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THE IMPACT OF WORK LIFE BALANCE ON EMPLOYEE PERFORMANCE WITH REFERENCE TO COMMUNICATION INDUSTRY AT HYDERABAD

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ABSTRACT

Work-life balance has emerged as one of the most pressing concerns for many individuals in today's dynamic industry climate. Continued work-life balance is being increasingly recognised as a key issue for employers and people alike. In many ways, a requirement for work-life balance has a negative impact on their employer's expectations for success. The primary goal of this research is to conduct research in the communication business and determine the impact of work-life balance on employee performance, as well as to determine if work-life balance leads to greater employee performance through increased job satisfaction. The executive level communication industry in Hyderabad is the research's target population. Cluster sampling was employed in this investigation region to pick organisations in the communication industry. The information was acquired through the use of a questionnaire. The goal of this study was to test hypotheses. Keywords: Work-life balance, employee performance, employee job satisfaction, and the communication industry are all important factors to consider.

INTRODUCTION

2.Many people struggle to balance work and family life in today's ever-demanding work climate. Despite the worldwide search for work-life balance, often known as WLB, virtually little has been discovered as a satisfying definition and concept. WLB does not imply a 50/50 split; rather, it refers to adjusting the work schedule to allow employees to combine employment with other duties such as caring for children or elderly relatives.

3.W.L.B. is a collection of communications between various aspects of one's life, and the benefits and drawbacks connected with that balance or imbalance can have an impact on many levels of society. The downsides of WLB might affect both the employee and the employer. Consequences can have a detrimental impact on an employee's job and personal happiness, mental and physical health, and organisational appearance (Guest, 2001). Poor work-life balance has negative repercussions for employers, including poor performance, absenteeism, sick leave, and high staff turnover, as well as recruitment and training expenditures (Department of Trade and Industry, 2001). Simply put, WLB refers to the amount of time you spend working against the



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amount of time you spend with your family and doing things you enjoy. In a highly competitive labour market, a firm must attract and retain valued individuals. It is a difficult motivator for increased organisational awareness and action when it comes to achieving and managing work-life balance initiatives. WLB is a major area of human resource management that is attracting more attention from the government, researchers, management, and employee groups, as well as the general public.

4. From the employee's perspective, WLB is the preservation of a balance between work and home duties. Employers see work life benefits as rewards or working circumstances that help employees balance their personal and professional lives (Russell & Bowman, 2000). The influence of family stress on work was initially the focus of the idea of work-life conflict. It has now expanded to include the impact of work on personal stress, relationships, and family well-being (Russell & Bowman, 2000).

7. Work-to-family disparities emerge when work skills interfere with family life, such as rigid work hours, work excess, interpersonal differences at work, and a supervisory organisation that is unsupportive. When family experiences interfere with work life, such as primary duty for children, elder care responsibilities, interpersonal disagreements within the family unit, and uncooperative family members, family-to-work conflict arises.

9. The purpose of this article is to see if there is a link between work-life balance and employee performance. Also, implement appropriate employment procedures to assist employees in achieving a better work-life balance, which can benefit both the organisation and the individual

physically. It can help employees feel more in charge of their work lives, which can lead to more productivity, decreased absenteeism, and a happier, less stressed workforce.

11. Research Problem

12. A lot of important research on work-life balance and employee performance have been conducted. There has been no extensive empirical research into how work-life balance affects employee performance in the communication industry. This is the primary research gap that will be addressed in this study.

13. Objectives

The study's overall goal was to determine the link between work-life balance and employee performance in the communication business. The study intended to accomplish the following goals.

1. Determine the link between work-life balance and job satisfaction among employees.
2. To determine if there is a link between employee job satisfaction and performance.

3. Determine the link between work-life balance and employee productivity.

4. Determine the effect of mediation between work-life balance and employee performance.

4. Literature Review

Department of Trade and Industry, 2001 "Work-life balance encompasses more than just families and childcare. It's also not about working less hours. It's all about working gracefully. About being new enough to supply everything you require for both job and home without jeopardising one for the other. And it's an inevitability for everyone, no matter what stage of life they're in."



