

Balancing Dual Roles: How Work-Life Integration Affects Productivity of Women in Tech

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Abstract

The work-life balance (WLB) of women employees in information technology (IT) organizations is significantly impacted by a few aspects that are identified in this research paper. For women, WLB is a serious worry. In the current situation, women employees' productivity and time that they would have otherwise spent with their families are being drained by the organization's long work hours. A balanced diet, regular exercise and fitness, yoga and meditation, getting enough sleep, and engaging in hobbies were the personal enhancers of WLB that had the biggest influence. In India, men have traditionally been the only ones allowed to earn money, while women are expected to take care of the home, work as domestic helpers, bear children, and do all household duties. However, today's women actively contribute to the family's economic growth by working in a variety of industries, including education and hospitality. The current global competitive environment has forced corporate companies to create a variety of welfare policies that are compatible with women in order to capitalize on the unrealized potential of the female workforce, and infrastructure has significantly encouraged women to hold prominent positions in the corporate world. Women work 40–45 hours a week on average, and roughly 53% of them struggle to integrate their personal and professional lives or strike a work-life balance. The study's main goal is to determine the different obstacles that women professionals in the IT industry encounter as well as the variables that could affect how well these professionals integrate their personal and professional lives. Women work between 40 and 45 hours a week on average, and roughly 53% of them struggle to blend work and personal life or find a work-life balance. Finding out what obstacles women workers in the IT industry encounter and what factors might affect how well they integrate their work and personal lives is the study's main goal.

Keywords:

Work-life balance, women professionals, IT sector, productivity, job satisfaction, work-related stress, organizational policies.

Introduction

Work-life balance (WLB) is the capacity to feel in control, be competitive and productive at work, and have a happy, healthy home life with enough free time. Even if there seem to be countless activities and duties vying for the employees' time and attention, it is achieving focus and awareness. Achieving work-life balance has become crucial in today's technologically advanced and fast-paced world, particularly for IT professionals. Because of the IT industry's dynamic work environment, high workloads, and quick technical changes, it can be difficult for employees to strike a healthy balance between their personal and professional lives. Due to financial pressures that encourage women to enter the workforce with the idea of providing financial support for their families, leading stress-free lives, and striking a healthy balance between work and life, the Indian economy is rapidly changing the role of women from traditional culture to modernized culture. Achieving work-life balance has become crucial in today's technologically advanced and fast-paced world, particularly for IT professionals. Because of the IT industry's dynamic work environment, high workloads, and quick technical changes, it can be difficult for employees to strike a healthy balance between their personal

and professional lives. Due to financial pressures that encourage women to enter the workforce with the idea of providing financial support for their families, leading stress-free lives, and striking a healthy balance between work and life, the Indian economy is rapidly changing the role of women from traditional culture to modernized culture. Increased competition in the market forces businesses and workers to adapt more quickly. Most occupations require flexibility and responsiveness to changes, including long hours, work overload, and stress. Individual efficiency in fulfilling family tasks is hampered by these changes, which also affect childcare, elder care, household chores, and family responsibilities (Bhowon, 2013). Joan Acker (1990) discusses "women professionals" in terms of how organizations are structured in a way that often disadvantages women, despite their professional qualifications. She emphasizes that the professional world, especially in male-dominated fields, often has gendered practices that limit women's advancement. Acker argues that these gendered organizational structures impact women professionals' career progression. Work-life integration and work-life balance (WLB) are concepts that evaluate how aspects of work and personal life affect the WLB of women working in IT and other industries. Employees have a lot of concerns about an appropriate work-life balance, and organizations address this problem by putting WLB procedures into place. Women's efficiency and quality time in both their personal and professional environments become important since they are tasked with creating a healthy family environment. This affects not only the happiness of the family and its members but also the efficient operation of an organization. It is true that a working woman is a great asset for raising the national and family standard of living. The majority of research has focused on WLB practices and work-life conflicts. However, working hours, workload, job satisfaction, workplace challenges like managing change, juggling work and other aspects of life, stress and burnout, illness, marital disputes, productivity, etc. have been the focus of the majority of researches. The WLB of female employees in the banking, insurance, and BPO sectors was the subject of numerous studies. It is crucial to investigate the work-life integration of managerial cadre women employees in BPO companies, as there have been relatively few researches on this topic in other services-oriented sectors. The goal of these initiatives is to create an atmosphere that will support female entrepreneurs as they start and grow IT-related businesses. Many women in the Indian IT sector are optimistic about the future despite the challenges. If given the right motivation and assistance, women are seen to be capable of reaching unprecedented heights in the IT industry.

