

Study of Work Life Balance of Working Parents

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Abstract: *The changing dynamics of the workplace has forced the organizations to frame policies which are employee-centric. The workforce today is more dynamic and young in nature and wants to exude greater control over their work and life. The social structure of family is disintegrating more into nuclear families where both the parents are working. Pressures at work, competition, and target based management styles have resulted in increased pressure and also long working hours. The parents who overstay at work are continuously stressed out thinking of their child/children and associated responsibilities. The kids on the other hand feel neglected or may sometimes go astray, celebrate misadventures or bond in unfocussed companionships. The study explores the issues faced by such working parents and the surviving strategies adopted by them. The answers to a questionnaire administered on working parents has been analyzed to understand the underlying demographic as well as other variables to find out work-life imbalances. The findings of the study will benefit organizations as they will be able to design practices which focus on employee work/life issues and thus reap dividends. This will result in a more satisfied and productive workforce which is less stressed. Also such practices will result in the creation of employers' brand and the reputation of being an employer of choice. Work life balance is the most emerging issue now days. Increasing work pressures, globalization and technological advancement have created lot of imbalances in the life of both the gender, for all professionals working across all levels. Owing to this work pressure, maintaining a harmonious work-family life is becoming very difficult. This study analyzed the work life balance of working parents of educational sector and its impact on personal and professional lives of working parents. It further discussed that management should frame certain strategies which will help strike a balance in the personal and professional lives of the professionals.*

Keywords: Work life balance, Work family balance, Personal Life, Professional Life, Work pressures, Globalization, working parents, work performance and Technological Advancement