EXECUTIVE SUMMARY

The changing role of women in modern day society brought familiar and unfamiliar climate in their empowerment and lifestyle. The women in modern society undergo the process of changes in their personal, culture, family and social backgrounds. The engagements of women in various occupations accelerate to attain the economic and social empowerment. But at the same time, the source of employment insists them to balance both work and family. It is obvious that majority of women due to the need of balancing work and family encounter psychometric pressure as an individual and at family. The outcome of imbalances both in work and family reflects in different dimensions from personal to social.

Due to the increase in employment avenues of women in different sectors, the problem of work life balance and its consequences needed to be continuously addressed by present day organizations for the welfare of individual and work places. The impact of work life balance related dimensions insulate effects in organizational climate, design, culture and development. It is imperative to earmark reasonable energy for engaging longitudinal research in order to understand the work life balance avenues and its consequences at various industries belonging to both manufacturing and service caption.

The outcome of many researches in the field of HR especially on quality of work life, proven that managing of work and family among the working women significantly influenced by industrial environment and organizational structure. The work nature and people constitution at work place have phenomenal differences in manufacturing and service entities. In addition to that, the upcoming research avenues also prove that within the service industry the reasons and impact of work and family balances differ among the working women based on their personal, career and work place dimensions. In addition to that, the research evidences outline that, the consequences due to work life balance and its channelization also vary significantly. But the studies are carried as individual entity of referring either unique industry or organization. In this point of gap analysis, the researcher able to
put forth an effort of studying the attitude of work life balance and its influence among working women by considering the selected three industries namely banking, healthcare and IT/ITES sectors.

It is also evident from many studies that causes of work life balance among working people and its impact have been verified. But studies with the focus of examining the attitude have been yet to be made. In this aspect, the need of this present study has been inevitable. In addition to that, the rare studies on attitude measurement of working women about work life balance in different industries have been made in the tier- I and II categories of cities. But this study has been done in the upcoming tier III category of cities like Kanchipuram. The reason for choosing the study unit also count the conglomeration of industries and its growth in Kanchipuram District and its influence on women employment in selected service sectors especially banking, healthcare and IT/ITES sectors.

The present study carried out for addressing the objective of understanding the socio economic profile of working women in selected study units, reasons for the preference of career in banking, health care and IT/ITES sectors. The study also dealt with the opinion of working women about their career, about work life balance, factors influencing them towards their work life balance and imbalances, outcome of work life balance and imbalances. The attitude of working women in banking, healthcare and IT/ITES sectors about the influence of work life balance on life satisfaction, impact of work life balance on their personal, social, family, environmental and psychological outlook have been made. The study also intends to measure the attitude of managing work life balance by working women.

In order to address the objectives, the relevant hypotheses have been framed as the focus of relational basis namely testing the existence of significance difference among the working women about their work life balance issues, impact of work life balance, outcome and way of managing the work life balance related aspects through the relevant statistical tools like ANOVA, factor analysis and cluster analysis.
In order to address the objective framed for the study and test the hypotheses, the working populations of working women in banking, health care and IT/ITES sectors have been considered. The sampling units of working women in banking, health care and IT/ITES sectors have been drawn from selected cadres from each study organization. The required data have been collected with structured questionnaire through personal interview. The collected responses after checking its validity and reliability edited, tabulated and drawn for analysis for further.

The outcome of analysis and interpretation through the study helped the researcher to address the major findings for the study both from theoretical and analytical dimensions. The major findings obtained by the researcher through the study narrated that work life balance among the working women in the selected study units differ significantly based on the major factors of family, personal and social aspects. In addition to that it is found that the influence of organizational related factors also working condition, work role, flexible working hours also differ among them. The attitude about the influence, impact and managing work life balance also differ significantly among the working women based on their nature of organization and designation. The data reduction outcome also helped the researcher to found that the aspects of family, relational, social and psychological dimensions are the major influence of work life balance and its related avenues among the working women in the selected study units of banking, healthcare and IT/ITES sectors.