

A Study on Work-Life Balance of Corporate Employees

Anjali Abraham¹, Merrin Ann Philip²

^{1,2}Guest Faculties, Post Graduate Department of Commerce, Assumption College (Autonomous),
Changanassery

ABSTRACT

The modern corporate environment demands high levels of commitment, often blurring the boundaries between professional responsibilities and personal life. This study explores the concept of work-life balance among corporate employees, examining the factors that influence it, the challenges employees face, and the strategies they employ to manage their dual roles. The findings reveal that factors such as organizational culture, workload, flexible working arrangements, and personal coping mechanisms significantly impact an individual's ability to maintain a healthy work-life balance. Additionally, the study highlights the consequences of poor work-life balance, including stress, burnout, decreased job satisfaction, and lower productivity. The research emphasizes the need for companies to implement supportive policies and foster a culture that values employee well-being. Recommendations are provided for both organizations and individuals to promote a more sustainable and fulfilling work-life dynamic.

Keywords: Work-Life Balance, Corporate Environment

INTRODUCTION

In today's highly competitive corporate world, maintaining a balance between work responsibilities and personal life has become a significant challenge for employees. Long working hours, high job demands, and constant connectivity through technology often blur the lines between work and personal time. Achieving a healthy work-life balance is essential not only for employee well-being but also for organizational productivity and success. This study seeks to understand how corporate employees manage their work and personal commitments, and what factors help or hinder this balance.

SIGNIFICANCE

This study is significant because it sheds light on the importance of work-life balance for employee well-being and organizational effectiveness. Understanding the factors that affect work-life balance can help employers create better workplace policies, reduce employee turnover, and improve job satisfaction. It also provides insights for employees on how to better manage their time and responsibilities for a more fulfilling life.

SCOPE

The study focuses on corporate employees working in various sectors, including IT, finance, marketing, and administration. It examines factors such as working hours, organizational support, flexibility, and personal coping strategies.

STATEMENT OF THE PROBLEM

Corporate employees often struggle to maintain a healthy balance between their professional duties and personal lives. This imbalance can lead to stress, burnout, decreased job satisfaction, and reduced productivity. The study aims to investigate the key factors influencing work-life balance and to identify the challenges faced by corporate employees in achieving it. Recently in Kerala, many issues related to work-life balance among corporate employees have been reported. Reports of increased stress, health problems, family conflicts, and even mental health concerns have highlighted the urgent need to address work-life balance more seriously. The COVID-19 pandemic and the shift to hybrid working models have further blurred the boundaries between work and home, making the situation more complex. In this context, studying work-life balance is not only timely but also crucial to understanding how corporate employees in Kerala are coping with the demands of the modern workplace.

OBJECTIVES

1. To determine the satisfaction level of respondents regarding their work-life balance.
2. To identify and analyse the factors influencing a positive work-life balance.
3. To suggest measures for improving work-life balance among corporate employees.

METHODOLOGY

The article is conducted on the basis of primary data collected through online questionnaire from a population of Corporate employees in Infopark Kochi.

POPULATION

The population of the article includes corporate employees working in various sectors, including IT, finance, marketing, and administration in Infopark Kochi.

SOURCES OF DATA

The article makes use of both primary and secondary data. Primary data required for the article are collected from samples using a structured questionnaire that was distributed in the form of Google Forms format. The secondary data were obtained from various websites, journals and blogs.

SAMPLING METHOD

Data were collected from respondents using non probabilistic method of sampling. Convenience sampling method was applied by distributing the questionnaire among Corporate employees of Infopark Kochi.

TOOLS USED

For analysing the data, percentage method was used and interpretations were drawn accordingly. The data collected were analysed with the help of SPSS software.

The following references were made for the research paper-

- Fapohunda (2014) emphasized that maintaining work-life balance is critical for employee productivity and organizational success. The study highlighted that flexible work arrangements, employee assistance programs, and supportive leadership significantly contribute to improved work-life balance. Without these supports, employees often experience burnout, absenteeism, and reduced morale.

