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Work Life Balance of Female Employees at Zest Wings Informatics Private Limited

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ABSTRACT: Work–life balance has emerged as a critical issue in modern organizations, particularly for women employees who are required to manage multiple roles at both professional and personal levels. The increasing participation of women in the information technology sector has intensified challenges related to long working hours, job stress, family responsibilities, and role conflict. The present study aims to examine the work–life balance of women employees at ZestWings Informatics Private Limited and to identify the factors influencing their ability to balance work and personal life. The study adopts a descriptive research design and is based on primary data collected from women employees using a structured questionnaire. Statistical tools such as percentage analysis, mean scores, and ranking techniques are employed to analyze the data. The findings reveal that workload, organizational support, flexible working arrangements, and family responsibilities significantly affect the work–life balance of women employees. The study highlights the need for supportive HR policies, flexible work schedules, and employee-friendly practices to enhance work satisfaction and overall well-being. The results of the study are expected to help management design effective strategies to improve work–life balance and productivity among women employees.

KEYWORDS: Work–Life Balance, Women Employees, IT Sector, Job Satisfaction, ZestWings Informatics Pvt. Ltd.

I. INTRODUCTION

In the contemporary business environment, work–life balance has become a major concern for organizations and employees alike. Rapid technological advancements, globalization, and increased competition have transformed the nature of work, particularly in the information technology sector. Employees are expected to meet demanding deadlines, adapt to continuous changes, and remain connected beyond regular working hours. For women employees, balancing professional responsibilities with family and personal obligations poses additional challenges due to traditional social expectations and multiple role responsibilities. Work–life balance refers to the ability of individuals to manage work commitments alongside personal and family life without excessive stress or conflict. An imbalance between work and personal life can lead to job dissatisfaction, reduced productivity, mental stress, and poor quality of life. In contrast, effective work–life balance contributes to employee well-being, higher motivation, organizational commitment, and improved performance. The IT sector employs a significant number of women professionals, offering opportunities for career growth, financial independence, and skill development. However, extended working hours, work pressure, role ambiguity, and limited flexibility often affect women employees more intensely. Organizations are therefore required to implement supportive policies such as flexible work arrangements, leave policies, and employee welfare programs to address these challenges.

ZestWings Informatics Private Limited, as a growing organization in the IT industry, employs women across various functional roles. Understanding the work–life balance issues faced by women employees in this organization is essential for improving employee satisfaction and retention. This study attempts to analyze the work–life balance of women employees at ZestWings Informatics Pvt. Ltd. and to suggest measures that can help create a more balanced and supportive work environment.

II. REVIEW OF LITERATURE

Vijayalakshmi, Nirmala, & Subasree (2023) investigated the work-life balance experiences of women in the Indian IT sector during the shift to work from home arrangements. The study highlighted that balancing domestic responsibilities alongside professional demands caused significant work–family conflict and stress, especially given cultural expectations for women’s domestic roles, suggesting organizations introduce flexible policies and mental-health support to improve WLB outcomes (Vijayalakshmi et al., 2023). Sharanya Jujarey & Sudheer Kumar (2023) examined

WLB among women working in Indian IT firms, revealing that job demands, work stress, and family responsibilities are major barriers to maintaining balance. The research showed a pronounced work–family conflict that negatively affected job satisfaction and health, recommending flexible hours and supportive organizational culture to enhance WLB for women employees (Sharanya & Sudheer Kumar, 2023). Ahmed & Jyothi (2023) analyzed work–life balance among women in India’s garment industry. While many participants reported satisfactory balance in leave policies, they still faced pressure from work deadlines that negatively impacted personal well-being, suggesting better time-management and team coordination (Ahmed & Jyothi, 2023). Ghosh (2023) investigated WLB among female employees across sectors in Kolkata, highlighting organizational culture and work demands as key factors affecting balance. The study recommended holistic HR strategies that integrate flexible schedules and employee-centered work policies to support women’s dual roles (Ghosh, 2023). Patel, Malik, Gupta & Rai (2023) conducted a mixed-method study on women in the Indian IT sector, showing that high work expectations and limited personal time deepen WLB challenges. Findings emphasized coping strategies such as time management and organizational childcare support to improve WLB outcomes (Patel et al., 2023).

