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A Study on Work–Life Balance of Women Employees at Zest Wings Informatics Pvt. Ltd.

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ABSTRACT: Work–life balance (WLB) has emerged as a critical issue in the modern workplace, particularly for women employees in the Information Technology (IT) sector. Women professionals often experience dual role pressure due to organizational demands and family responsibilities. This study examines the work–life balance of women employees at Zestwings Informatics Pvt. Ltd., Hyderabad. Using a descriptive research design, primary data were collected from 100 women employees through a structured questionnaire. The study identifies key factors influencing work–life balance such as working hours, marital status, family support, stress levels, and organizational policies. The findings reveal that while most respondents are satisfied with their working conditions, a significant proportion experience stress-related health issues and time conflicts. The study emphasizes the need for customized work–life balance policies and flexible working arrangements to enhance employee well-being and organizational effectiveness.

KEYWORDS: Work–Life Balance, Women Employees, IT Sector, Job Stress, Organizational Policies

I. INTRODUCTION

The increasing participation of women in the IT sector has transformed traditional workforce dynamics. Women today balance professional roles alongside domestic responsibilities, making work–life balance a pressing concern. The IT industry, characterized by long working hours, tight deadlines, and technological pressure, intensifies this challenge. Achieving an equilibrium between work and personal life is essential not only for individual well-being but also for organizational productivity, commitment, and retention. In this context, the present study focuses on women employees at Zest wings Informatics Pvt. Ltd. to understand the extent of work–life balance and the factors affecting it.

II. REVIEW OF LITERATURE

The concept of work–life balance has gained increasing scholarly attention due to changing workforce demographics and the growing participation of women in paid employment. Punia and Kamboj (2013) examined work–life balance among women employees in educational institutions and found that balanced professional and personal lives significantly enhance job satisfaction and performance. Their study emphasized that emotional well-being derived from work–life balance also positively influences organizational outcomes. Similarly, Yadav and Dabhade (2014) analysed work–life balance among women employees in the education sector and concluded that lack of institutional support mechanisms results in increased stress and dissatisfaction among women employees.

Delina and Raya (2013) explored the challenges faced by working women in balancing work and family life and reported that role conflict, extended working hours, and inadequate family support contribute to physical and psychological health issues such as stress, depression, and fatigue. Thakur and Geete (2014) highlighted that modernization and the rise of dual-income families have intensified the pressure on women to perform multiple roles simultaneously, thereby affecting their work–life equilibrium. Their study emphasized that women continue to bear primary responsibility for household duties despite increased workforce participation.

Shujat et al. (2011) examined the impact of work–life balance on job satisfaction in the private banking sector and identified a strong positive relationship between the two. The study revealed that employees with better work–life balance exhibited higher job satisfaction and organizational commitment. Hafiz (2017) studied work–life balance among women employees in the banking sector and found significant gender-based differences in perceptions of work–life balance benefits, with women experiencing greater strain due to combined professional and domestic responsibilities.

Manisha and Kumar (2016) investigated challenges faced by working women in both public and private sector banks and concluded that women employees experience higher stress levels due to workload pressure and family expectations. Kumari et al. (2013) observed that women often face greater difficulty than men in balancing work and personal life due to societal norms and unequal distribution of domestic responsibilities. Their study emphasized the need for flexible working arrangements to support women employees.

Das and Kanta (2017) analyzed determinants of work–life balance among women employees in the banking sector and found that organizational culture, workload, and supervisory support play a crucial role in maintaining balance. Bohra (2016) concluded that supportive human resource policies such as flexible work hours, maternity benefits, and work-from-home options significantly improve work–life balance and retention of women employees.

The reviewed studies clearly indicate that work–life balance is influenced by organizational, personal, and societal factors. However, there is limited empirical research focusing specifically on women employees in mid-sized IT organizations. This research attempts to fill this gap by examining work–life balance among women employees at Zestwings Informatics Pvt. Ltd.

III. RESEARCH QUESTIONS

1. What factors influence work–life balance among women employees at Zestwings Informatics Pvt. Ltd.?
2. What challenges do married women employees face in balancing work and family life?
3. How do organizational policies impact women employees' work–life balance?

Research Objectives

- To identify factors affecting work–life balance of women employees in the IT sector
- To analyze challenges faced by married women employees
- To assess employee perceptions of organizational work–life balance policies
- To suggest measures for improving work–life balance

Research Hypotheses

- H₀: There is no significant relationship between working hours and work–life balance
- H₁: There is a significant relationship between working hours and work–life balance

Research Design

The present study adopts a descriptive research design, which is appropriate for understanding and describing the characteristics of work–life balance among women employees. Descriptive research enables the researcher to systematically analyze existing conditions without manipulating variables, making it suitable for social science investigations related to employee perceptions and experiences.

The population for the study consists of women employees working at Zestwings Informatics Pvt. Ltd., Hyderabad. A sample size of 100 women employees was selected using a simple random sampling technique to ensure that each respondent had an equal chance of being included in the study. This method enhances the representativeness and reliability of the findings.