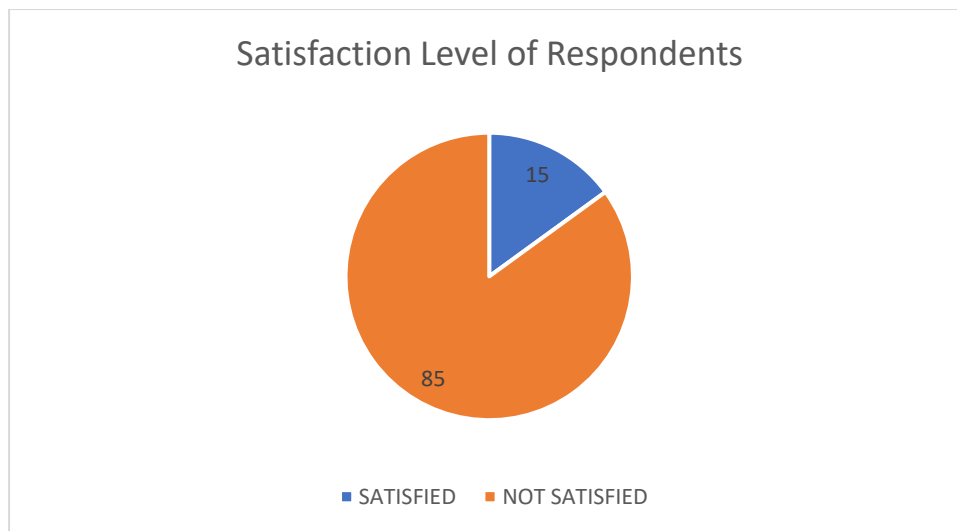
- Kumarasamy, Pangil, and Isa (2015) conducted a study specifically focusing on corporate employees and found that job autonomy, supervisor support, and time management skills are significant factors influencing work-life balance. Their findings suggest that employees who have control over their work schedules and receive strong managerial support tend to report better work-life balance and overall well-being, ultimately contributing to reduced turnover intentions.
- Thilagavathy and Geetha (2023) conducted a systematic review highlighting the vast scope of work-life balance research. They emphasized the need for further exploration into the various dimensions of work-family balance and its implications on employee satisfaction and organizational outcomes.

ANALYSIS OF DATA

Table 1: Satisfaction Levels of Respondents

SATISFACTION	No: of Respondents	Percentage (%)
SATISFIED	12	15
NOT SATISFIED	68	85
TOTAL	80	100

Source: Primary Data



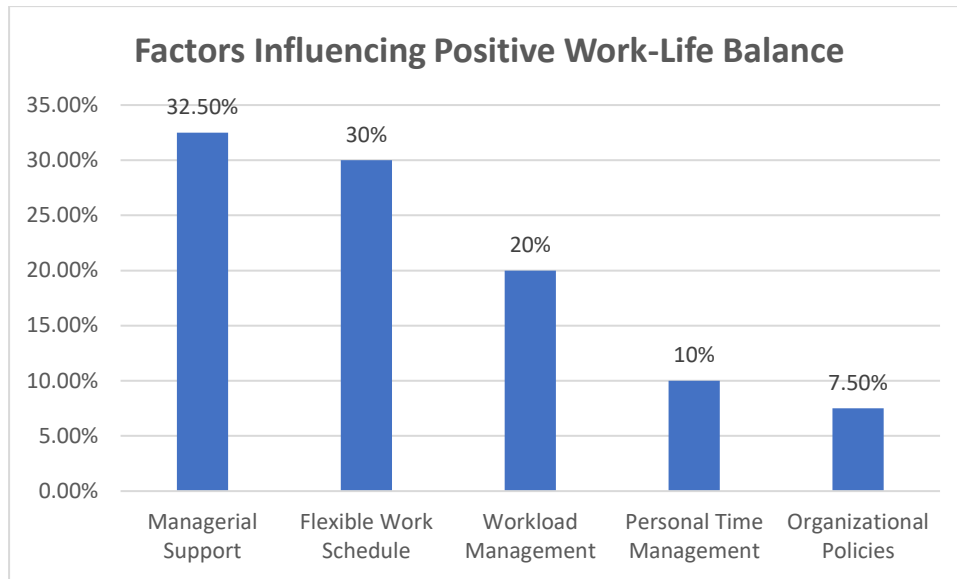
Interpretation:

Most respondents (85%) are "Not Satisfied" with their work-life balance and need attention. Remaining 15% are "Satisfied".

