

# 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

## I. INTRODUCTION

Work-life balance is essential for employee well-being and retention, especially in the high-stress IT industry, where long hours and tight deadlines are common. As competition for skilled employees intensifies, companies must develop policies to balance employee needs with organizational goals. This study focuses on identifying work-life balance factors that influence retention among IT employees and provides insights into effective retention strategies that prioritize employee well-being.

## II. OBJECTIVES

- To identify the key factors influencing work-life balance in IT companies.
- To assess the impact of work-life balance on employee retention and job satisfaction.
- To explore the role of flexible working arrangements in reducing turnover.
- To recommend strategies for improving work-life balance and enhancing retention.

## III. LITERATURE REVIEW

- **Role Clarity:** According to Kelly and Richard (1980), clear role expectations are crucial for employee satisfaction and retention, reducing workplace stress and fostering commitment.
- **Peer Support:** House (1981) emphasizes the importance of a supportive peer environment, which fosters job satisfaction and loyalty by promoting collaboration and reducing workplace stress.
- **Employee Commitment:** Silverman (2004) highlights that organizational commitment is driven by a combination of individual motivation and active participation in the workplace, which is essential for long-term retention.

## III. RESEARCH METHODOLOGY

A descriptive research design was used with data collected from 100 IT employees through structured surveys..

### SAMPLING

Stratified random sampling was applied to ensure representation across various job roles and experience levels.

**STATISTICAL TOOLS**

Stratified random sampling was applied to ensure representation across various job roles and experience levels.

**HYPOTHESIS FOR ANOVA**

Null Hypothesis (H0):

H0: There is no significant relationship between work-life balance and employee retention in IT companies.

Alternative Hypothesis (H1):

H1: There is a significant relationship between work-life balance and employee retention in IT companies.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	212.174	2	106.087	346.666	.000 <sup>b</sup>
	Residual	263.177	860	.306		
	Total	475.351	862			
a. Dependent Variable: x15						
b. Predictors: (Constant), x4, Gender(x2), x10, Age(x1), x7, x12, x6, Experience(x3), x9, x5, x11, x13, x14, x8						

Inference as Sig. value= 0.000 is less than the standard P value 0.05, we reject the H0 and conclude that relationship between the work-life balance and the employee retention in IT companies.

**COERELATION**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.122	.121		1.006	.317
	Age(x1)	.040	.083	.030	.476	.636
	Gender(x2)	-.043	.102	-.026	-.423	.674
	Experience(x3)	-.066	.075	-.060	-.876	.384
	x5	.043	.080	.043	.532	.596
	x6	.113	.074	.116	1.540	.127
	x7	.119	.141	.064	.841	.403
	x8	.039	.086	.040	.450	.654
	x9	-.088	.093	-.072	-.949	.345
	x10	.077	.084	.060	.909	.366
	x11	.008	.102	.006	.078	.938
	x12	.282	.089	.238	3.162	.002

x13	.058	.082	.058	.702	.484
x14	.522	.080	.571	6.552	.000
x4	-.019	.089	-.016	-.217	.829

a. Dependent Variable: x15

## V. DISCUSSION AND RESULTS

The data analysis highlighted several key findings regarding the influence of work-life balance on employee retention.

### KEY FINDINGS

#### Positive Impact:

- Training Programs: Employees report high satisfaction with skill development and knowledge-building programs.
- Pay-for-Performance: The policy of linking pay to performance has motivated employees and increased their sense of value.

#### Negative Impact:

- Work-Life Balance: Many employees expressed dissatisfaction with work-life balance, citing high stress and workload.
- Favoritism: Some employees perceive biases in selection and promotion, impacting overall morale.

## VI. CONCLUSION

Achieving a balanced work-life environment is essential for employee engagement and retention. When organizations support work-life balance, they foster a positive work culture that strengthens commitment and enhances productivity. For IT companies, particularly, effective work-life balance policies are a competitive advantage in retaining skilled talent.

### LIMITATIONS

- Time Constraints: Limited the scope and depth of the research.
- Data Limitations: Insufficient information in certain areas restricted further analysis.
- Confidentiality Concerns: Limited the sharing of detailed organizational data.

## REFERENCES

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