Both primary and secondary data sources were used in the study. Primary data were collected through a structured questionnaire administered directly to women employees. The questionnaire included questions related to working hours, shift patterns, marital status, family responsibilities, stress levels, organizational support, and work–life balance satisfaction. Secondary data were collected from academic journals, books, organizational records, and credible online sources to support theoretical and empirical understanding.

The study considers work–life balance as the dependent variable, while factors such as working hours, marital status, commuting time, shift work, family support, and organizational policies serve as independent variables. The collected data were analysed using percentage analysis and tabular representation, which allowed for clear interpretation of respondent perceptions and trends.

IV. RESULTS AND DISCUSSION

Table 1: Age-wise Distribution of Respondents

Age Group (Years)	Number of Respondents	Percentage (%)
20–25	3	3
25–30	27	27
30–35	27	27
35–40	17	17
Above 40	26	26
Total	100	100

Interpretation:

More than half of the respondents (54%) belong to the 25–35 age group, indicating that the majority of women employees are in their prime working years. Employees above 40 years account for 26%, reflecting experienced professionals. The minimal representation of the 20–25 age group (3%) suggests organizational preference for experienced employees.

Table 2: Gender-wise Distribution

Gender	Number of Respondents	Percentage (%)
Male	55	55
Female	45	45
Total	100	100

Interpretation:

Although male employees slightly outnumber female employees, women constitute a significant 45% of the workforce, indicating growing female participation in the IT sector.

Table 3: Level of Management

Level of Management	Number of Respondents	Percentage (%)
Junior Level	23	23
Middle Level	47	47
Senior Level	30	30
Total	100	100

Interpretation:

A majority of respondents (77%) occupy middle and senior management positions, indicating higher responsibility levels, which often result in increased workload and work–life balance challenges.

Table 4: Number of Working Days per Week

Working Days	Number of Respondents	Percentage (%)
Less than 5 days	11	11
5 days	54	54
6 days	35	35
7 days	0	0
Total	100	100

Interpretation:

While the majority (54%) follow a five-day work schedule, a significant 35% work six days a week, which may reduce personal time and affect work–life balance.

Table 5: Daily Working Hours

Working Hours per Day	Number of Respondents	Percentage (%)
7–8 hours	36	36
8–9 hours	14	14
9–10 hours	16	16
10–12 hours	18	18
More than 12 hours	16	16
Total	100	100

Interpretation:

Half of the respondents (50%) work more than 9 hours per day, indicating extended working hours that may lead to fatigue, stress, and work–life imbalance.

Table 6: Time Spent Commuting to Work

Commuting Time	Number of Respondents	Percentage (%)
30 minutes	36	36
Nearly 1 hour	40	40
Nearly 2 hours	16	16
2–3 hours	8	8
Total	100	100

Interpretation:

Nearly one-fourth of respondents (24%) spend more than one hour commuting daily, reducing available personal and family time and contributing to work–life stress.

Table 7: Frequency of Thinking About Work Outside Office Hours

Response	Number of Respondents	Percentage (%)
Never	36	36
Rarely	14	14
Sometimes	16	16
Often	18	18
Always	16	16
Total	100	100

Interpretation:

More than one-third of respondents (34%) often or always think about work during personal time, indicating mental stress and poor work–life boundaries.

Table 8: Shift Pattern

Shift Type	Number of Respondents	Percentage (%)
Day Shift	66	66
Night Shift	18	18
Alternative Shift	16	16
Total	100	100

Interpretation:

About 34% of respondents work night or rotating shifts, which disrupt family routines and biological rhythms, adversely affecting work–life balance.

Table 9: Marital Status

Marital Status	Number of Respondents	Percentage (%)
Married	65	65
Unmarried	35	35
Total	100	100

Interpretation:

A majority of respondents are married, indicating greater family responsibilities that influence work–life balance.

Table 10: Employment Status of Spouse (Married Respondents)

Spouse Employment	Number of Respondents	Percentage (%)
Employed	40	62
Not Employed	25	38
Total	65	100

Interpretation:

Most married respondents belong to dual-income families, increasing coordination demands and time pressure on women employees.

Table 11: Childcare Responsibility

Care Provider	Number of Respondents	Percentage (%)
Spouse	36	36
Parents	20	20
In-laws	18	18
Servants	14	14
Childcare Centers	12	12
Total	100	100

Interpretation:

The majority rely on family members rather than institutional childcare, indicating a lack of organizational support systems.

Table 12: Motivation to Work

Motivation Factor	Number of Respondents	Percentage (%)
Personal Satisfaction	36	36
Financial Independence	28	28
Family Support	20	20
Utilization of Time	14	14
Others	2	2
Total	100	100

Interpretation:

Personal satisfaction and financial independence together motivate 64% of respondents, emphasizing the importance of meaningful and balanced work.

Table 13: Stress-related Health Issues

Health Issue	Number of Respondents	Percentage (%)
Obesity	34	34
Diabetes	24	24
Hypertension	20	20

Frequent Headache	18	18
None	4	4
Total	100	100

Interpretation:

A high prevalence of stress-related health problems (96%) clearly indicates the negative health impact of work–life imbalance.