Table 2: Factors Influencing Positive Work-Life Balance

Factor	No: of Respondents	Percentage (%)
Managerial Support	26	32.5
Flexible Work Schedule	24	30
Workload Management	16	20
Personal Time Management	8	10
Organisational Policies	6	7.5
Total	80	100

Source: Primary Data



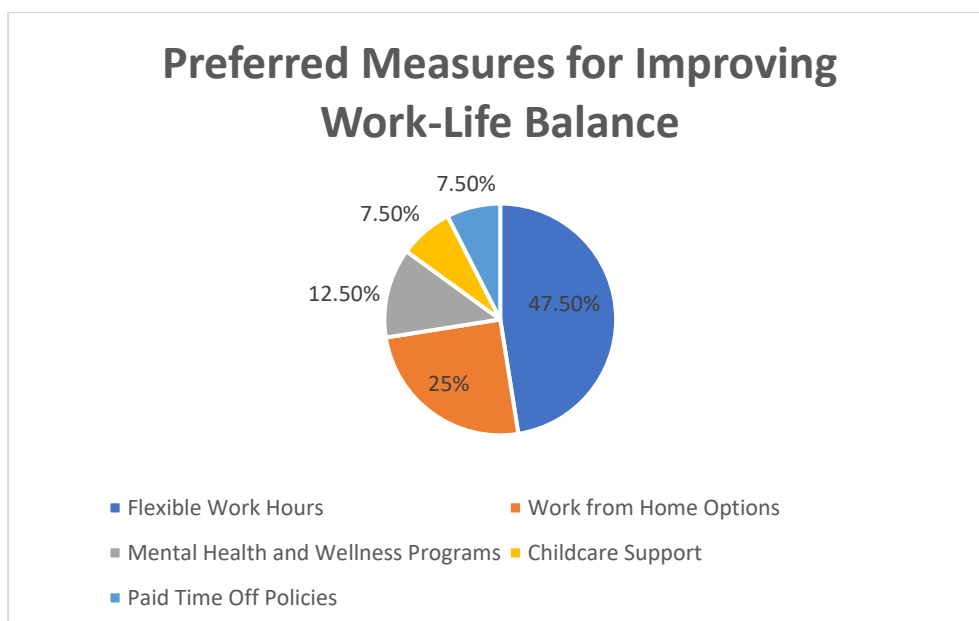
Interpretation:

According to the respondents, Managerial support and flexible work schedules are the two top contributors to a positive work-life balance.

Table 3: Preferred Measures for Improving Work-Life Balance

Suggested Measures	No: Respondents	Percentage (%)
Flexible Work Hours	38	47.50
Work from Home Options	20	25
Mental Health and Wellness Programs	10	12.50
Childcare Support	6	7.50
Paid Time Off Policies	6	7.50
Total	80	100

Source: Primary Data



Interpretation:

Flexible working hours are the most preferred solution among corporate employees.

FINDINGS, SUGGESTIONS AND CONCLUSIONS**FINDINGS**

- Most respondents (85%) are "Not Satisfied" with their work-life balance and need attention. Remaining 15% are "Satisfied".
- Employees feel that support from management and flexibility in working hours are the two key pillars for achieving positive work-life balance.
- Flexible Work Hours are the most preferred measure, chosen by 47.5% of the respondents. Corporate employees prioritize flexibility — in time and place — over other benefits when it comes to achieving better work-life balance.

SUGGESTIONS AND CONCLUSION

- Companies should offer flexible start and end times to help employees better manage their work and personal responsibilities.
- Allowing partial or full remote work (where possible) can greatly improve work-life balance and employee satisfaction.
- Managers should be trained to encourage open communication, provide emotional support, and show understanding towards employees' personal commitments.
- Organizing regular wellness activities, mental health workshops, and stress-relief programs can help employees maintain a healthier work-life balance.

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