

WORK-LIFE BALANCE OF IT AND ITES EMPLOYEES IN BANGALORE CITY

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Abstract

This study delves into the work-life balance experienced by employees in the Information Technology (IT) and Information Technology Enabled Services (ITES) sectors in Bangalore city. As these sectors continue to burgeon and shape the city's professional landscape, understanding the intricacies of work-life balance becomes imperative for the well-being and productivity of the workforce. The Using a multistage random sample process, 600 employees from various IT and ITES companies in Bangalore City participated in this survey. The data collection period was 2023. Using Eviews.10 and SPSS.12, software used for analyze for the statistical data analysis. Percentage analysis and f test analysis used for this study. It showed the very significant elements influencing work-life balance levels. The age, sex, and experience on work-life balance (workplace culture, flexibility, social support, work-life initiatives, and family assistance). Maintaining a healthy work-life balance is essential for increasing productivity in IT and ITES companies and achieving desired performance results.

1. INTRODUCTION

In the dynamic professional landscape of Bangalore city, the Information Technology (IT) and Information Technology Enabled Services (ITES) sectors stand as pillars of growth, continually shaping the city's economic trajectory. As these industries flourish, the intricate interplay between work and personal life, commonly referred to as work-life balance, emerges as a pivotal consideration for the well-being and productivity of the workforce. This study undertakes a comprehensive exploration into the nuances of work-life balance experienced by employees within the IT and ITES sectors in Bangalore. [Benito-Osorio, D., et al., \(2014\)](#) testing the validity of the positive impact of work-life balance policies in firm performance. For the empirical analyses of these policies on performance we evaluated a sample composed of firms listed in IBEX-35. Findings provide support for the idea that introducing work-life balance practices benefits the company with respect to talent retention and higher employee engagement, as well as achieving a positive impact on productivity, costs and business results. [Gatrell, C. J., et al., \(2013\)](#) explanations for the historic but narrow definition within organizational psychology and sociologies of work and family practices of work-life balance as affecting mainly heterosexual dual-career parent couples.

2. REVIEW OF LITERATURE

[Hildebrandt, E., & Littig, B. \(2006\)](#) the interplay between the welfare sector, economy, family, and communities is especially important in this connection. Secondly, this formula reflects the deregulation of working relationships, which increasingly shifts the regulation of and responsibility for such relationships to the individual. [Hughes, J., & Bozionelos, N. \(2007\)](#) semi-structured interviews were conducted with 20 bus drivers employed by a single company in

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order to identify their perceptions on the following: whether issues related to work-life balance were sources of concern and dissatisfaction; how concern over issues related to work-life balance was compared to other sources of concern and dissatisfaction; and whether issues related to work-life balance were linked with withdrawal attitudes and behaviours.

Lakshmi, N., & Prasanth, V. S. (2018) resulted in a scenario in which working women have tremendous pressure to develop a career as robust as their male counterparts while nourishing active engagement in personal life. The ever-increasing workload is bringing a plaster bandage on the working women leaving them with less time for themselves. This involves the person's physical, emotional and societal wellbeing. Therefore, attaining work life balance is a necessity for working women to experience a respectable quality of liveliness. Seston, E., & Hassell, K. (2014) the response rate to the census was 69.6% (n = 30517). Eighty-three per cent (n = 25243) of respondents were working as a pharmacist and were therefore eligible to complete the work/life balance statements. The results reported here relate to 12364 individuals who had full data for the work/life balance scale and the demographic and work variables. Findings indicate that age, ethnicity, having caring responsibilities, sector of practice, hours of work and type of job are significant predictors of work/life balance problems.

