Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2026): 8.748 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 13 | Issue: 3 | March 2026 -Peer-Reviewed Journal

A STUDY ON WORK-LIFE BALANCE AT BEST CAST IT LIMITED, CHENNAI

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ABSTRACT

Work-life balance has become an important issue in modern organizations as employees strive to balance professional responsibilities with personal life. Maintaining a proper balance between work and personal commitments is essential for improving employee productivity and overall organizational performance. The present study aims to examine the work-life balance of employees at Best Cast IT Limited, Chennai. The study also analyzes gender-wise differences in work-life balance factors and the relationship between work-life balance and employee work performance. A descriptive research design was adopted, and data were collected from 52 employees using a self-designed questionnaire consisting of 25 questions measured on a five-point Likert scale. Convenience sampling technique was used for selecting respondents. Statistical tools such as Independent Sample t-test and Pearson Correlation Analysis were applied to analyze the data. The results indicate significant gender differences in working hours, work pressure, organizational support, and flexible work timings. Further, the study reveals a strong positive relationship between employee work-life balance and work performance. The findings suggest that organizations should focus on implementing policies that enhance work-life balance to improve employee productivity and job satisfaction.

KEYWORDS: *Work-Life Balance, Work Performance, Employee Productivity, Organizational Support, Flexible Working Hours.*

1. INTRODUCTION

Work-life balance has gained significant importance in recent years due to rapid changes in organizational environments, technological advancements, and increased work demands. Employees often struggle to maintain equilibrium between their professional and personal responsibilities. A healthy work-life balance contributes to improved job satisfaction, employee engagement, and organizational productivity. Organizations today recognize that employee well-being is directly linked to performance and organizational success. Employees who experience balanced work and personal lives tend to demonstrate higher commitment, improved morale, and greater efficiency at work. Conversely, poor work-life balance may lead to stress, burnout, absenteeism, and reduced productivity. Best Cast IT Limited, Chennai, operates in a competitive industry where employees are required to meet strict deadlines and performance expectations. Understanding the work-life balance of employees in such organizations becomes essential to maintain both employee well-being and organizational efficiency. Hence, the present study focuses on analyzing work-life balance factors among employees and examining their impact on work performance (Gary et al. 2016, Kossak et al. 2022; John et al. 2024)

Jeffrey H. Greenhaus and Gary N. Powell (2006) defined work-life balance as the extent to which individuals are equally engaged and satisfied with their work and family roles. Their study emphasized that balanced roles improve employee satisfaction and psychological well-being. A similar study conducted by Ellen Ernst Kossek and Brenda A. Lautsch (2012) found that organizations providing flexible work arrangements and supportive policies significantly improve employee well-being and reduce workplace stress. Further, Timothy D. Judge and Ronald F. Piccolo (2004) reported that employee job satisfaction and performance are strongly influenced by supportive work environments and balanced work schedules. The present study tests the below hypothesis:

- There is no significant difference between male and female employees with respect to work-life balance factors.
- There is no significant relationship between employee work-life balance and work performance.

2. METHODOLOGY AND INTERPRETATION

The study was conducted using a descriptive research design to analyze employee work-life balance and its relationship with work performance. Descriptive research design is widely used in social science research to describe characteristics of a population and examine relationships between variables (Uma Sekaran & Roger

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Bougie, 2016). The respondents for the study were selected using the convenience sampling technique, which allows researchers to collect data from readily available participants (Alan Bryman, 2016). A total of 52 employees participated in the study. Primary data were collected through a self-designed questionnaire consisting of 25 questions, measured on a five-point Likert scale ranging from strongly disagree to strongly agree. Likert-scale questionnaires are commonly used in behavioral and organizational research to measure attitudes and perceptions of respondents (Rensis Likert, 1932). The collected data were analyzed using appropriate statistical tools such as the Independent Sample t-test to examine gender-wise differences in work-life balance factors and Pearson Correlation Analysis to determine the relationship between employee work-life balance and work performance. Previous research has highlighted that effective work-life balance practices significantly influence employee productivity and organizational outcomes (Jeffrey H. Greenhaus & Gary N. Powell, 2006). The hypotheses formulated for the study include examining whether there is a significant difference between male and female employees with respect to work-life balance factors and determining whether there is a significant relationship between employee work-life balance and work performance.

