A Study on Work Life Balance of Employees and its Impact on Job Satisfaction with Reference to GBJ BUZZ Pvt Ltd Nagpur

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Abstract: *The purpose of this study is to examine the relationship between work-life balance and job satisfaction among employees. Work-life balance refers to the ability of employees to effectively balance their work responsibilities with their personal and family obligations. Job satisfaction, on the other hand, refers to an employee's level of contentment with their job and the work environment. The study aims to identify the factors that influence work-life balance and job satisfaction, as well as the impact of work-life balance on job satisfaction and employee productivity.*

A comprehensive literature review was conducted to provide a theoretical background and framework for the study. The study employed a quantitative research design, using surveys to collect data from a sample of employees in a specific industry or organization. The data was analyzed using statistical techniques to identify correlations and patterns.

The results of the study revealed a strong positive correlation between work-life balance and job satisfaction. Employees who reported high levels of work-life balance were found to have higher levels of job satisfaction and were more productive in their work. The study also identified key factors that influence work-life balance and job satisfaction, including organizational culture, job flexibility, and support from supervisors and coworkers.

The study recommends that organizations prioritize the promotion of work-life balance as a key strategy for enhancing employee job satisfaction and productivity. Organizations can achieve this by providing employees with flexible work schedules, family-friendly policies, and a supportive work environment. Overall, this study provides valuable insights into the importance of work-life balance and its impact on employee job satisfaction, which can inform organizational policies and practices.

Keywords: Remote working, Digital transformation, Critical success factors, Organization Performance.

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