Pasumarti, S. S., & Pasumarti, S. S. (2019) this generates a confrontation between their commitments to work and to live, which leads to increased stress. Not only does a bad "Work-life balance" affect staff, it also affects employers. Chronic stress level leads to low efficiency. The operating habits have also altered with the development of technology. Keeping in view of the challenges faced by the employees of in IT & ITES industry the researcher has taken Visakhapatnam district of Andhra Pradesh as a sample to study the work life balance, where more than 10,000 employees are working. Balamurugan, G., & Sreeleka, M. (2020) the employee's satisfaction is based on the employee to be happy and deliver the level best. Even in the Worst scenario the employee is very loyal to their organization because of the employee Satisfaction. The quality of life is based on the professional life of each and every women employee who are coming forward to support to their family.

3. RATIONALE OF STUDY

The rationale of the study is rooted in the evolving dynamics of the Information Technology (IT) and Information Technology Enabled Services (ITES) sectors in Bangalore. As these industries continue to grow and significantly shape the professional landscape of the city, the study aims to delve into a crucial aspect of employee well-being – work-life balance. Academically, the study enriches the existing literature on work-life balance, particularly in the context of the IT and ITES sectors in Bangalore. It provides a foundation for further research and exploration of related topics, contributing to the academic discourse in organizational psychology, human resources, and management studies. This study lies in its potential to contribute practical insights that can inform organizational policies, foster employee well-being, and ultimately enhance the overall success and sustainability of the IT and ITES sectors in Bangalore.

4. METHODOLOGY

Sample

The present study is aimed at examining the work life balance followed by IT and ITES companies in Bangalore city the southern part of India. Through the use of a structured instrument, data was collected from employees.

Determinants of sample size

Sarmah, H. K., & Hazarika, B. B. (2012) emphasizes that the sample size determination is the act of choosing the number of observations or replicate to include in a statistical sample. The study is conducted on a large population, since the variability of the proportion is unknown, therefore assuming $P = 0.5$ (maximum variability) at 95 per cent confidence level and ± 4.0 percent precision.

The determined sample size for the study was as under:

$$N = \frac{Z^2 pq}{e^2} = \frac{(1.96)^2 (0.5)(0.5)}{(0.04)^2} = 600$$

Here,

N	=	Sample size
Z	=	Z-Value (1.96 for a 95 per cent confidence level)
p	=	Maximum variability in population
q	=	1-p
e	=	level of precision

The study was carried out by using Multistage random sampling method has been used for selecting the samples. At the first stage Bangalore cities – South, North, East South, and centre have been deliberately selected since the IT and ITES companies are highly concentrated in the cities. At the second stage 30 IT companies in bangalore have been selected from each selected Bangalore cities (South, North, East South, and centre). Every region select 6 companies ($5 \times 6 = 30$ companies), 20 respondents select from each company (30×60), finally 600 questionnaire collected from sample respondes. The total sample respondents is 600. Thus the study is total number of samples is 600.

Statistical tools

After collected the questionnaire the data was entry in the MS office excel. Excel data was converted to the software Eviews.10 and SPSS.12 version. George, D., & Mallery, M. (2003) Cronbach's alpha will generally increase as the inter correlations among test items increase, and is thus known as an internal consistency estimate of reliability of test scores. The commonly accepted rule of thumb for describing the internal consistency using Cronbach's alpha is as follows:

Cronbach's Alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$\alpha < 0.5$	Unacceptable

The reliability statistics of the Work Life Balance scale is presented in five items in the following [table 1](#).