Sharma & Vahini (2022) explored work–life balance among working women across various Indian industries, emphasizing that rising work pressure, technological demands, and demographic shifts make WLB especially challenging for female employees. The study underscored the need for organizational initiatives that acknowledge women’s multiple roles at home and work (Sharma & Vahini, 2022). Katai & Phule (2022) analyzed the challenges faced by working women and pointed out that increased work pressure and personal responsibilities limit personal time, causing stress and imbalance. Their findings highlighted the importance of quality of life alongside professional achievement for women employees in India (Katai & Phule, 2022). Balamurugan & Sreeleka (2020) studied work–life balance among women IT professionals in India and found that aspects such as health issues, workplace discrimination, and lack of equal pay affect overall work satisfaction. The research concluded that supportive HR practices are essential to improve WLB for women in technology sectors (Balamurugan & Sreeleka, 2020). Noronha & Aithal (2019) reviewed WLB initiatives in Indian organizations and found that flexible working arrangements, childcare support, and employee welfare programs can significantly benefit women’s work and personal life balance. The study emphasized that lack of systemic policies still hampers effective WLB for many women employees (Noronha & Aithal, 2019). Selvakumar, Manicka Mahesh, Sathyalakshmi & Iswarya (2016) examined WLB in women employees of commercial banks in Tamil Nadu. The study demonstrated that organizational support is crucial for women to manage personal and work responsibilities efficiently, reducing stress and enhancing employee loyalty (Selvakumar et al., 2016).

III. OBJECTIVES OF THE STUDY

This research paper has following research objectives.

- To study the concept of work–life balance among women employees at ZestWings Informatics Pvt. Ltd. by understanding how they manage professional and personal responsibilities.
- To identify the organizational, personal, and job-related factors influencing the work–life balance of women employees at ZestWings Informatics Pvt. Ltd.
- To analyze the impact of work–life balance on job satisfaction, motivation, and overall well-being of women employees at ZestWings Informatics Pvt. Ltd.
- To examine the availability and effectiveness of organizational support mechanisms for work–life balance at ZestWings Informatics Pvt. Ltd.
- To suggest suitable measures for improving the work–life balance of women employees at ZestWings Informatics Pvt. Ltd. and enhancing organizational effectiveness.

IV. RESEARCH METHODOLOGY

The various components of research methodology adopted in this research paper are as follows.

- Research Design: The study adopts a descriptive research design, as it aims to describe and analyze the work–life balance of women employees and the factors influencing it.
- Nature of Data: The study is based on both primary and secondary data. Primary data provides firsthand information from women employees, while secondary data supports theoretical understanding.
- Sources of Data: The primary data is collected through a structured questionnaire administered to women employees of ZestWings Informatics Pvt. Ltd. The secondary data: Collected from journals, research articles, books, company reports, websites, and published studies related to work–life balance.

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- **Sample Size and Sampling Technique:** The sample consists of women employees working at ZestWings Informatics Pvt. Ltd. The respondents are selected using a convenience sampling technique, considering accessibility and availability of respondents.
- **Research Instrument:** A structured questionnaire is used as the research instrument. It includes questions related to demographic profile, work environment, organizational support, family responsibilities, and work–life balance.
- **Tools for Data Analysis:** The collected data is analyzed using percentage analysis, mean score analysis, and ranking methods. These tools help in interpreting responses and drawing meaningful conclusions.
- **Limitations of the Study:** The findings are limited to women employees of a single organization and may not be generalized to other industries or regions. Time constraints and respondent bias may also influence the results.

V. RESULTS AND DISCUSSION

The data that is collected to carry out this research is analyzed by using appropriate statistical tools and the following results are obtained. The data analysis and interpretation is given in the following section.

