EXECUTIVE SUMMARY

An organization’s success and future sustainability depends highly on how it attracts recruits, motivate and retain its workforce. The organizations today are realizing the importance of people as the most valuable resource. They are striving hard to attract best of the talent and making every effort to retain the people in the organizations. The organizations in the modern time need to be more flexible and well equipped to develop their work force let the employees enjoy their work, become committed and contribute their best to their organizations. It is important to pay attention to their personal life too along with working environment the employers provide. Work life and personal life are the two sides of the same coin. Increasing work pressures, globalization and technological advancement have made it a compulsory issue with both the genders, all professionals working across all levels and all sorts of industries throughout the world. Achieving "work-life balance" is not as simple as it sounds.

Traditionally, Women's employment participation has been more in the area of service sector. But now they make their presence felt in every sector. Work and family life have been an integral part of a woman's life. These two together forms an integrated whole and therefore attract a lot of attention. Females with high levels of academic qualifications are also finding it difficult to make balance between professional life and private life.

The predominant use of technology and automation has changed the face of factories and work place. Even in countries like Japan and Germany the working hours and working conditions for
the workers has changed the traditional systems and work life of employees. Many organizations in the developed countries are facing shortage of working age population. Organizations having skilled and ageing workforce, it has now become imperative to embrace work life balance practices.

The concept of work Life balance has emerged as an important variable in the modern organizations. With economic development and improvement in the standard of living employees have become conscious about their quality of work life. Although the concept is of relatively recent origin, but a lot of research has taken place in this area in the last two decades. The field is still in its rudimentary stage of development, there is no universally accepted terminology; the basic language and key constructs. A number of theories have been propounded emphasizing the need and the underlying factors relating to the concept of work life balance. In Indian context the concept of work life balance has emerged as an important issue particularly after economic reform process started in early nineties. With the increased participation of women in the work place, nuclear families and double working couples. There are few research studies conducted in India on this issue. The findings of the research on the topic are generally relevant in the Indian context, but it has been found that due to diverse demographic settings the conclusions of the present study are variant from the western studies.

It is important for every organization to take necessary steps to maintain a healthy balance between work and their private lives so that both employees and the company can be benefited in the long term. With this picture in mind this research work A Study on Work Life Balance among Women Employees in IT sector is analyzed by the basis of primary data collection i.e. Questionnaire. The respondents were questioned for five sections, study the perceptions
regarding the relationship between the work-life balance activities and the performance of Women Executives, to understand the perceptions of women professionals regarding the barriers to their advancement to senior management positions, the influence of family responsibilities of women professionals on their career decisions, and the expectations of women executives from the organizations to achieve better work life balance. Along with these four objectives the impact of demographic variables such as age, designation, marital status, educational qualification, number of children, age of children, husband’s occupation, his salary, the family type they reside in etc. of women executives on their performance of working women / their work-life balance.

After interpreting the result through Mean & standard deviation the perceptions of the women executives were calculated for the first four objectives. It was found that the respondents perceive that a good work-life balance package definitely enhances their performance and therefore they seek a better and customized work-life balance from the companies. Further to calculate the impact of the demographic profiles of the respondents over the first four objectives, factor analysis and one way ANOVA was used. It can be stated that marital status, designation and other family responsibilities of the children play a significant role over their performance, advancement to senior positions, career decisions and their expectations of work-life balance from the organization. Thus the work-life balance benefits provided by the company plays an important role in maintaining equilibrium among their personal and professional life.