Literature Review

Alegre and Patamar (2018) looked at another concept and benefit of work-life balance that emphasizes a representative's creativity, i.e., using driving innovation to complete tasks both personally and professionally. They also looked into the idea that organizations should provide their representatives with dedication, motivation, and creative ways to interact with others in the workplace. It goes without saying that Tiwari (2017) drew attention to the fact that representatives, especially women, must play two roles in their lives: one at home and one at work. A sample size of 150 female representatives from private associations served as the focus of the inquiry. It was known that 93.32% of representatives believe that the challenges associated with the changing climate are impeding their ability to do their jobs and go about their daily lives. Furthermore, 56.67% of employees believed that their directors and hierarchical culture were unreliable in helping representatives manage their personal and professional lives. However, 83.32% of employees have complete support from their families in order to pursue a task and assist with family obligations. According to Shaffer et al. (2016), work-life balance encompasses harmony between two completely distinct occupations that an individual performs, namely their family and work jobs, and both provide fulfilment to those who hold them. Joanna Hughes, Nikos Bozines' (2015), Design is to investigate the perspectives of male specialists in a male ruled occupation on issues that relate to equilibrium between fun and serious stuff.

According to Au and Ahmed (2014), one of the most important viewpoints that the association should address in order to protect the HR department is the management of a balance between light hearted and serious topics as well as the representatives' interest in work-family conflicts.

Deery, Margaret and Leo Jago (2009), examined the key issues associated with WLB with a particular focus on practices within the tourism industry based on an 8-year longitudinal study.

Presenting a framework that focuses on the specific variables that influence WLB and the potential outcomes from these, the authors' identify the individual differences and family factors that influence work life conflict. They assert that greater use of flexible work practices such as flexible scheduling, working from home and having access to both paid and unpaid leave and job sharing are some of the strategies that can have positive effect on WLB. Alamet al. (2009)³⁶ explored the correlation between working hours and work family imbalance, for three focused groups, namely, Teaching professionals and two groups from corporate houses. It was found that respondents working for 5-7 hours a day did not consider working hours as a factor to affect work and family balance. On the other hand, women managers in corporate sector, having long working hours (9-10 hours a day) agreed that time was a crucial factor for work family imbalance. The study approved the association between working hour and work family conflict. 99 % of women managers reported to have work family conflict because of 9 -10 hours' work every day.

Objectives of the Study

- To examine the relationship between work-life balance and job productivity among female IT employees.
- To analyse the challenges faced by women professionals in balancing personal and professional responsibilities.
- To evaluate the role of organizational policies (flexible hours, work-from-home, childcare support) in supporting work-life balance.

Methodology

Using both primary and secondary data sources, the study was completed. There was an attempt to collect primary data on the topic of "WLB of Women Employees Working in IT Industry." The basic data was gathered by means of a standardized questionnaire designed to elicit responses from female employees in the IT department. Additionally, literature reports provided the secondary data, while diaries, magazines, and other disseminated information provided additional data. One hundred eighty-two respondents are the sample size taken into consideration for the study. The data was analysed by using SPSS.