Table 1
Reliability Statistics of Work-life balance scale

Items	Cronbach alpha	Item to total correlation
Work place flexibility	0.713	
I used to share my job with peers		0.543
I often bring work home		0.635
I can take short breaks at work		0.522
I can decide my work schedule		0.576
I am able to work from home outside normal working hours		0.407
Work place culture	0.727	
I get proper feedback about my work performance from my superior.		0.513
In my organization, communication of all rules, policies and procedures is very good.		0.623
I feel satisfactory with the training when new systems are introduced in the organization.		0.483
I feel satisfactory with the recognition I get for good performance of work.		0.528
I am satisfied with the flexibility in target achievement.		0.514
My organization gives more importance to the well-being of employees.		0.418
Social support	0.701	
My organization helps me to bring a balance between professional lives with family life.		0.526
I can openly discuss issues relating to work life balance with my superior.		0.565
My colleagues are willing to listen and suggest solutions to overcome my work related problems.		0.514
I am satisfied with the challenging opportunities I get in the organization.		0.432
Work life conflict	0.805	
I have a specific work life balance policy in my organization.		0.521
My organization provides family friendly policies that help me to achieve work life balance.		0.569
The work life balance programme implemented in the organization makes my job easier.		0.506
I here attended the various training programmes for work life balance conducted inside and outside the organization.		0.589
The work life balance programme given by my organization has made a difference in my work life balance.		0.510
I would take advantage of such programmes if it would be conducted in future.		0.489
Support from family	0.789	
I have patience to hear my kid's conversation with me.		0.530
I can manage elder care issues through my social network.		0.524
I get enough time to spend with my spouse.		0.517
I am able to equally share household activities and child caring responsibilities.		0.506
I am able to concentrate in children's studies.		0.541
I can give my attention for urgent family or personal issues immediately with the help of my family members.		0.502
I get support from my family to balance my workload in organization.		0.509

Source: Calculated value from primary data

The [Table 1](#) shows that the reliability statistics of work life balance scale using Cronbach coefficient alpha. The components in the scale consist of work place flexibility, work place

culture, social support, work life conflict and support from family with Cronbach coefficient alpha of (0.713, 0.727, 0.701, 0.805, 0.789,) which met the standard of 0.7. The correlation among the various components ranging from (0.407 to 0.635) in work place flexibility, (0.418 to 0.623) in work place culture, (0.432 to 0.565) in social support, (0.489 to 0.589) in work life conflict (0.502 to 0.541) in Support from family. Thus the model fits the data well.

Demographic profile of respondents

As far as age is concerned, among 600 respondents, 200 were between 20 and 30 years, 203 were between 30 and 40 years, 119 were between 40 and 50 years and 75 were between above 50 years. With regard to education, 51 (8.5%) of the respondents held B.A degrees, 87 (14.5%) held B.Sc degree, 111 (18.5%) held degree Engineering degrees, 96 (16.0%) held Ph.D degrees, 77 (12.8%) were M.A holders, 71 (11.8%) held M.Sc degree, 59 (9.8%) held M.E degree and 48 (8.0%) had others qualifications. In terms of experience in the IT and ITES companies, about 117 (19.5%) of the respondents had an experience level of up to 5 years, 192 (32.0 %) had an experience level of 6 to 10 years, 134 (22.3%) had an experience level of 11 to 15 years and 157 (26.2%) had an experience level of above 15 years.

Table 2
DEMOGRAPHIC PROFILE OF RESPONDENTS

Variable	No of respondents	%
Age		
20 to 30	200	33.3
30 to 40	203	34.3
40 to 50	119	19.8
Above 50	75	12.5
Educational Qualification		
B.A	51	8.5
B.Sc	87	14.5
B,E	111	18.5
Ph.D	96	16.0
M.A	77	12.8
M.Sc	71	11.8
M.E	59	9.8
Others	48	8.0
Experience		
Up to 5 years	117	19.5
6 to 10 years	192	32.0
11 to 15 years	134	22.3
Above 15 years	157	26.2

