

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.

I. INTRODUCTION

Work life balance is the interaction between work and other activities that include family, community, leisure, social obligations, health and personal development. Striking a fine balance by prioritizing these is work-life balance. It is individual specific and keeps changing over time. According to Stewart, Professor of Management and Founding Director of Wharton School's Leadership Program "A one size fits all mentality in human resource management often perpetuates employees. It is about the right combination of the individual's participation in the work and other aspects of their life. This combination changes over a period of time. Work-life balance is a state where the tensions between the work-life and personal life is minimized by having proper policies, supportive management, provisions at work place and good relations in personal life. Performance and job satisfaction of the employees are said to be affected by work-life balance. Work-life balance of employees helps in reducing the stress level at work and increases job satisfaction. Organizations have realized the importance of work-life balance with respect to the productivity and the creativity of the employees. Employers are now offering flexible working hours, team outing health care centres, day care centres to motivate the employees to work efficiently. As a result, employees feel motivated and become loyal and committed towards the organization as it puts an extra effort to strike a healthy balance between work and life. Organizations face many challenges in implementing the policies of work-life balance as employees today are not looking out just for a job but they want the organization to cater to their wellbeing also.

II. LITERATURE REVIEW

According to Pratik Kotangale, titled “Study of work life balance of Employees and its impact on job satisfaction Work-life balance has become an increasingly important issue in today's fast-paced and competitive work environment. The concept of work-life balance refers to the ability of employees to effectively balance their work responsibilities with their personal and family obligations. Achieving work-life balance is essential for maintaining employee well-being, productivity, and job satisfaction.

Additionally, a study by Carlson, Grzywacz, and Zivnuska (2009) found that work-family conflict, which occurs when work demands interfere with family responsibilities, was negatively associated with job satisfaction and overall well-being.

Moreover, a study by Shockley, Allen, and Ruark (2015) explored the impact of work-life balance on employee turnover intention and found that employees who experienced a poor work-life balance were more likely to consider leaving their job.

2.1 OBJECTIVES OF THE STUDY

- To know how to maintain work life and personal life.
- To study the existing system of work life balance of GBJBUZZ employees.
- To determine the impact of work life balance on employee's job satisfaction.
- To suggest measures to improve work life balance system of GBJ BUZZ Pvt Ltd.

2.2 SIGNIFICANCE OF THE RESEARCH

Improved understanding of employee needs: Your study can help employers gain a better understanding of their employees' needs, particularly regarding work-life balance. By identifying the factors that contribute to job satisfaction, employers can design policies and practices that better meet the needs of their employees.

Enhanced employee productivity: Employees who experience a healthy work-life balance are likely to be more productive and engaged at work. This can result in improved performance, increased job satisfaction, and reduced turnover.

Improved retention rates: Employees who experience high levels of job satisfaction are less likely to leave their jobs. By improving work-life balance and job satisfaction, employers can improve retention rates, which can lead to cost savings associated with recruitment and training.

Better employer branding: Employers who are perceived to care about the well-being of their employees can improve their brand image and reputation. This can attract top talent and improve the organization's competitiveness.

2.3 HYPOTHESIS

There is a positive relationship between work life balance and employee job satisfaction at GBJ BUZZ

III. RESEARCH METHODOLOGY

The research methodology refers to the systematic approach or framework used by researchers to conduct a study or investigate a particular topic. In the context of work-life balance of employees, the research methodology would outline the specific methods, procedures, and techniques employed to gather data, analyze information, and draw conclusions.

Method of Data Collection

Data collection begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population.

The research is based on the –

Internal Resources.

External Resources

Sampling Technique

A research plan was followed for gathering primary data, secondary data or both.

Primary data –

When someone refers to “primary data” they are referring to data collected by the researcher himself/ herself.

Case studies

Questionnaires

Secondary data typically comes from other studies done by other institutions or organizations.

Previous Research

Official statistics

Sample Size

The sampling area was Nagpur, Maharashtra. Almost 50 respondents were covered during the research work. They were all employees of the company working remotely.

