ABSTRACT

Individual perception of high Work life balance (WLB) and sense of well being among employees has become imperative for any organization in order to ensure enhanced performance efficiency, particularly in this era of highly competitive business environment.

Work-life balance is an important topic in both professional business practice and academic research. The literature shows that work-life balance is a central issue affecting wellbeing, as family and work are the most important elements of everyone’s life. The present study analyzes the work life balance in Indian Telecom Sector, its growth & developments in present scenario along with the various constraints they facing in this field.

Many organisations in Chennai are trying to promote Work Life Balance (WLB) through initiatives which include flex times, part time work, provision of child care facilities etc. Yet, the respondents of this study have expressed their inability to balance professional and personal life. In order to find out the reliability, the Pilot study was conducted with a sample size of 60 employees in telecom sector. The paper concludes by pointing out that WLB policies need to be implemented as much as possible in all industries, and on a wider basis in organisations that are currently using them in order to sustain the business performance.

The study identified the existence of negative effects of poor WLB determined by high levels of work-family conflict on family satisfaction. This study also showed that the main causes of work-family conflicts were excessive working hours and inflexibility of work schedule. It was recognized that employers can improve WLB by implementing family-friendly initiatives such as flexi-time, time off in lieu, compressed working week, childcare support and eldercare support.
Factor analysis, correlation, and regression are being used to find the cause and effect of variables. In order to identify the impact of work life balance prevailing in company, compensation and family, the statistical tool will shows the result of the impact of work life balance in Telecom Company.

The reliability of the questionnaire was tested with the Cronbach’s Alpha method using statistical software. All the Descriptive analysis and statistical inferential analysis was done using SPSS and P-value details only exhibited for interpretations. The hypothesis was formed to test all the Research objective the hypothesis were tested using Chi-square analysis and the inferences were arrived to indicate the influence of employees and the telecom sector employees attitudes on the work life balance in the organization.

Correlation study was also conducted to find the impact of work life balance programs and practices is implemented in the telecom sector organization. Factor analysis also used to find the most influencing factors which determine the impact of work life balance practices, policies, effectiveness in the organization. By the application of factor analysis, the 28 variables reduced to 5 variables in order to find out the greater effectiveness of work life balance. SEM stands for structural equation modeling. Structural equation modeling is used. SEM is a multivariate statistical analysis technique that is used to analyze structural relationships. This technique is the combination of factor analysis and multiple regression analysis, and it is used to analyze the structural relationship between measured variables and latent constructs. This method is preferred by the researcher because it estimates the multiple and interrelated dependence in a single analysis. SEM model is fitted for work life balance in telecom companies on the performance is good. The model fit chi-square is 11.950 and the model’s P-value is 0.854 which is fitted for work.