

# Essential Factors and How they Affect Demographic Variables in the Corporate Environment to Maintain Work-Life Balance

Meenakshi Azad<sup>1</sup> and Amarpreet Kaur<sup>2</sup>

Assistant Professor, Department of Management Sciences<sup>1,2</sup>

Tecnia Institute of Advanced Studies, New Delhi, India

**Abstract:** *Work-life balance (WLB) remains a significant concern for industries, with research highlighting the consequences of imbalance between work and family life. In today's competitive global landscape, companies supporting WLB practices gain a competitive edge. This study aims to explore the impact of demographic variables on WLB factors in Haryana, India. A sample of 300 employees from various private and public banking and insurance branches was analyzed using one-way ANOVA. The study finds that technological advancements have facilitated the implementation of WLB practices, blurring the boundaries between work and personal life. However, despite family-friendly policies, many employees still perceive negative consequences. Normative attitudes and values continue to influence gender roles, affecting women's career prospects. Supervisors' awareness of WLB practices varies, influencing their ability to support employees. Organizations are increasingly focused on fostering a supportive workplace culture to accommodate employees' expectations regarding both family and professional life*

**Keywords:** Work-life balance, demographic variables, Haryana, India, banking, insurance, technological advancements, gender roles, supervisor awareness, organizational culture