

# A Study on Impact of Work-Life Balance on Employee Retention in IT Companies

Sanyam Minajagi<sup>1</sup> and Mrs Archana JR<sup>2</sup>

Student, Department of MBA<sup>1</sup>

Assistant Professor, Department of MBA<sup>1</sup>

RNS Institute of Technology, Bengaluru, Karnataka, India

**Abstract:** *This study investigates the impact of work-life balance on employee retention in the IT sector, focusing on key demographic data, stress, and job satisfaction among employees. Data was collected from 100 employees through a structured survey. Descriptive statistics, correlation, and ANOVA were used to analyze the influence of worklife balance factors on retention rates. Results indicate a significant correlation between flexible work policies, organizational support, and employee retention. Key findings highlight that initiatives like childcare support, paid time off, and wellness programs play a crucial role in improving job satisfaction and reducing turnover.*

**Keywords:** Work-Life Balance, Employee Retention, Job Satisfaction, Flexible Work, IT Sector