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Human Resource Management International Digest, 2004 Reduced stress and insecurity as a result of employer flexibility should result in a happier and more creative workforce, as well as improved recruitment and retention." Purcell et al. (2003) believe that optional conduct that aids the firm's success is most likely to occur when employees are well aggravated, feel committed to the business, and have a high level of pleasure at work. Career opportunities, job influence, teamwork, and job challenge were identified to be the most important aspects affecting workplace satisfaction in their study.

Lowe (2005), according to work-to-family intervention and caregiver strain, one out of every four employees has a lot of conflict between work and family. When role overload is factored in, nearly 60% of employees surveyed report work-family conflict. Some people, on the other hand, seem to be able to effortlessly balance career success and a happy personal life.

WORK LIFE BALANCE

Employees and the organisation both benefit from a solid work-life balance practise. Employees benefit in the sense that they are less stressed and happier at work and at home. And more people are able to work for a living. A more motivated, innovative, and less strained workforce benefits a company, and employees are more likely to stay with their employer. This lowers the cost of recruitment while also ensuring that skills and experiences are retained. A continuous service benefits both customers and clients.

Better WLB can pay out for businesses in the form of a more aggravated, productive, and less stressed workforce, increased productivity, and

lower absenteeism. WLB has the potential to affect both individuals and organisations. Work-centered life and family-centered life are two dimensions to consider while determining work-life balance. Work hours, work load, supervisors, subordinates, peers (work-centered life), spouse, children, relatives, and elder care are all indicators for calculating work-life balance (family centred life).

Employee Performance

Performance evaluation is a systematic procedure through which a company analyses how well an employee is executing their job in accordance to established norms and standards over a set period of time and discovers employee development potential. The quantitative and qualitative dimensions are used to evaluate employee performance. Work goals, project deadlines, restricted resources (quantity), innovative ideas, workplace errors, and time utilisation are all indicators used to calculate employee performance (quality).

Employee Job Satisfaction

Inherent and extrinsic motivating elements, superiority of supervision, social associations with the work group, and the degree to which individuals succeed or fail in their work all influence job happiness. Employees have different perspectives on various aspects of their professions, careers, and organisations. Corporate culture and rewards are two factors that can be used to determine employee work satisfaction. Work style, communication (company culture), wages/salaries, incentives, and welfare facilities are all indicators of employee job satisfaction (rewards).

Hypotheses

H01: There is no evidence of a link between work-life balance and employee productivity.



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H02: There is no link between work-life balance and job satisfaction among employees.

H03: Employee work happiness and performance do not have a substantial relationship.

Methodology of Study

A systematic questionnaire is used to obtain primary data. Pre-coded single-choice questions were included in the survey. The questioner is divided into two portions. The researcher has included the personal profiles of the selected personnel in Section A. The researcher discusses his findings in this part.

Employees' age, experience, gender, number of children, and means of transportation were all taken into consideration. 1-36 questions have been included in Section B to assess the quality of work-life balance, employee performance, and job satisfaction. With five-point Likert scales ranging from strong agree to strong disagree, statements were presented to measure the impact of work-life balance on employee performance.

Previous researcher's papers, journals, research reports, firm manuals, related text books, and the internet were used to obtain secondary data for the following study. To test the hypothesis, the current researcher employed measures of central tendency (mean, median, and mode), measures of dispersion (standard deviation), and Skewness measurements, as well as regression analysis and coefficient of correlation analysis.

Analyze the data

In order to meet the study's aims and test hypotheses, univariate, bivariate, and

multivariate analyses were completed. To test hypotheses, Pearson correlation and regression were used, and descriptive statistics were used for univariate analysis.

