



A STUDY ON WORK LIFE BALANCE OF WOMEN EMPLOYEES IN BANKING SECTOR WITH REFERENCE TO COIMBATORE CITY

KEYWORDS

Banking; Women Employees, Work Life balance, employment

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ABSTRACT

The term "Work Life Balance" is coined in 1956. The issue of work-life balance has become the hot topic in the current day scenario. Work life and personal life are two sides of the same coin. Work-Life Balance focuses on two main aspects called Achievement and enjoyment. This means that a woman should be able to have job satisfaction (Enjoyment) and at the same time be able to grow up in his career (Achievement) when a working woman is able to achieve and enjoy her professional and personal life, it means she has a positive work-life balance. Unfortunately working women compared to men are often at a higher risk of work life imbalance. Creating and managing a balance between the work and personal life is considered to be a work life balance issue. Increasing work pressure, globalization and Work-life balance is a concept which includes proper technological advancement has an impact on balancing prioritizing between "work (career and ambition) and professional life and personal life.

INTRODUCTION:

Indian banking sector has witnessed explosive growth and expansion ever since the economic reforms was launched nearly two decades ago. This has created a new window of opportunities for women to find employment in the banking sector. In fact, the nationalization of the Indian banking sector in 1969 served as the first major step to reduce gender discrimination against women in banking jobs. The women job-seekers find jobs in banks more attractive and more suitable to their nature. Banks also were not only averse to taking them but even welcomed their entry because women have certain innate traits which fit in with the job requirements. Society and family members have also started accepting the equal rights of both the genders. Indian women are placed at the top most positions of many major banks and they are proving themselves to be competitive. They are involved in taking major decisions; they are introducing innovative ideas and contributing something towards the development of the economy. The leadership quality, managerial ability and the administrative skills are put together to make things happen.

STATEMENT OF THE PROBLEM:

At present women are equally talented and having more skills like men, the career opportunities for women employees are increasing day by day. Simultaneously the Demands and challenges are also increasing in their work places. Majority of the working women's are stretching them to discharge their roles in their office and in home and this will lead to the work life balances of women employees. So it tends us to select the topic of work life balance of women employees, but in this study particularly we have chosen the banking sector, where the number women employees prefer their jobs in banking sector for the reason of job security, convenience, high pay and for pride.

REVIEW OF LITERATURE:

Kumar, Sundararan and Mahendran (2016) suggested that certain problems faced by women executives in their professional duties like heavy workload, physical strain, the pain of dealing with illiterate customers, difficulties experienced in getting work done from the male subordinates and lack of time to attend to the needs of family members, etc. If these problems are overcome then there is a smooth professional journey of women executive's.

Poonam Sharma, Dr. Purshottam Dayal (2015). Concluded that work life balance has become a quest for professionals of banking industries and also that women employee's work better when they do make time for family and personal interests.

Mandipa Chatterjee and Riddhimahidhar (2014), suggested to frame

concepts like work at home during extended leave period, career development program, necessary leave, flexi-time to work. So that they may able to give their best in work.

OBJECTIVES:

- To study the problems and the level of job stress among women employees.

METHODOLOGY:

SOURCE OF DATA:

Primary data has been used for the study. Primary data was collected by means of questionnaire and analysis has been made on the basis of response received from the employees.

AREA OF THE STUDY:

The study has been undertaken in Coimbatore City

PERIOD OF THE STUDY:

The survey to know about work-life balance of women employees in banking sector has been done for 4 months from June to September.

DATA ANALYSIS:

- The data was analysed with the help of statistical tools such as Percentage analysis, Chi-square test, ANOVA

SAMPLING TECHNIQUE:

A sample size of 100 respondents have been taken for the study by adopting convenience sampling technique

LIMITATIONS:

- The study is confined only in Coimbatore city.
- The sample size taken for the study was 100 respondents, hence the result may not applicable to universe.

ANALYSIS AND INTERPRETATION

Relationship between designation and problems for women
 H_0 : There is no significant relationship between designation and problems for women

H_1 : There is a significant relationship between designation and problems for women

	VALUE	Degree of freedom	ASYMP. SIG. (2-SIDED)
Pearson Chi-Square	3.465	5	.629
Likelihood Ratio	3.498	5	.624
Linear-by-Linear Association	.332	1	.564

Source: computed

The above table exhibits that there is no significant relationship between designation and problems for women.

RELATIONSHIP BETWEEN EMPLOYMENT SECTOR AND DEGREE OF STRESS

H_0 : There is no Significant difference between employment sector and degree of stress

H_1 : There is a Significant difference between employment sector and degree of stress

ANOVA

System variable	Source of variation	Sum of squares	Degree of freedom	Mean square	F ratio	F-limit	Result
Heavy workload	Between Groups	.005	1	.005	.011	.917	Accepted
	Within Groups	43.235	98	.441			
	Total	43.240	99				
Meetings after office hour	Between Groups	.453	1	.453	.826	.366	Accepted
	Within Groups	53.737	98	.548			
	Total	54.190	99				
Technological changes	Between Groups	4.654	1	4.654	7.609	.007	Rejected
	Within Groups	59.936	98	.612			
	Total	64.590	99				
Problematic customer relations	Between Groups	.010	1	.010	.017	.895	Accepted
	Within Groups	55.780	98	.569			
	Total	55.790	99				
No appreciation	Between Groups	.096	1	.096	.126	.723	Accepted
	Within Groups	74.064	98	.756			
	Total	74.160	99				
Poor relations with superior and workmates	Between Groups	4.403	1	4.403	5.636	.020	Rejected
	Within Groups	76.557	98	.781			
	Total	80.960	99				

Source: computed

At 5% significance

The ANOVA table shows that there is no significant difference between employment sector and factors like heavy workloads, meetings after office hours, Problematic customer relations, no appreciation. The ANOVA table shows that there is significant difference between employment sector and factors like technological changes and poor relations with superior and work mates.

CONCLUSION

To achieve work life balance, every woman should set a goal and excel both in career and family. Some of the strategies and skills at work such as planning, organizing and setting limits can be used at home and work place to accomplish a satisfying and fulfilling, well balanced life both professionally and personally. Also work for the accomplishment of organizational objectives and individual upliftment to satisfy the career needs. Organizations need to adopt human resource strategies and policies to overcome the issues of the work life balances of women in the current business environment. With all this, working women in banking sector consider this profession as a very good sector for female employees in order to work for the nation to play their role in shaping a strong economy as well as country.

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