Demographic Profile of Respondents

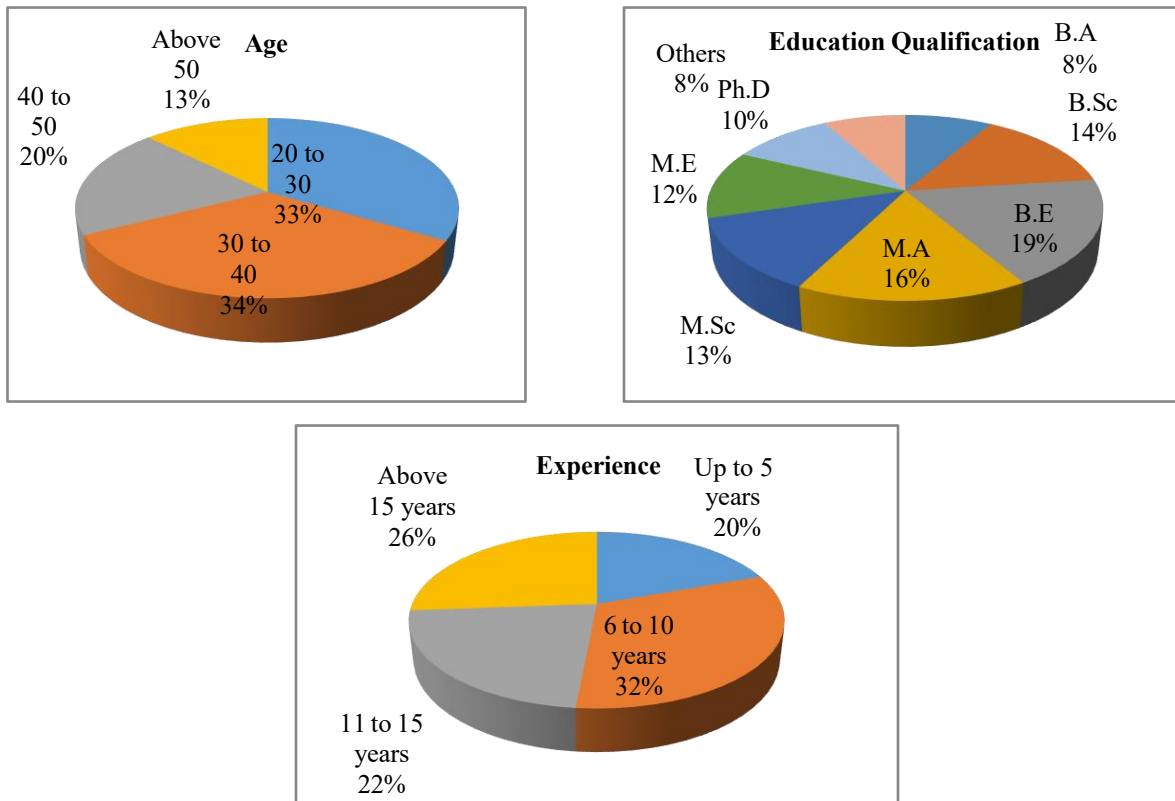


Fig.1

4. RESULTS

The descriptive statistics means and standard deviations are presented in Table 3. The preliminary analysis is the descriptive statistics show the work life balance of the IT and ITES employees in Bangalore city. 13.69 is lowest average value of the work life balance where is 2.51 value of standard deviation for social support and 24.98 is highest average value of the work life balance where is 3.43 value of standard deviation for support from family.

Table 3
MEAN, SD OF WORK LIFE BALANCE OF THE IT AND ITES EMPLOYEES IN BANGALORE CITY

Variable	Mean	SD
Work place flexibility	15.51	2.81
Work place culture	19.56	2.92
Social support	13.69	2.51
Work life programme	21.99	2.91
Support from family	24.98	3.43

Source: calculated from primary data.

The factors which are influencing the work life balance of the IT and ITES employees are compared by their profile variables. In order to analyze the association between the profile of the respondents and work life balance, one way analysis of variance (F-test) has been adopted. The work life balance of age group of IT and ITES employees and their age group are flitted with the

‘F’ test to find out whether, there are any significant differences presents between them with regard to the factors which are influencing their work life balance. The means scores obtained by employing the test of one way Anova are used to identify the favored satisfying factors among the age group of the employees. The result of Anova explains the means scores. The respective ‘F’ value of each factor has been presented in [Table 4](#).