Table 14: Availability of Work–Life Balance Policy

Response	Number of Respondents	Percentage (%)
Yes	35	35
No	65	65
Total	100	100

Interpretation:

The absence of formal work–life balance policies for 65% of respondents highlights the urgent need for structured HR interventions.

The findings indicate that most women employees manage to balance work and personal life; however, extended working hours, commuting time, and family responsibilities contribute to stress. A notable percentage reported health issues such as obesity and hypertension, reflecting the adverse effects of imbalance. The absence of formal work–life balance policies further aggravates the issue. These results align with earlier studies highlighting the need for organizational support systems.

Findings of the Study

The study reveals that the majority of women employees at Zestwings Informatics Pvt. Ltd. belong to the 25–35 age group, which represents the most professionally active and family-intensive phase of life. This age composition indicates that work–life balance concerns are particularly critical, as women in this age bracket simultaneously manage career advancement and family responsibilities. The significant presence of employees above 40 years also highlights the organization’s reliance on experienced women professionals, who may face different but equally demanding personal and professional pressures.

The gender composition of the workforce shows a relatively balanced representation, with women constituting 45 percent of employees. This substantial proportion underscores the relevance of work–life balance initiatives, as organizational policies directly influence nearly half of the workforce. Despite this, the slightly higher male representation suggests that women still face entry and retention challenges within the IT sector.

The findings indicate that a large proportion of women employees occupy middle and senior management positions. This reflects positive career progression and leadership opportunities for women; however, it also implies increased responsibility, decision-making pressure, and extended working hours. Women in these roles are more susceptible to role overload, which intensifies work–life imbalance when not supported by flexible organizational practices.

Analysis of working schedules reveals that while most employees work five days a week, a substantial proportion work six days, and many exceed standard daily working hours. The finding that half of the respondents work more than nine hours per day highlights the prevalence of long working hours in the organization. Extended work duration significantly reduces personal time and increases fatigue, stress, and emotional exhaustion, thereby negatively affecting work–life balance.

Commuting time emerges as an important factor influencing work–life balance. Nearly one-fourth of respondents spend more than one hour traveling to and from work daily. This additional time commitment further compresses the time available for family interaction, rest, and self-care. Long commuting hours compound the effects of long working hours, leading to cumulative time-based conflict.

The study finds that a considerable proportion of women employees frequently think about work during non-working hours. This mental preoccupation indicates psychological spillover from work to personal life and reflects blurred

boundaries between professional and personal domains. Persistent work-related thoughts during personal time reduce opportunities for mental recovery and increase stress levels.

Shift work analysis reveals that over one-third of women employees work night or rotating shifts. Non-standard work schedules disrupt family routines, sleep cycles, and social interactions, particularly for married women and those with children. This finding emphasizes the need for shift-specific support mechanisms to minimize health and family-related challenges.

Marital status findings show that the majority of women employees are married, and a significant proportion belong to dual-income households. Dual-career families face greater coordination challenges in managing household responsibilities, childcare, and professional commitments. The findings indicate that women continue to bear primary responsibility for managing family-related duties despite being employed, thereby intensifying work–life conflict.

Childcare responsibility findings reveal heavy reliance on informal support systems such as spouses, parents, and in-laws. The limited use of childcare centers reflects either lack of availability or inadequacy of organizational childcare facilities. Dependence on family-based support systems may become unsustainable during extended work hours, emergencies, or shift work.

Motivational analysis indicates that women employees are primarily driven by personal satisfaction and financial independence rather than economic necessity alone. This shift in motivation reflects changing aspirations and highlights the importance of creating a work environment that supports long-term career satisfaction through work–life balance.

Although a majority of women employees express satisfaction with the time spent at work, a significant proportion report feelings of fatigue, stress, and emotional exhaustion. This contradiction suggests that job satisfaction does not necessarily translate into healthy work–life balance and that underlying stressors remain unaddressed.

Health-related findings show a high prevalence of stress-induced conditions such as obesity, diabetes, hypertension, and frequent headaches. The fact that only a negligible percentage of respondents report no health issues strongly indicates the physical toll of prolonged work pressure and inadequate recovery time.

One of the most critical findings is the absence of a formal work–life balance policy for a majority of respondents. The lack of structured and customized organizational support mechanisms places the responsibility of managing work–life balance largely on individual employees. This absence contributes significantly to stress, health issues, and family conflict among women employees.

Overall, the findings demonstrate that work–life balance among women employees at Zestwings Informatics Pvt. Ltd. is influenced by a combination of extended working hours, commuting time, managerial responsibilities, dual-career pressures, and insufficient organizational support. While women employees show resilience and commitment, sustainable work–life balance cannot be achieved without proactive organizational interventions.

V. CONCLUSION

Work–life balance remains a vital concern for women employees in the IT sector. While Zest wings Informatics Pvt. Ltd. provides a supportive work environment, the study reveals gaps in formal policies and flexible work arrangements. Addressing these issues through structured HR interventions can enhance employee well-being, productivity, and organizational commitment.

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