Analysis of a Single Variable

The gender disparity in the tested sample of executive level married employees is observed, with males accounting for 32% of the sample and females accounting for 68%. Female employees make up a higher share of the workforce than male employees. Employees in the sample were divided into three groups based on their age. Employees between the ages of 31 and 40 had the largest representation in the sample. From a group of a hundred executive-rank married employees, five do not have children, whereas 24 have one. Those with two children account for 33% of the sample, and employees with three children account for the same percentage. Only 6% of employees have more than three children, and the sample's time in their current job has been divided into five categories. In the sample, the 04-06 year age groups had the highest representation of employees.

Employee education levels in the sample were divided into four categories. Employees in the Advanced level 27 category account for 27% of the sample. There are 23 employees on the diploma, accounting for 23% of the whole sample. Graduate is the third category, with 32 employees making up 32 percent of the sample, the greatest percentage of any of the four. There are 18 employees in the MBA group, accounting for 18% of the total sample. The pattern of arriving at work differs slightly. A



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Mean	3.81
Median	4.0
Mode	4.0
Std. Deviation	0.5979
Skewness	-0.779
Kurtosis	1.523

small percentage of the workforce (12%) walks to work. Both office and personal transportation customers account for roughly 32% of the total. Buses are used by 22% of the attendees.

Table: 1 Statistics of the Distribution of WLB of the Sample

Mean	4.02
Median	4.0
Mode	4.0
Std. Deviation	0.6027
Skewness	-0.9
Kurtosis	2.88

For the variable of work-life balance, a frequency distribution research was conducted independently. Table 1 depicts the frequency distribution of work-life balance. The mean value of the distribution is 4.02, as shown in table 1. It suggests that respondents' work-life balance is "High." The median and mode values are both four. The distribution's Skewness and kurtosis are -0.90 and 2.88, respectively, indicating that the data for the work-life balance are fairly normally distributed. The standard deviation is 0.6027, indicating that the mean value is confirmed as a large value, that all figures are close to the mean, and that the mean value is appropriate as a value to represent all data..

Table 3: Statistics of the Distribution of Employee Performance of the Sample

For the dependent variable of employee performance, the frequency distribution study was completed separately. Table 3 depicts the frequency distribution of employee presentations. The distribution's mean value is 3.81. That suggests respondents' staff performance is "Extremely High." The median and mean are also 4.0. The distribution's skewness and kurtosis are -0.779 and 1.523, respectively, indicating that the data for employee performance are roughly regularly distributed. The standard deviation is 0.5979, indicating that the mean value is validated as a great value, indicating that all figures are close to the mean and that the mean value is appropriate for representing all data.

Table 4: Statistics of the Distribution of Employee Job Satisfaction of the Sample

Mean	4.41
Median	5.00
Mode	5.00
Std. Deviation	0.9960
Skewness	-1.469
Kurtosis	0.744

The mediating variable of employee work satisfaction was subjected to a frequency distribution analysis on its own. Table 4 depicts the frequency distribution of employee job satisfaction. The distribution's mean value is 4.41. That suggests that respondents' job satisfaction is "High." Both the median and the mode are 5.00. That is, there are a lot of happy



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employees there. The distribution's skewness and kurtosis are -1.469 and .744, respectively, indicating that the data for Employee Job Satisfaction is negatively skewed. The standard deviation is 0.9960, indicating that the mean value is validated as a great number, indicating that all figures are close to the mean and that the mean value is appropriate for representing all data.

Table 05: The Variables' Correlation Matrix

Variable	Mean	Standard Deviation	WLB	Job Satisfaction	Employee Performance
WLB	4.02	0.6027	1		
Job Satisfaction	4.41	0.576**	0.577	1	
Employee Performance	3.81	0.5979	0.543**	0.522**	1

The Pearson's correlation data in table 5 reveal that there is a favourable link between work-life balance and employee performance. The Pearson correlation coefficient between the two variables is .543, indicating a positive correlation. It demonstrates that there is a link between work-life balance and employee performance, and that the link is good. Because the correlation value is greater than +0.50 and close to +1, the association is quite strong. Furthermore, the correlation is statistically significant at 0.010 levels, indicating that the link is statistically significant (1-tailed). As a result, there is statistical proof that work-life balance and employee performance are linked.