TABLE 4
ASSOCIATION BETWEEN FACTORS INFLUENCING WORK LIFE BALANCE
OF THE IT AND ITES EMPLOYEES AND THEIR AGE GROUP

Sl.No		Factors	Mean Score among the Age group				F-Ratio	Prob.
			20-30	30-40	40-50	Above 50		
Work Life balance	Work place flexibility	1.	3.350	3.297	3.617	3.824	3.089*	0.0267
		2.	3.250	3.065	3.658	3.145	5.325*	0.0013
		3.	3.307	3.094	3.596	3.331	3.530*	0.0147
		4.	3.293	3.127	3.319	3.268	0.524	0.665
		5.	3.350	3.149	2.853	3.618	6.688*	0.0002
	Work place culture	1.	3.174	3.485	3.724	3.676	5.939*	0.005
		2.	3.352	3.378	3.076	3.609	2.407*	0.066
		3.	3.597	3.459	3.454	4.111	4.785*	0.002
		4.	3.590	3.542	3.212	3.441	4.525*	0.003
		5.	3.314	3.074	3.616	3.749	5.247*	0.001
		6.	3.410	3.609	3.661	3.415	2.359*	0.070
	Social support	1.	3.684	3.439	3.665	3.731	1.602	0.187
		2.	3.730	3.626	3.644	3.347	3.360*	0.018
		3.	3.550	3.611	3.317	3.961	4.013*	0.007
		4.	3.594	3.609	3.913	3.510	2.352*	0.071
	Work lift conflict	1.	3.652	3.834	3.691	4.220	4.090*	0.006
		2.	3.691	3.887	4.068	3.618	4.409*	0.004
		3.	3.880	3.882	3.945	3.807	0.940	0.420
		4.	3.758	3.793	4.107	3.675	4.749*	0.002
		5.	3.724	3.723	4.171	3.957	3.540*	0.014
		6.	3.706	3.851	4.104	4.119	3.888*	0.009
	Support from family	1.	3.514	3.581	3.881	3.947	5.084*	0.002
		2.	3.759	3.820	4.164	3.664	4.099*	0.006
		3.	3.724	3.694	4.171	3.957	3.856*	0.009
		4.	3.830	3.847	4.148	3.675	4.736*	0.002
		5.	3.286	3.337	3.574	4.220	15.50*	0.000
		6.	3.559	3.719	4.043	3.675	4.936*	0.002
		7.	3.745	3.632	3.742	3.948	0.442	0.722

* Significant at 5 percent level

Source: Primary Data

It is observed from [Table 4](#) that the significant difference in work life balance among the age groups of employees with regard to the critical factor, are following factors which influence

the work life balance of the employees: ‘work place flexibility, ‘work place culture’, ‘social support’ and ‘work life conflict’ and ‘ support from family’ since the F-values are significant at 5 per cent level.

Table 5 furnishes the computed mean scores and f-values by employing the f-test are used to identify the factors which are influencing the work life balance of the IT and ITES employees on the basis of their educational qualification.

TABLE 5
ASSOCIATION BETWEEN FACTORS INFLUENCING WORK PLACE FLEXIBILITY
OF THE IT AND ITES EMPLOYEES AND THEIR EDUCATIONAL QUALIFICATION
GROUP