Instrument of Data Collection

Documents and Record

Questionnaire

Case studies

Statistical Technique

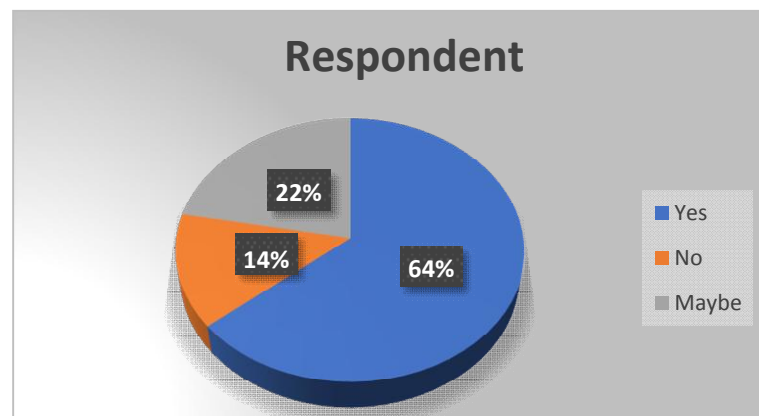
One sample T- test used to compare the dependency in the hypothesis.

IV. ANALYSIS AND INTERPRETATION

Work-life balance has a significant positive impact on job satisfaction, indicating that employees who have a better work-life balance tend to be more satisfied with their jobs.

Do you feel that your work and personal life are in balance?

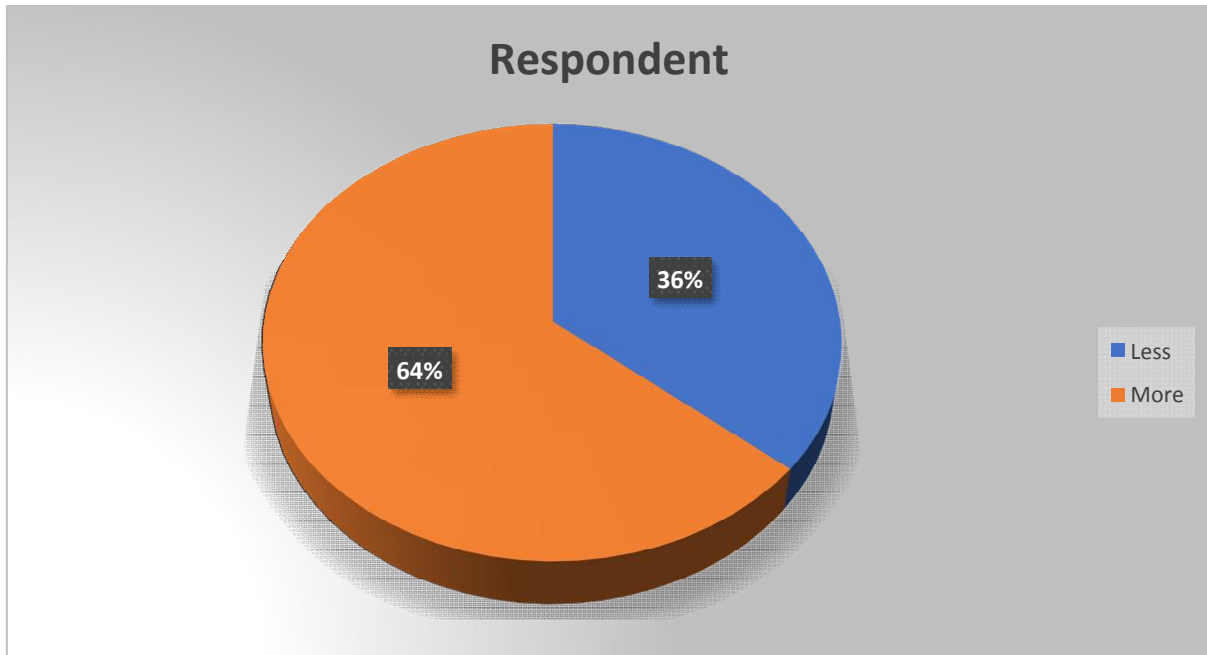
Response	Respondent
Yes	32
No	7
Maybe	11



The Response is positive as per the data, 64 % Employees felt that their work and personal life is in balance. Employees said to be able to manage their workload effectively and prioritize their tasks so that they can have time for personal activities outside of work.

