship ($r = 0.75, p < 0.01$)” between the perceived importance of “work-life balance” as well as the general level of work pleasure throughout IT staff. Empirical data indicates that as the importance assigned to “work-life balance increases”, so does the degree of “job satisfaction”.

Table 1: Correlation Matrix

Variable	“Job Satisfaction”	“Productivity”
“Importance of Work-Life Balance”	“0.75** ($p < 0.01$)”	“0.70** ($p < 0.01$)”

- **Results of ANOVA:** The ANOVA results indicate the presence of statistically significant variations in job satisfaction levels depending on the level of importance attributed to work-life balance ($F(3, 196) = 8.32, p < 0.01$). Subsequent statistical analysis reveals that employees who strongly endorse the significance of “work-life balance” express greater levels of job satisfaction in comparison to those who have disagreeing or indifferent views.



Table 2: ANOVA Results

“Source of Variation”	“Sum of Squares”	df	“Mean Square”	“F-value”	“p-value”
“Between Groups”	220.50	3	73.50	8.32	<0.01
Within Groups	1750.00	196	8.93		
Total	1970.50	199			

Discussion

A significant majority of participants recognize the vital desire to manage a certain equilibrium between “work and personal life”, as demonstrated by descriptive analysis and shown in Figure 1. This confirms that “work-life balance” is widely seen as vital to general health and job satisfaction in modern workplaces. This is corroborated by correlation analysis, which demonstrates a solidly favorable connection “(r = 0.75, p < 0.01)” between contentment at work and the estimation of the significance of “work-life balance”. This suggests that people's job satisfaction rises in direct proportion to the amount of emphasis they place on “work-life balance”. Furthermore, according to the ANOVA results, there are some notable variations. in job satisfaction between the groups according to the weight that they place on “work-life balance” (F (3, 196) = 8.32, p < 0.01), with the most satisfied employees being those who strongly support “work-life balance”. The outcome demonstrates the noteworthy impact of “work-life balance” on worker satisfaction and output, confirming its importance as a key element of contemporary organizational strategies meant to optimize worker engagement and output.

Conclusion

The study's findings show the significant role “work-life balance (WLB)” has on workers' job happiness and productivity inside the IT industry. The findings suggest that employees who believe that it is essential to preserve a harmonious balance within their lives at home and at work are not only more productive but also more satisfied with their jobs, as evidenced by the positive correlations found between the deemed significance of “work-life balance (WLB)” and “job satisfaction (r = 0.75 and r = 0.70, respectively)”. The ANOVA results further highlight the fact that workers who place a high value on WLB report being more satisfied with their jobs in comparison to others who place a lower value on it. These results highlight how crucial it is to incorporate efficient WLB practices into organizational strategy, especially in sectors as demanding as IT where excessive work days and excessive levels of anxiousness may negatively impact the wellness of employees.

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