Data analysis and Interpretation

Descriptive statistics Analysis

	Valid	Missing	Mean	Std. Deviation	Skewness	Kurtosis	Minimum	Maximum
Work Life Balance Programs	182	0	1.484	0.687	1.196	0.5321	1	4
[Flexible Working Hours]								

1.Work Life Balance Programs [Team outing For recreations]	181	1	1.768	0.724	0.473	-0.65	1	4
1.WorkLifeBalance Programs [Physical fitness programs]	182	0	1.918	0.872	1.171	2.266	1	5
1.Work Life Balance Programs [Dormitory to take care]	182	0	2.758	1.385	0.644	-0.923	1	5
1.Work Life Balance Programs [Childcare]	181	1	2.757	1.401	0.638	-0.955	1	5
1.Work Life Balance Prog Rams [Paid vacation]	182	0	2.725	1.434	0.63	-1.001	1	5
1.Work Life Balance Pro grams [Providing food at free of cost]	182	0	2.78	1.447	0.556	-1.11	1	5
1. Work Life Balance Programs [Encouraging to Participate in Community services]	182	0	2.742	1.431	0.612	-1.024	1	5
1. Work Life Balance Prog- rams [Conducting Games, Sports, cultural Events and family events]	182	0	2.797	1.463	0.508	-1.163	1	5
1.WorkPlace Flexibility: [Availability Of work from home if necessary	182	0	3.022	1.594	0.195	-1.573	1	5
1.WorkPlace Flexibility:[Job with colleagues]	182	0	1.753	0.8	1	1.388	1	5
1.WorkPlace Flexibility: [Self scheduling of working hours]	182	0	1.775	0.904	1.189	1.585	1	5
1.Work Place Flexibility:[

Taking breaks from work when required	182	0	2.885	1.484	0.467	-1.308	1	5
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Table 1

1. Work life balance programs

The finding showed that work from home availability (Mean = 3.022), flexibility option received the highest rating, indicating strong employee appreciation for remote work options and providing free food (Mean = 2.78), food benefits rank second in employee satisfaction. Community service participation (Mean = 2.742), Encouraging community involvement shows moderate positive reception. Although moderate performance program games, sports & cultural events (Mean = 2.797), Family and recreational events show solid engagement, dormitory career support (Mean = 2.758), Housing-related career assistance receives moderate ratings, child care services (Mean = 2.757) shows consistent moderate satisfaction, paid vacation (Mean = 2.725), vacation benefits receive moderate ratings. Some are lower rated programs, physical fitness programs (Mean = 1.918), showed the lowest engagement, team building for recreation (Mean = 1.768), recreational team activities receive limited enthusiasm and flexible working hours (Mean = 1.484), surprisingly, flexible hours show lower satisfaction.

2. Workplace Flexibility Measures

The finding showed that Work from Home leads flexibility measures (Mean = 3.022, Taking Breaks When Required (Mean = 2.885), Moderate flexibility in break timing, Job Sharing with colleagues (Mean = 1.753), Lower adoption/satisfaction, self-scheduling hours (Mean = 1.775), Limited satisfaction with schedule control.

3. Statistical Distribution Patterns

Skewness Analysis: Most variables show positive skewness (0.195 to 1.196), indicating distributions skewed toward lower values that suggests most respondents rate these programs on the lower end of the scale, physical fitness programs show the highest skewness (1.171), indicating very few high ratings.

Kurtosis Analysis: Several variables show positive kurtosis (0.532 to 2.266), indicating peaked distribution, physical fitness Programs show the highest kurtosis (2.266), suggesting extreme concentration around low values and Some variables show negative kurtosis, indicating flatter distributions. Standard deviations range from 0.687 to 1.594. Higher standard deviations (>1.4) in items like "Work from Home" and "Paid Vacation" suggest more varied opinions apart from these lower standard deviations (<0.9) in items like "Flexible Hours" and "Job Sharing" suggest more consensus (generally low ratings). The data reveals a clear hierarchy in work-life balance program effectiveness, with remote work flexibility leading and traditional fitness/team building programs lagging. The positive skewness across most measures suggests room for improvement in program design and implementation. Organizations should prioritize expanding successful programs while fundamentally reconsidering underperforming initiatives. The surprising low performance of traditionally popular benefits like flexible hours suggests implementation challenges that may require deeper investigation beyond simple satisfaction scores.