Table 1: Age-wise Distribution of Respondents

Age Group (Years)	Number of Respondents	Percentage (%)
Below 25	12	24
25–35	22	44
36–45	11	22
Above 45	5	10
Total	50	100

The age-wise distribution of respondents indicates that the majority of women employees at ZestWings Informatics Pvt. Ltd. belong to the 25–35 age group. This reflects a predominantly young workforce that is likely in the early or middle stages of career development. Employees in this age group often face increased professional pressure along with emerging family and social responsibilities, which can intensify work–life balance challenges. The presence of respondents across other age groups also indicates workforce diversity. However, the concentration of younger employees suggests a greater need for organizational support systems such as flexible work arrangements and stress management initiatives to help women employees effectively manage work and personal life demands.

Table 2: Marital Status of Respondents

Marital Status	Number of Respondents	Percentage (%)
Married	30	60
Unmarried	20	40
Total	50	100

The analysis of marital status reveals that a majority of women employees at ZestWings Informatics Pvt. Ltd. are married. Married women often carry dual responsibilities of managing professional duties along with household and family commitments, which can significantly influence their work–life balance. The higher percentage of married respondents indicates that family responsibilities may play a crucial role in shaping work–life balance perceptions. Unmarried employees, though fewer, may experience different challenges such as career pressure and long working hours. This distribution highlights the importance of family-friendly organizational policies that address the specific needs of married women employees to reduce stress and improve overall job satisfaction.

Table 3: Working Hours per Day

Working Hours	Number of Respondents	Percentage (%)
Up to 8 hours	14	28
8–10 hours	26	52
Above 10 hours	10	20
Total	50	100

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The table shows that a considerable proportion of women employees at ZestWings Informatics Pvt. Ltd. work between 8 and 10 hours per day, with a notable percentage working beyond 10 hours. Extended working hours can adversely affect personal life, health, and family interactions, particularly for women employees who manage multiple roles. Long working hours may lead to fatigue, stress, and reduced productivity over time. Although some respondents work within standard hours, the overall trend suggests workload intensity in the organization. This finding emphasizes the need for effective time management practices and policies that promote reasonable working hours to enhance work–life balance.

Table 4: Level of Workload Experienced

Workload Level	Number of Respondents	Percentage (%)
Low	8	16
Moderate	19	38
High	23	46
Total	50	100

The workload analysis indicates that nearly half of the respondents experience a high level of workload at ZestWings Informatics Pvt. Ltd. High workload is a significant contributor to work stress and imbalance between professional and personal life. When employees are consistently exposed to heavy workloads, it can result in mental exhaustion, reduced efficiency, and dissatisfaction. Moderate workload levels reported by some respondents suggest variation across roles and departments. The findings highlight the necessity for management to assess workload distribution and ensure equitable task allocation. Implementing supportive measures such as realistic deadlines and adequate staffing can help reduce workload-related stress among women employees.

Table 5: Organizational Support for Work–Life Balance

Response	Number of Respondents	Percentage (%)
Yes	21	42
No	29	58
Total	50	100

The findings indicate that a majority of women employees perceive organizational support for work–life balance at ZestWings Informatics Pvt. Ltd. as inadequate. This perception may arise due to limited flexibility, insufficient welfare policies, or lack of managerial understanding. Organizational support plays a critical role in helping employees manage professional and personal responsibilities effectively. When employees feel unsupported, it can negatively impact morale, commitment, and productivity. The results suggest that the organization needs to strengthen its support mechanisms through employee-friendly policies, open communication, and management involvement. Enhanced organizational support can significantly improve employee satisfaction and retention.

Table 6: Flexible Working Arrangements

Response	Number of Respondents	Percentage (%)
Available	18	36
Not Available	32	64
Total	50	100

The analysis shows that flexible working arrangements are not available to a majority of women employees at ZestWings Informatics Pvt. Ltd. The absence of flexibility can make it challenging for women employees to manage family responsibilities, health needs, and personal commitments alongside work demands. Flexible working options such as flexible hours or remote work are increasingly recognized as effective tools for improving work–life balance.