In addition, the relationship is positive and powerful. Work-life balance and employee job satisfaction have a positive link, according to the Pearson's correlation values presented in table 5. The Pearson correlation coefficient between the two variables is .575, indicating a positive correlation. It demonstrates that there is a link between work-life balance and employee job satisfaction, and that the link is favourable. That association is substantially stronger because the correlation value is greater than +0.5 and close to +1. Furthermore, because the correlation is statistically significant (1-tailed), the association is substantial at levels, the As a result, there is statistical evidence that work-life balance and job satisfaction are linked. Furthermore, the partnership is positive and has a solid bond. In addition, according to table 5, there is a significant positive association between employee work satisfaction and employee performance. The Pearson correlation coefficient between the two variables is .522, indicating a positive correlation. It demonstrates that there is a link between employee work happiness and performance, and that the connection is beneficial. That association is substantially stronger because the correlation value is greater than +0.5 and close to +1. Furthermore, they discovered that the association is statistically significant, with a correlation of 0.01 levels of significance (1-tailed). As a result, there is statistical evidence that employee job satisfaction and performance are linked. Furthermore, the partnership is positive and has a solid bond.

Table 6: Multiple Regressions of Work life balance and Employees job satisfaction on Employee Performance



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R Square	Adjusted R Square	Std. Error of the Estimate	t	F	Significance
0.361	0.349	0.48287	27.391	0	promotes employee job satisfaction, which in turn promotes higher levels of employee performance. It suggests that employee job satisfaction has an 18% moderate effect on the association between work-life balance and employee performance.

The Adjusted R Square is 0.349, indicating that the two independent variables together account for 34.9 percent of the variation in Employee Performance. The F Value is 27.391, which is significant at 1% ($p = 0.000$), indicating that both independent variables are significant.

have explained 34.8 percent of the variation in Employee Performance in a substantial way. A mediation model is one that uses the addition of a third descriptive variable, known as a mediator variable, to identify and explain the method or process that lies behind an observed correlation between an independent variable and a dependent variable. Rather than assuming a direct causal relationship between the independent and dependent variables, a model assumes that the independent variable exerts pressure on the mediator variable, which effects the dependent variable. As a result, the mediator variable explains the nature of the relationship between the independent and dependent variables. In other words, arbitrate relationships occur when a third variable has a significant impact on the relationship between the other two variables. Multiple regression analysis was utilised as a multivariate study to find the mediation effect. The results of multiple regressions show that there is a mediation effect between variables, with a value of 18 percent. That is, work-life balance

CONCLUSION AND FINDINGS

It was discovered that work-life balance and employee performance had a good association. At 0.000 levels, the correlation between these variables was 0.543, which is significant. One-tailed tests were used to arrive at this conclusion. That association is substantially stronger because the correlation value is greater than +0.5 and close to +1. WLB had a positive impact on EP, according to the basic regression analysis, with a b value of 0.543 ($F=41.032$, $P=0.000$). EP is measured by the level of work-life balance, which has a prediction accuracy of 28.8%. Work-life balance is responsible for 28.8% of EP. When examining the communication industry's degree of Work-Life Balance in the sample, it was discovered that they have a high level of Work-Life Balance, with a mean value of 4.02 and a standard deviation of 0.60269. As a result, it was discovered that WLB were effective in the communication industry. When the amount of EP of the Communication industry in the sample was examined, it was shown that they have a high level of EP, with a mean of 3.81 and a standard deviation of 0.59789. As a result, it was discovered that EP in the Communication Industry was beneficial.

Effect indicates that there is a mediation effect between variables, according to multiple



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