

A Study on Impact of work-life Balance Initiatives on Employee Morale at Solara Active Pharma Sciences

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ABSTRACT

This study examines the impact of work-life balance (WLB) initiatives on employee morale at Solara Active Pharma Sciences, Pondicherry. Using a descriptive research methodology and data collected through structured questionnaires from a sample of 130 employees, key statistical tools such as mean analysis, regression and ANOVA were applied to analyze the relationship between WLB initiatives and morale. The findings highlight a strong positive association, with initiatives such as flexible work hours, wellness programs, and supportive leave policies contributing significantly to employee morale. Factors like maintaining a healthy personal life and the ability to disconnect after work emerged as key predictors of morale. However, areas such as inclusivity of female employees and improved communication about WLB initiatives require attention. The study concludes that Solara's WLB initiatives have positively influenced morale but recommends strategic adjustments, including enhanced engagement and tailored programs, to address diverse workforce needs. These refinements can further bolster employee satisfaction and organizational productivity.

Keywords: Work-life balance, employee morale, flexible work, wellness programs.

INTRODUCTION

In today's fast-paced corporate environment, achieving a work-life balance is a priority for both employees and organizations. Solara Active Pharma Sciences has implemented strategic WLB initiatives to foster an inclusive and supportive workplace. This report explores the influence of these initiatives on employee morale, highlighting their effectiveness and areas for enhancement. By examining demographic patterns and employee feedback, the study provides actionable insights for improving workplace policies. The ultimate goal is to promote an engaged, motivated, and productive workforce.

OBJECTIVES

- To measure the levels of employee morale at Solara Public Ltd, based on different work-life balance initiatives implemented.
- To identify the variations in employee perceptions of work-life balance initiatives based on demographic variables (such as age) at Solara Public Ltd.

REVIEW OF LITERATURE

Zahra, N. (2024) Highlights positive impacts of work-life balance initiatives on well-being and performance. Emphasizes flexible hours, remote work, and supportive management for enhancing morale. Concludes robust policies improve satisfaction and reduce turnover.

Thilagavathy, S., & Geetha, S.N. (2023) Reviews factors influencing work-life balance like culture, job demands, and responsibilities. Identifies research gaps in industries and cultural contexts, suggesting future focus on technology's role.

Pasamar, S. (2020) Explores flexible arrangements, supportive management, and autonomy as key to job satisfaction and commitment. Strong policies result in more engaged employees.

Powell, G.N., et al. (2019) Discusses challenges of balancing work and family due to changing gender roles. Recommends gender-equal policies and support for working parents.

Turanhgil, F., & Farooq, M. (2019) Examines modern work's demands, stressing culture, management support, and flexibility for better work-life balance, satisfaction, and retention.

Powell et al. (2019) This paper examines how changing gender roles impact work-life balance, focusing on the challenges faced by working parents. It emphasizes the need for organizational support to promote gender equality and help employees balance work and family responsibilities.

Greenhaus & Powell (2013) This study explores how time management and psychological energy affect work-life balance. It underscores the importance of organizational support in improving employee morale, productivity, and overall well-being.

Meharaj A. (2015) This paper highlights the demanding nature of teaching in autonomous colleges, with excessive workload leading to stress that affects professional judgment and student care. It stresses the importance of maintaining a balance between the needs of the college and faculty members for their well-being and job satisfaction.

Sinha D. (2013) The work-life balance at CCIL is moderate to good, with the organization focusing on employee-centric policies, believing that a healthy work-life balance will lead to higher productivity in the long run.

Bhatia Y. and Srilatha S. (2015) The study shows that women are more affected by work-family conflicts than men, as they spend more time on household responsibilities, leading to higher job and family role conflicts along with greater mental and physiological strains.

Ujvala Rajadhyaksha (2012) The paper emphasizes the need for both government policy and organizational incentives to balance work-family demands in South East Asia, noting the lack of a national policy for diverse workers, especially in the unorganized sector.

Mohanty A., Kesari L. (2016) Interviews with Indian HR managers reveal that while MNCs provide initiatives like flexi-time, paid paternity leave, and childcare, there are no formal initiatives to improve work-life balance, with slow policy responses due to socio-political factors.

RESEARCH METHODOLOGY

Research Methodology refers to the systematic approach utilized to collect, analyze, and interpret data to answer research questions or achieve specific objectives. This study examines the impact of work-life balance (WLB) initiatives on employee morale at Solara Active Pharma Sciences, ensuring the methodology is scientifically sound, valid, and reliable.

The research adopts a descriptive research design, which aims to understand the effectiveness of WLB initiatives and their influence on employee satisfaction, productivity, and morale.

The population for the study comprises 130 employees of Solara Active Pharma Sciences, Pondicherry. A census sampling method was employed to include all employees in the study, ensuring comprehensive data collection and representation. Both primary and secondary data are utilized. Primary data is collected through structured questionnaires, interviews, and observations. Secondary data is gathered from official records, previous research reports, and company documents. Quantitative data is analyzed using statistical tools such as percentages, mean scores, Regression, One-Way ANOVA. Qualitative data is summarized and categorized to identify patterns and themes. The research examines the Qualitative data is summarized and categorized to identify patterns and themes. The study is confined to Solara Active Pharma Sciences, Pondicherry, and findings may not be generalizable to other organizations or industries. Employee perceptions are subjective and may be influenced by external factors such as individual preferences or workplace culture. The study focuses on current WLB initiatives and their immediate impact, without assessing long-term outcomes. This methodology ensures a comprehensive examination of WLB initiatives, highlighting their effectiveness and areas for improvement. The findings aim to provide actionable recommendations for enhancing employee morale and fostering a balanced and productive work environment.

DATA ANALYSIS AND INTERPRETATION

Mean Analysis

Descriptive Statistics

| N | Minimum | Maximum | Mean | Standard Deviation |
|--------------------|---------|---------|--------|--------------------|
| 130 | 2.40 | 4.80 | 3.8523 | 0.53269 |
| Valid N (listwise) | 130 | | | |

Interpretation:

The mean value for employee morale is calculated as 3.85, which exceeds the threshold of 3.5. This indicates a high level of morale among employees. The findings suggest that the work-life balance programs implemented by the organization are contributing positively to employee satisfaction and engagement.

One-Way ANOVA Analysis

ANOVA Table

| Source | Sum of Squares | df | Mean Square | F Value | Significance (p-value) |
|----------------|----------------|-----|-------------|---------|------------------------|
| Between Groups | 0.505 | 4 | 0.126 | 0.916 | 0.457 |
| Within Groups | 17.209 | 125 | 0.138 | | |
| Total | 17.714 | 129 | | | |

Interpretation:

The p-value derived from the analysis is 0.457, which is above the standard threshold of 0.05. This indicates that there is no statistically significant variation in employees’ perceptions of work-life balance programs based on their age. It can therefore be concluded that employees of all age groups view these initiatives similarly.

FINDINGS

Employee Morale -The employee morale at Solara Public Ltd is high, with a mean score of 3.85, indicating positive employee engagement with work-life balance initiatives.

One-Way ANOVA results show a p-value of 0.457, suggesting that age does not significantly affect employee's perceptions of work-life balance. This implies that employees across various age groups share similar views on the company's initiatives.

CONCLUSION

The high morale score reflects the effectiveness of work-life balance policies in fostering positive employee engagement. Additionally, the lack of a significant age-based difference indicates that these initiatives are appreciated universally by employees, regardless of age. This demonstrates the broad appeal and success of the company's work-life balance strategies.

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