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WORK-LIFE BALANCE AMONG EMPLOYEES AT BUZZWORKS BUSINESS SERVICES PVT. LTD

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ABSTRACT
Work-life balance has become an important aspect in modern organizations due to increasing workload, job pressure, and changing work environments. This study focuses on analyzing the work-life balance of employees at Buzzworks Business Services Pvt. Ltd.. The main objective of the study is to identify factors influencing work-life balance and examine its impact on employee productivity and satisfaction. Primary data was collected from 110 employees using a structured questionnaire, while secondary data was gathered from books, journals, and company sources. Statistical tools such as percentage analysis, chi-square test, and correlation analysis were used for interpretation. The findings reveal that overtime work, workload, stress, and personal responsibilities significantly affect employee balance and productivity. The study concludes that flexible work arrangements, management support, and employee-friendly HR policies can improve work-life balance and organizational performance.
KEYWORDS: *Work-life balance, employee satisfaction, stress, productivity, HR practices, organizational support.*

INTRODUCTION

Work-life balance refers to the ability of employees to effectively manage both professional and personal responsibilities without excessive stress or conflict. In today's competitive business environment, employees experience increasing workloads, overtime, and performance pressure, making balance between work and personal life more challenging.

Organizations that support work-life balance through flexible working arrangements, employee wellness initiatives, and supportive HR policies can improve employee satisfaction, productivity, and retention. This study focuses on understanding the level of work-life balance among employees of Buzzworks Business Services Pvt. Ltd. and analyzing the factors affecting employee well-being and organizational effectiveness.

OBJECTIVES OF THE STUDY

Primary Objective

- To study the level of work-life balance among employees of Buzzworks Business Services Pvt. Ltd.

Secondary Objectives

- To identify factors affecting work-life balance such as workload, overtime, and job stress.
- To analyze employee satisfaction regarding work-life balance.
- To examine the impact of work-life balance on productivity and performance.
- To study the role of organizational support and HR practices in improving work-life balance.

SCOPE OF THE STUDY

The study focuses on employees working at Buzzworks Business Services Pvt. Ltd.. It examines employee perceptions regarding workload, stress, working hours, flexibility, and organizational support. The study also evaluates the relationship between work-life balance and employee productivity. The findings provide useful suggestions for improving HR practices and employee well-being.

LIMITATIONS OF THE STUDY

- The study is based mainly on primary data collected from employees, which may contain personal bias.
- The sample size is limited to 110 respondents.
- The study covers only domestic operations of the company.

- Employee opinions may change over time.
- Time constraints limited detailed analysis.

REVIEW OF LITERATURE

1. Greenhaus and Allen (2011) explained that work-life balance is achieved when employees are equally satisfied with work and family roles.
2. Clark (2002) emphasized that flexibility helps employees manage work and family responsibilities effectively.
3. Byron (2005) identified workload and long working hours as major causes of work-family conflict.
4. Eby et al. (2010) highlighted the importance of organizational support and flexible work arrangements in reducing employee stress.
5. Allen et al. (2013) found that better work-life balance improves employee productivity and organizational commitment.
6. McNall et al. (2019) concluded that flexible work arrangements increase job satisfaction and employee retention.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The study adopts a descriptive research design to understand employee perceptions regarding work-life balance.

SOURCES OF DATA

Primary Data

Primary data was collected through a structured questionnaire from employees.

Secondary Data

Secondary data was collected from books, journals, research articles, and company reports.

SAMPLE SIZE

Total population: 200 employees
Sample size: 110 employees

SAMPLING TECHNIQUE

Convenience sampling method was used for data collection.

STATISTICAL TOOLS USED

- Percentage Analysis
- Chi-Square Test
- Correlation Analysis

DATA ANALYSIS AND INTERPRETATION

Majority of respondents (45.45%) belong to the 25–35 age group. Male employees constitute 56.36% of the respondents. Most employees work 8–10 hours per day (51.82%). Around 34.78% of employees sometimes work overtime. Moderate workload was reported by 35.45% of respondents. About 29.09% agree that they maintain good work-life balance. Nearly 24.54% of employees sometimes feel stressed due to work. Around 38.18% stated that they only sometimes get enough personal and family time. Nearly 49.09% confirmed the availability of flexible working hours. About 63.64% believe poor work-life balance affects productivity. Personal responsibilities (30.36%) and work pressure (24.11%) are major reasons for imbalance.

Chi-Square Test

The chi-square analysis indicates no significant relationship between age group and employees' perception of work-life balance.

Correlation Analysis

The correlation value (0.316) shows a low positive relationship between overtime work and stress levels among employees.

FINDINGS

- Young employees form the majority of the workforce.
- Overtime work and workload significantly influence stress levels.
- Employees experience moderate satisfaction regarding work-life balance.
- Flexible work arrangements positively influence employee satisfaction.
- Poor work-life balance affects productivity and efficiency.
- Organizational support plays an important role in improving employee well-being.

SUGGESTIONS

- Introduce more flexible working arrangements and hybrid work options.
- Reduce excessive workload and overtime work.
- Conduct employee wellness and stress management programs.
- Improve communication between management and employees.
- Strengthen employee-friendly HR policies.
- Regularly collect employee feedback regarding work-life balance initiatives.

CONCLUSION

The study concludes that work-life balance is essential for employee satisfaction, productivity, and organizational success. Employees at Buzzworks Business Services Pvt. Ltd. experience moderate levels of work-life balance, while workload, overtime, stress, and personal responsibilities remain major challenges. The findings emphasize that organizational support, flexible working hours, and effective HR policies can significantly improve employee well-being and performance. Therefore, organizations should continue implementing supportive workplace practices to ensure long-term employee satisfaction and organizational growth.

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