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A STUDY ON FACTORS INFLUENCING WORK-LIFE BALANCE AND WORK-FROM HOME OF EMPLOYEES IN COGNIZANT WITH REFERENCE OF COIMBATORE CITY

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ABSTRACT

The rapid adoption of remote working has significantly transformed the professional landscape, especially in the information technology sector. This study examines the factors influencing work-life balance among employees working from home at Cognizant with specific reference to Coimbatore City. The primary objective of the research is to analyze how work-from-home practices affect employees' ability to manage professional responsibilities and personal life. Key factors such as workload, working hours, technological support, organizational policies, family environment, and job satisfaction are considered in evaluating their impact on work-life balance.

The study is based on primary data collected from Cognizant employees through a structured questionnaire, supported by secondary data from journals, reports, and online sources. Statistical tools such as percentage analysis and correlation techniques are used to interpret the data. The findings indicate that while work-from-home arrangements provide flexibility, reduce commuting time, and increase productivity for many employees, they also create challenges such as extended working hours, work-family conflict, and difficulties in maintaining clear boundaries between work and personal life.

The study concludes that effective organizational support, clear communication, flexible policies, and employee well-being initiatives play a crucial role in improving work-life balance in remote working environments. The research provides valuable insights for organizations in designing strategies that enhance employee satisfaction, productivity, and overall work-life balance in the evolving digital workplace.

KEYWORDS: *Work – life balance – Job stress – Flexible working policies – Enhance employee engagement – Wellness programs.*

INTRODUCTION

The rapid adoption of remote working has significantly transformed the professional landscape, especially in the information technology sector. This study examines the factors influencing work-life balance among employees working from home at Cognizant with specific reference to Coimbatore City. The primary objective of the research is to analyze how work-from-home practices affect employees' ability to manage professional responsibilities and personal life. Key factors such as workload, working hours, technological support, organizational policies, family environment, and job satisfaction are considered in evaluating their impact on work-life balance.

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OBJECTIVES

- To study the challenges faced by the work from home employees among IT professionals.
- To observe the steps taken by the employees and facilities provide by the company to handle the Work from home.
- To study the relationship between Work from home practices and employee productivity, mental health and job satisfaction.

REVIEW OF LITERATURE

Kossek et al. (2021) This study analysed the negative impact of remote work on work-life balance, highlighting the difficulty of disconnecting from work when at home. IT professionals in particular reported burnout as the boundary between their personal and professional lives became increasingly difficult to maintain.

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Choi et al. (2021) This study found that remote work has both positive and negative effects on work-life balance. While it offers increased flexibility, it can also lead to challenges in maintaining clear boundaries between work and personal life, particularly for IT professionals who may feel the pressure to respond to work requests at all hours.

RESEARCH METHODOLOGY:

Research Methodology is a systematic way to solve the problem. It may be understanding how research is don scientifically. The descriptive research method is used for this research.

SAMPLING

The study uses a **non-probability convenience sampling technique**. In this method, respondents are selected based on their accessibility and willingness to participate in the survey. The sample size consists of **100 employees working in Cognizant in Coimbatore City**. This sampling method is suitable for descriptive research that focuses on analyzing employee perceptions and experiences regarding work-life balance while working from home.

METHOD OF DATA COLLECTION

Primary Data

Primary data were collected directly from employees of Cognizant through a structured questionnaire. The information collected is original and gathered specifically for the purpose of the study.

Secondary Data

Secondary data were collected from books, research journals, company reports, articles, and websites related to work-life balance, remote working, and the IT industry.

TOOLS FOR ANALYSIS

PercentageAnalysis:

Percentage analysis is used to present the collected data in the form of percentages. It helps in simplifying the data and making comparisons easier.

DATA INTERPRATION AND ANALYSIS

HYPOTHESIS:

TABLE SHOWING AGE AND CHALLEGES IN BALANCING WORK AND PERSONAL LIFE

	Chi-Square Tests		
	Value	**df**	**Asymptotic Significance (2sided)**
Pearson Chi-Square	22.588[a]	9	0.007
Likelihood Ratio	21.751	9	0.010
Linear-by-Linear Association	4.271	1	0.039
N of Valid Cases	120		

(Source: Primary Data)

INTERPERATION

The table shows that relationship between age and challenges in balancing work and personal life respondents siginfiacnt value is 0.007 which is greater than 0.05, therefore it shows there is no relationship between the two varaibles.

CONCLUSION

The study highlights that flexible work-from-home policies and supportive organizational culture significantly enhance employees' work-life balance. In Coimbatore's Cognizant workforce, balancing professional demands with personal well-being emerges as a key driver of satisfaction and productivity.

FINDINGS

- Most respondents (92%) are aged between 21–25 years, and 53.7% are female, with 95.1% being single.
- A majority (71.6%) are undergraduates, and 64.8% have less than one year of work experience.
- More than half of the respondents (56.8%) earn less than ₹30,000 per month, and 63% work less than 8 hours per day.
- Many respondents communicate through chat platforms (40.7%), and 40.1% feel comfortable working from home, though only 34.6% have a dedicated workspace.
- Some respondents experience work-related stress (38.3%) and sleep disturbances (33.3%), while a few have ergonomic equipment (29.6%) to support their work.

SUGGESTION

- Better Work-Life Balance: Helping IT professionals achieve a healthier balance between work and personal life.

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- Enhanced Policies: Providing recommendations for employers to create more effective remote work policies.
- Addressing Challenges: Identifying common challenges such as time management and distractions, and finding ways to overcome them.
- Promoting Best Practices: Highlighting successful strategies for maintaining productivity and well-being.
- Employee Satisfaction: Improving overall job satisfaction and morale among IT professionals.

CONCLUSION

In conclusion, the study "Work from Home and Work-Life Balance: A Study of IT Professionals" sheds light on the intricate balance between professional responsibilities and personal life for IT professionals working remotely. The study underscores the benefits of remote work, such as increased flexibility, reduced commuting time, and the opportunity to create a more personalized work environment. However, it also highlights the challenges that come with managing work and personal responsibilities in the same space. These challenges include difficulty in setting boundaries between work and personal life, increased distractions, and potential feelings of isolation. The study emphasizes the need for effective remote work policies and support systems to help IT professionals maintain a healthy work-life balance.

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