How much satisfaction do employees have after the impact of work life balance in the work culture of GBJ BUZZ company?

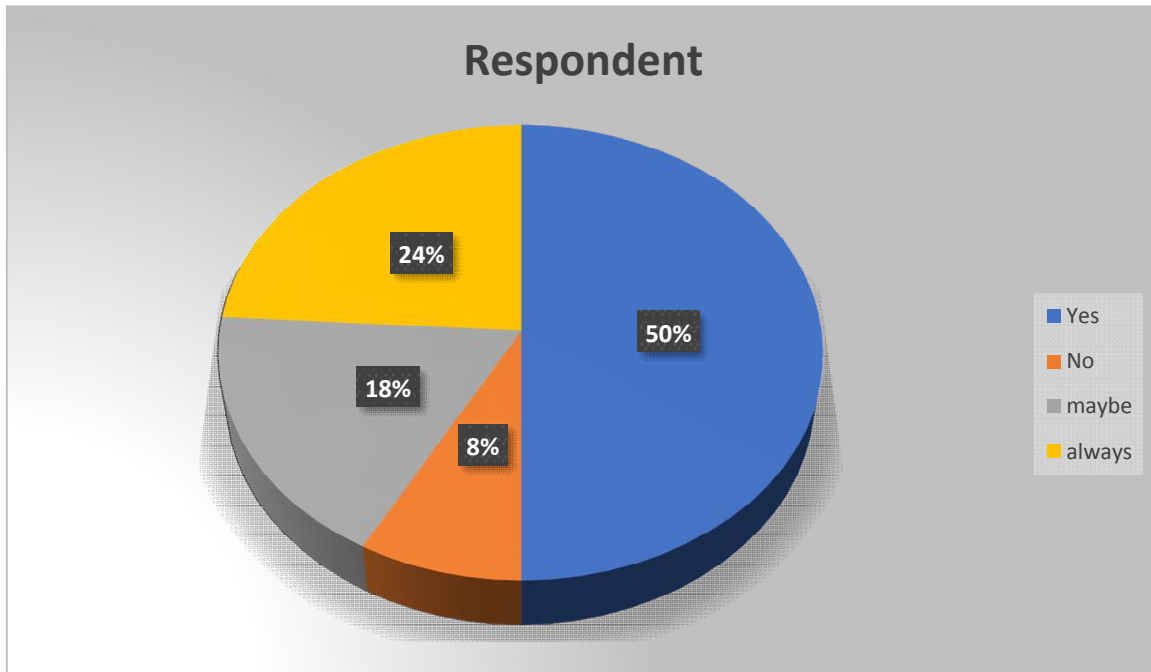
Response	Respondent
Less	18
More	32



Having a good work-life balance can lead to reduced stress levels, improved mental and physical health, increased productivity, and better relationships with coworkers and family members. When companies prioritize work-life balance, they are showing that they value their employees' well-being, which can lead to higher levels of job satisfaction and engagement

Do you think if employees have good work-life balance then company will be more effective and successful

Response	Respondent
Yes	25
No	4
Maybe	9
Always	12



Increased productivity, Improved employee retention, Enhanced company reputation. Better teamwork and collaboration

Conclusion

Based on the findings from my study, it could be concluded that work-life balance is a crucial factor in promoting job satisfaction among employees. This research is evidence of a positive relationship between work-life balance and employee job satisfaction

Discussions

Managers will need to play a more active role in aspects of work that have been natural and autonomous at the office. Mainly communication and socialization between employees.

V. FINDINGS AND CONCLUSION

Studies have also found that organizations that prioritize work-life balance are more likely to have satisfied employees. Employers who offer flexible work arrangements, such as telecommuting or flexible hours, have been shown to increase job satisfaction and reduce employee turnover rates. Hence, we have observed positive outcome from my research and the hypothesis **“There is a positive relationship between work life balance and employee job satisfaction at GBJ BUZZ.”** is accepted.

VI. SUGGESTIONS

- Conduct a comprehensive literature review
- Use a mixed-methods approach
- Focus on organizational policies and practices
- Consider the role of technology

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