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The lack of such arrangements may increase stress and dissatisfaction among employees. This finding highlights the need for the organization to consider implementing flexible work policies to support women employees and enhance overall productivity and well-being.

Table 7: Impact of Work–Life Balance on Job Satisfaction

Impact Level	Number of Respondents	Percentage (%)
Low	6	12
Moderate	17	34
High	27	54
Total	50	100

The results clearly demonstrate that work–life balance has a high impact on job satisfaction for a majority of women employees at ZestWings Informatics Pvt. Ltd. Employees who are able to balance work and personal life effectively tend to experience higher levels of motivation, commitment, and overall satisfaction. Conversely, poor work–life balance can lead to stress, burnout, and reduced job performance. The strong relationship observed between work–life balance and job satisfaction emphasizes the importance of addressing work–life balance issues within the organization. Improving balance can serve as a strategic tool for enhancing employee engagement and organizational success.

Table 8: Overall Satisfaction with Work–Life Balance

Satisfaction Level	Number of Respondents	Percentage (%)
Satisfied	15	30
Neutral	14	28
Dissatisfied	21	42
Total	50	100

The overall satisfaction levels indicate that a significant proportion of women employees at ZestWings Informatics Pvt. Ltd. are dissatisfied with their work–life balance. This dissatisfaction suggests the presence of unresolved challenges related to workload, working hours, and limited organizational support. Neutral responses indicate uncertainty or partial satisfaction, while a smaller proportion of employees report satisfaction. The findings point to the need for immediate organizational intervention to address work–life balance concerns. Enhancing policies related to flexibility, workload management, and employee welfare can help improve satisfaction levels and contribute to a healthier and more productive work environment.

VI. FINDINGS OF THE RESEARCH PAPER

After analyzing the data collected, this research paper found the following.

- The majority of women employees at ZestWings Informatics Pvt. Ltd. belong to the 25–35 age group, indicating that work–life balance challenges are prominent during early and mid-career stages.
- A higher proportion of married women employees shows that family and household responsibilities significantly influence work–life balance outcomes at ZestWings Informatics Pvt. Ltd.
- Most women employees work beyond standard working hours, which reduces personal time and increases stress levels.
- Nearly half of the respondents experience a high workload, contributing to work pressure, fatigue, and imbalance between professional and personal life.
- A majority of women employees perceive organizational support for work–life balance as inadequate, reflecting limitations in existing policies and managerial support.
- Flexible working arrangements are largely unavailable, making it difficult for women employees to manage personal and family commitments effectively.
- Work–life balance has a strong impact on job satisfaction, motivation, and well-being of women employees.
- A significant proportion of women employees are dissatisfied with their overall work–life balance, indicating an urgent need for organizational intervention.

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VII. RECOMMENDATIONS OF THE RESEARCH PAPER

On the basis of the findings that are mentioned in the above section, this research paper makes the following recommendations.

- ZestWings Informatics Pvt. Ltd. should introduce flexible working arrangements such as flexible hours or hybrid work models to support women employees.
- The organization should regularly review and redistribute workload to ensure fairness and reduce excessive work pressure.
- Management should encourage adherence to reasonable working hours to minimize overtime and work-related stress.
- Employee welfare initiatives such as wellness programs, family-friendly leave policies, and counseling support should be strengthened.
- Managers and supervisors should be trained to understand and address work-life balance concerns of women employees.
- A structured employee feedback mechanism should be implemented to continuously assess work-life balance issues and policy effectiveness.
- Organizational support policies should be clearly communicated to ensure better awareness and utilization by employees.

VIII. CONCLUSION

The study concludes that work-life balance is a critical issue for women employees at ZestWings Informatics Pvt. Ltd., influenced by long working hours, high workload, limited organizational support, and lack of flexible working arrangements. The findings reveal a strong relationship between work-life balance and job satisfaction, motivation, and overall well-being of women employees. Addressing these challenges through employee-centric policies, supportive management practices, and flexible work options is essential for enhancing satisfaction and productivity. Effective implementation of work-life balance initiatives will not only improve employee well-being but also contribute to organizational growth and long-term sustainability.

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