Sl.No		Factors	Mean Score among the educational qualification group								F-Ratio	Prob.
			BA	B.Sc	B.E	Ph.D	M.A	M.Sc	M.E	Others		
Work Life balance	Work place flexibility	1.	3.289	3.795	3.717	3.667	3.1465	3.856	3.28	3.618	5.169*	0.000
		2.	3.531	3.477	3.184	2.878	3.412	3.735	3.144	3.717	4.048*	0.0002
		3.	3.800	3.290	3.203	3.123	3.305	3.411	3.471	3.948	2.682*	0.009
		4.	3.505	2.924	3.461	3.486	3.468	3.368	3.541	2.666	3.679*	0.0007
		5.	3.470	3.058	3.109	3.437	3.459	3.164	3.337	3.727	1.428	0.191
	Work place culture	1.	3.798	3.766	3.625	3.251	3.968	2.997	3.528	3.311	5.341*	0.000
		2.	3.464	3.404	3.625	3.316	2.935	3.381	3.515	3.860	3.138*	0.003
		3.	3.418	3.894	3.258	3.717	3.730	3.629	4.191	3.693	3.724*	0.0006
		4.	3.434	3.661	3.473	3.704	3.263	3.677	3.732	3.541	1.656	0.117
		5.	3.765	3.614	3.189	3.114	3.438	3.922	3.412	3.198	4.000*	0.0003
		6.	3.918	3.754	3.365	3.083	3.599	3.721	3.791	4.249	4.746*	0.000
	Social support	1.	3.912	3.183	3.822	3.369	3.778	3.903	3.965	3.826	4.559*	0.0001
		2.	3.630	3.710	3.803	3.822	3.633	3.418	4.089	3.487	2.333*	0.023
		3.	4.127	3.296	3.459	3.578	3.905	3.485	4.029	3.825	3.609*	0.0008
		4.	3.834	3.557	3.813	3.775	3.914	3.603	3.558	3.829	0.947	0.469
	Work life conflict	1.	3.800	3.769	3.702	3.992	4.097	3.756	3.860	4.061	1.369	0.215
		2.	3.581	3.899	4.013	3.469	3.645	4.162	4.283	4.328	6.294*	0.000
		3.	3.847	4.276	4.008	3.592	3.598	4.283	4.015	4.075	5.152*	0.000
		4.	3.493	3.775	3.986	4.086	4.186	3.758	3.698	4.021	4.001*	0.0003
		5.	4.189	3.798	3.715	3.901	3.907	3.990	3.749	4.525	2.584*	0.012
		6.	3.809	3.748	3.641	4.275	4.365	3.781	4.029	4.135	5.589*	0.000
	Support from family	1.	3.406	3.560	3.823	3.808	3.757	3.767	3.933	3.543	2.749*	0.008
		2.	3.609	4.148	3.864	3.680	4.099	3.951	3.929	4.110	2.366*	0.021
		3.	4.189	3.798	3.660	3.901	3.907	3.990	3.749	4.525	1.808	0.007
		4.	3.419	3.868	4.062	4.250	4.458	3.565	3.612	3.982	9.599*	0.000
		5.	3.432	3.293	3.564	3.776	3.621	3.391	3.407	3.799	2.869*	0.005
		6.	3.510	3.808	3.796	3.928	4.218	3.650	3.487	3.842	4.049*	0.0002
		7.	3.667	3.408	3.980	3.863	3.853	4.025	3.800	3.765	0.482	0.001

* Significant at 5 percent level

Source: Primary Data

It is observed from Table 5 that the significant difference in work life balance among the educational qualification groups of IT and ITES employees with regard to the critical factor, are

following factors which influence the work life balance of the employees: 'work place flexibility', 'work place culture', 'social support' and 'work life conflict' and 'support from family' since the F-values are significant at 5 per cent level since the F-values are significant at 5 per cent level.

Table 6 furnishes the computed mean scores and f-values by employing the f-test are used to identify the factors which are influencing the work life balance of the IT and ITES employees on the basis of their year of experience.

TABLE 6
ASSOCIATION BETWEEN FACTORS INFLUENCING WORK LIFE BALANCE
OF THE IT AND ITES EMPLOYEES AND THEIR YEAR OF EXPERIENCE GROUP