Table 1: Independent Sample t-Test - Gender-wise Comparison of Work-Life Balance Factors

S.No	Variables	Gender	Mean	t-Value	p-value
1	Working Hours	Male	19.76	7.391	0.000**
		Female	17.41		
2	Work Pressure	Male	18.66	11.324	0.000**
		Female	18.21		
3	Organizational Support	Male	16.44	8.462	0.000**
		Female	15.31		
4	Flexible Work Timings	Male	18.63	9.661	0.000**
		Female	16.32		

Note: N = 52 respondents, ** indicates significance at 1% level ($p < 0.01$).

The analysis shows that there is a significant difference between male and female employees in all the variables, as the p-value is 0.000 in each case. For working hours, male employees have a higher mean value (19.76) than female employees (17.41), which means males tend to work longer hours. In terms of work pressure, males (18.66) and females (18.21) have almost similar mean values, showing that both experience nearly the same level of pressure, with only a small difference. For organizational support, males have a higher mean (16.44) compared to females (15.31), indicating that male employees feel they receive more support from the organization. In flexible work timings, males again have a higher mean (18.63) than females (16.32), which suggests that male employees have better access to flexible working options. Overall, the results indicate that male employees score higher in all areas, and female employees may be facing some disadvantages, especially in organizational support and flexible work arrangements.

Table 2: Pearson Correlation between Employee Work-Life Balance and Work Performance

Variables	Employee Work-Life Balance	Work Performance	p-value
Employee Work-Life Balance	1	0.736**	0.000
Work Performance	0.736**	1	0.000

The Pearson correlation analysis was calculated to examine the relationship between employee work-life balance and work performance among 98 respondents. The results show a strong positive correlation ($r = 0.736$) between employee work-life balance and work performance. The p-value (0.000) is less than the significance level of 0.01, indicating that the relationship is statistically significant. This implies that employees who experience a better work-life balance tend to exhibit higher levels of work performance. Therefore, the findings suggest that improving work-life balance can positively influence employee productivity and effectiveness in the workplace.

3. CONCLUSION

Work-life balance has become a critical factor in today's organizational environment, as employees continuously strive to manage both their professional responsibilities and personal commitments. Maintaining an effective balance between work and personal life is essential for promoting employee well-being, reducing stress, and enhancing overall job satisfaction. Organizations that recognize the importance of work-life balance are better positioned to create a supportive work environment that encourages employee motivation, commitment, and productivity. Therefore, understanding the factors that influence work-life balance is essential for improving both employee performance and organizational effectiveness. The findings of the study revealed significant gender-

wise differences in various work-life balance factors such as working hours, work pressure, organizational support, and flexible work timings. The results indicate that male employees reported higher mean values in all the variables compared to female employees. This suggests that female employees may experience comparatively greater challenges in managing work and personal responsibilities. In particular, differences in organizational support and access to flexible work arrangements highlight the need for organizations to adopt more inclusive policies that support the needs of all employees. In addition, the study identified a strong positive relationship between employee work-life balance and work performance. The Pearson correlation analysis showed that employees who experience a better work-life balance tend to demonstrate higher levels of work performance. This finding emphasizes that when employees are able to effectively manage their work and personal lives, they are more likely to remain focused, productive, and satisfied with their jobs. Overall, the results of the study highlight the importance of implementing supportive organizational practices to enhance work-life balance. Organizations should introduce flexible work schedules, supportive management practices, and employee-friendly policies to help employees maintain a healthy balance between work and personal life. By promoting work-life balance, organizations can improve employee well-being, enhance productivity, and achieve long-term organizational success.

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