Table 2

The result showed strongest positive correlation various factor, community showed the highest correlation (0.54), suggesting that employees who participate in community services through work-life balance programs report significantly better work-life balance. This indicates that meaningful engagement beyond work contributes substantially to overall life satisfaction. Childcare Support (0.51) and Work from Home Flexibility (0.5) are nearly tied as the second strongest predictors. This highlights how practical support for family responsibilities and location flexibility are fundamental to achieving work-life balance. Paid vacation programs (0.48) also show strong correlation, emphasizing the importance of dedicated time off for recovery and personal activities. Even though some factor showed moderate correlations. Several workplace benefits cluster in this range, including free food programs (0.48), mental health counselling (0.47), and dormitory facilities (0.46). These suggest that comprehensive employee support systems contribute meaningfully to work-life balance. Self-care discussions with leadership (0.46) and recreational activities (0.44) indicate that organizational culture and social connections matter significantly. Traditional workplace perks like salary satisfaction (0.32), work recognition (0.3), and communication with management (0.17) show weaker correlations with work-life balance. This suggests that while these factors matter for job satisfaction, they don't directly translate to better work-life balance. The data reveals that flexibility and practical life support (childcare, remote work, vacation) are more predictive of work-life balance than traditional workplace benefits. Community engagement emerging as the top factor suggests that purpose and social connection outside of work responsibilities are crucial for overall life satisfaction. Organizations looking to improve work-life balance should prioritize flexible work arrangements, family support services, and opportunities for meaningful community engagement over purely financial incentives or workplace recognition programs.

Conclusion

In the IT industry, the work-life balance of female employees is crucial. Therefore, women employees in the IT field typically have a harder time juggling their home and work lives. Numerous factors, including individual and demographic variables, have an impact on work-life balance. Women employees must therefore balance their personal and professional lives; only when they are content with their jobs and grow personally can they achieve a healthy work-life balance in the current environment. This essay demonstrates that all women are balanced and content with their careers. This study sought to determine the effects of work-life balance (WLB) on the personal health and productivity of female IT professionals. It is evident from the analysis of the results that it is crucial for women to maintain a healthy balance between their personal and professional lives. Women are continuously balancing work and family obligations in the fast-paced, high-pressure IT sector of today. Their general productivity at work, job contentment, and mental health are all directly impacted by this balancing act. But the survey also discovered that women who are able to balance their personal and professional lives tend to do better. They exhibit greater levels of creativity, dedication, efficiency, and job satisfaction. Personal habits that have a very favourable effect include regular exercise, yoga, and meditation, eating a balanced diet, getting enough sleep, and spending time on hobbies. Women who participate in these activities are able to better manage their stress, enhance their mental well-being, and increase their energy levels, all of which contribute to increased productivity at work. Support from organizations also plays a significant role in assisting women in striking a better balance. Talented women employees are more likely to be retained by companies that provide flexible work schedules, work-from-home choices, maternity benefits, stress management programs, wellness initiatives, and employee support policies. Higher levels of loyalty, fewer attrition rates, and a more engaged workforce can result from a supportive work culture where women's challenges are recognized and handled. It is advised that businesses make greater investments in work-life balance programs going forward and foster an environment where women feel empowered to succeed in both their personal and professional lives. Some of the most important tactics for creating an environment where women professionals may genuinely flourish include raising awareness, granting flexibility, delivering mental health support, and honouring women's dual roles. Therefore, the survey highlights that for professional women in the IT industry, work-life balance is a need rather than a luxury. Making this balance a top priority will guarantee women's long-term professional advancement and favourably impact the organization's and the economy's overall performance.

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