Sl.No		Factors	Mean Score among the year of experience group				F-Ratio	Prob.
			Up to 5 years	6 to 10 years	11 to 15 years	Above 15 years		
Work Life balance	Work place flexibility	1.	3.516	3.553	3.715	3.225	4.862*	0.002
		2.	3.262	3.340	3.260	3.169	0.826	0.479
		3.	3.396	3.391	3.295	3.114	1.625	0.182
		4.	3.076	3.195	3.305	3.369	1.675	0.171
		5.	3.609	3.005	3.323	3.106	5.526*	0.001
	Work place culture	1.	3.551	3.435	3.510	3.387	0.361	0.780
		2.	3.480	3.510	3.226	3.123	4.002*	0.007
		3.	3.508	3.820	3.767	3.209	9.817*	0.000
		4.	3.526	3.433	3.353	3.632	1.225	0.299
		5.	3.033	3.347	3.430	3.510	4.164*	0.006
		6.	3.657	3.412	3.553	3.565	0.803	0.492
	Social support	1.	3.662	3.684	3.800	3.309	4.054*	0.007
		2.	3.663	3.353	3.972	3.652	6.392*	0.0003
		3.	3.524	3.526	3.642	3.625	0.411	0.744
		4.	3.678	3.721	3.911	3.332	7.051*	0.0001
	Work lift conflict	1.	4.057	3.626	3.708	3.873	3.883*	0.009
		2.	3.582	3.929	3.799	3.900	2.838*	0.037
		3.	3.975	3.890	3.888	3.817	0.243	0.866
		4.	4.003	3.793	3.942	3.659	2.770*	0.040
		5.	3.906	3.773	3.838	3.911	0.349	0.789
		6.	3.874	3.724	3.802	4.178	4.316*	0.005
	Support from family	1.	3.578	3.556	3.633	3.891	4.547*	0.003
		2.	3.840	3.899	3.667	3.963	2.002*	0.112
		3.	3.906	3.754	3.838	3.897	0.354	0.786
		4.	4.002	3.784	4.009	3.805	1.776	0.150
		5.	3.713	3.435	3.323	3.485	3.654*	0.012
		6.	3.796	3.813	3.955	3.382	6.534*	0.0002
		7.	3.657	3.783	3.964	3.520	3.723*	0.011

* Significant at 5 percent level

Source: Primary Data

It is observed from Table 6 that the significant difference in work life balance among the age groups of employees with regard to the critical factor, are following factors which influence the work life balance of the employees: 'work place flexibility, 'work place culture', 'social support' and 'work life conflict' and ' support from family' since the F-values are significant at 5 per cent level.

5. DISCUSSION

An overview of a study conducted in Bangalore city focusing on the work-life balance experienced by employees in the Information Technology (IT) and Information Technology Enabled Services (ITES) sectors. The study aims to understand the complexities of work-life balance in these rapidly growing sectors, recognizing its significance for the well-being and productivity of the workforce. The research methodology involved a multistage random sample process, with 600 employees from various IT and ITES companies in Bangalore City participating in the survey during the data collection period in 2023. The researchers utilized Eviews 10 and SPSS 12 software for statistical data analysis, employing percentage analysis and f test analysis for the study.

The findings of the study revealed significant elements influencing work-life balance levels, particularly focusing on age, sex, and experience in relation to workplace culture, flexibility, social support, work-life initiatives, and family assistance. The results indicate that these factors play a crucial role in shaping the work-life balance experienced by employees in the IT and ITES sectors. This suggests that addressing factors such as workplace culture, flexibility, social support, and family assistance can positively impact the well-being and productivity of employees in these sectors. The study provides valuable insights for both employers and policymakers in creating a conducive work environment that promotes work-life balance in the dynamic landscape of the IT and ITES industries.

6. CONCLUSION

This study sheds light on the critical aspects influencing the work-life balance of employees in the Information Technology (IT) and Information Technology Enabled Services (ITES) sectors in Bangalore city. The findings underscore the significance of factors such as age, sex, and experience in shaping work-life balance, with a specific focus on workplace culture, flexibility, social support, work-life initiatives, and family assistance. In the dynamic and competitive landscape of the IT and ITES sectors, recognizing and addressing the nuances of work-life balance is not just a human resources consideration but a strategic imperative. By doing so, companies can attract and retain top talent, boost employee morale, and achieve the desired performance outcomes. This study provides a foundation for further research and action, emphasizing the ongoing need for prioritizing work-life balance to ensure the sustained success of these industries and the well-being of their workforce.

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