



A DEMOGRAPHIC ANALYSIS ON WORK-LIFE BALANCE IN SERVICE INDUSTRY

A Thesis submitted to Department of Management Sciences in part fulfilment
of the requirement for the MBA degree

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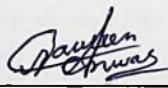
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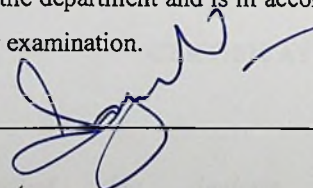
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ABSTRACT

Purpose- *Main purpose of this study is to determine the hindrances found in work-life balance among genders in Service Industry.*

Methodology- *For this study data comprised of 250 samples out of which 10 were discarded due to provided wrong information however rest of 240 were taken from 120% males and 120% females. Secondary data was collected through various articles, online journals and research papers provided on internet. This research was quantitative as data was collected through questionnaire via statistical, mathematical and computational techniques. For sampling of data collection non-probability sampling technique was used by convenient sampling. To check the reliability and to find out the correct outcomes manipulation of data was carried out through SPSS Software version 21.0. Frequency test, Cross-tabulation, Graphical representation, Correlation and Regression analysis were tested for data analysis.*

Findings- *Observations showed that the organizations, through which data were collected, did not give any support to work-life balance idea. These organizations promote overtime and long hour's culture in their employees. Male employees were not able to fulfil their family demands due to late sittings and found carrying stress related disease most commonly headaches. In contrast female employees were found in better conditions regarding fulfilling their family commitments because they are not pressurized by their employers for late sittings. It is also observed that male employees reach to higher positions due to their hard work and spending more time at work. In contrast females cannot reach to higher positions due to marriage commitments, career breaks, etc. Only those female employees are seen on higher designations that are (single or divorced) not family committed.*

Practical Implications- *This study is useful for the organizations that if they implement flexible hours policy to maintain work and family life. It will be more beneficial to the employees and employers for the better results.*

Keywords: Work-life Balance, Role Overload, Long-working hours, Flexible hours.