Abstract

With the increasing influx of women in the demographics of workforce it encourages the challenges and coping strategies among dual career couple. By literature point of view Dual-career couples is one in which the career of both husband and wife are taken seriously. Family and work are the two most important domains of life for most of the working couples. When conflict arises between these two domains, it has adverse consequences for both employees and organisation. When conflict arises between these two domains, it has adverse consequences for both employees and organisation. These juggling dual roles may prevent employees both married and unmarried to contribute optimally to the organisation because of time pressure and increased levels of stress and emotional burnout. Conflicts originating in the work domain may impinge on the family such as long working hours prevents the performance of domestic tasks. Similarly, those stemming from the family domain may have negative organisational consequences, such as care of sick child or elders in the family prevent attendance at work. Had identified the major perceived causes of WFC, multiple researchers have proposed various coping strategies adopted by DCC. Social support offered from domestic front is very important for DCC to balance dual role of their life, a supportive environment and supervisor support are also important work-life support. Organisations have implemented various programs and benefits to enhance positive parenting skills and coping techniques of DCC. Work organisation also provides information and support to caregivers and persons with disability. Various child care programs have started, couples with dependent care facilities to enhance DCC work satisfaction and commitment. In addition to organisational support, spousal support has been identified as a significant resource in moderating WFC conflicts. Various Employee Assistance Programs (EAP’s) offered by organisation for DCC so as to increase their parenting skills and coping technique. Although today organisation has many work-life policies on the HR books, still the overall organisation culture is not particularly supportive of work-life integration. To balance the dual roles of DCC supervisor/employer’s support is utmost required, since without their support working couples might not be able to access work-life benefits. Therefore, employer sensitivity is known as the employer’s roles and responsibilities towards DCC. The role of employers is important in implementing formal flexible scheduling, formal work policies as well as informal work arrangements and
schedules for DCC. Organisation supportive policies act as a resource in balancing DCC work and non-work lives. Therefore, organisation provides a culture which includes both formal and informal work-life policies which are perceived to be understanding and sympathetic for family responsibilities. However the adoption of family-friendly policies depends on organisation commitment and employer’s ongoing support for DCC. Therefore, in order to carry this research, mainly four objectives were framed, namely, To determine the various challenges and problem faced by the dual career couples, To explore different types of coping strategies used to overcoming these challenges, To study employer sensitivity towards dual career couple’s work life balances, To examine the association between employer’s sensitivity and organizational support. The research design for this study was exploratory and descriptive in nature. The study was carried out in corporate sectors in North Zone of India. The corporate sectors include manufacturing, services, consulting, hospital and healthcare, IT, institutes and training, ITES (BPO, KPO), telecommunication, mobile. Participants were from executive level to higher managerial level. Minimum criterion of education was graduation and age of minimum 21 years. Sampling techniques used were convenience sampling, quota sampling, snowball sampling. 10 to 15 participants were approached from every firm. 400 questionnaires were distributed. Finally, 315 filled questionnaires were collected, out of this after editing and criterion meeting, only 271 respondents were found to be suitable. To explore the various challenges faced by dual career couple 5 factors were extracted using exploratory factor analysis. Factors extracted are work-demand factor, 24*7 work-life confrontation, job stress, emotional exhaustion, time conflict. Also, for exploring coping strategies, exploratory factor analysis was performed and 5 factors were extracted which were adopted by dual career couples. Factors extracted were task prolonged, flexitime working strategy, family support strategy, self-absorbed outlook strategy, social support. To study the employer sensitivity, Chi-square analysis was performed between written work life balance policies and 8-items of employer sensitivity items. Out of 8 items, 5-items were statistically significant associated with p-value less than .05. To show this association chi-square analysis was performed between employer’s sensitivity and organizational support. Out of 11 items, 10-items were statistically significant associated with p-value less than .05. On the basis of data analysis and results drawn various conclusions were also drawn for the DCC, employers and organisation. Results reveal that there are various challenges
faced by DCC on professional fronts such as emotional exhaustion, job stress, time conflict. Therefore it is recommended that a number of company initiatives such as flexible work arrangements, on-site child care centres, and reduced work load arrangements can be made. After understanding the multidimensional facets of work-family conflicts various problems were underlined in the study such as work pressure, long working hours, emotionally drained, unable to spend time with family etc. Therefore, the present study encourages both society and corporate houses to support working couple in handling work and non-work domain. This will lead to increased quality of work and family issues. Moreover, various coping strategies explored in the present studies such as flexitime working strategies, task prolonged strategies depicts that today’s working couples are interested in job sharing, working part-time and go for overtime instead of payment. Therefore, it is recommended that today’s organisation culture should be flexible and adaptive to DCC needs and demands. They should provide lucrative flexi work time policies. Another recommendation is that individual coping strategies such as self-absorbed outlook strategy to be combined with organisational supportive policies so that personal values and organisation strategies helps to recover conflict in work and family domain. Our findings, recommends that employers should use family responsive policies such as pooling all leave entitlements, time to take care-off sick people, provision of changing working conditions of pregnant workers, safe locations for caring dependents and on-site child care centres. As both the concepts employers sensitivity and organisation support were linked this association suggest that positive behaviour of employer towards DCC and positive inclination of organisation supportive policies for DCC together reduces the influence of work-related conflict on family life.