

JUGGLING ACTS: A STUDY ON WORK-LIFE BALANCE OF WORKING WOMEN IN HIGHER EDUCATION IN JAMMU AND JALANDHAR

Nowadays women in our culture are transitioning into working women, which is something that can be seen with delight. Women were not welcome in high positions in business companies a decade ago. They must overcome several obstacles in order to get to the top ranks. Women have repeatedly overcome obstacles, proven their worth, and now hold prominent positions. They are no longer reliant on males. Their function is continually evolving. They are no longer only mothers and housewives. They are involved in both official and informal activities. They support the improvement of the country. They are serving in the military services and giving their all to serve the country. They are capable of conducting business. They are earning money and sharing all of their family obligations. As a result, their contribution is no longer insignificant.

The importance of women's work-life balance is emphasized by the fact that they often have two full-time jobs: one at home and one outside the home. When women become mothers, their roles in society often shift, and they face new prejudices and perspectives. When a woman aspires to a position of leadership within an organization, she must consider the influence on her interests, intimate relationships, and family. Most executive jobs require a lot of time and work, which a working mother might not be able to give because she has to take care of her family. Due to the conflicting pressures of work and family, women typically have a more difficult time maintaining a sense of equilibrium. To reach their full potential in all areas of life, working women must be able to keep their lives in balance and handle their responsibilities well.

Work and family research in India appears to have followed two separate and disconnected paths. One is the route charted out by women's studies centres that have looked at structures of patriarchy within the country and how these contribute to the subordination of women at work and at home [1]. WLB is a significant predictor of employees' health and well-being. Women often neglect their health and personal needs because of work pressure and time limitations and face health problems. Implementation of WLB policies and flexible work arrangements enable women employees to work more efficiently and contribute to the organization in success [2].

Women are rather ambivalent about career mobility, future career aspirations, work-life balance and somewhat frustrated with their ability to reconcile work, employment prospects and their private lives. The majority work more than their contracted hours and do not experience an appropriate reallocation of work with reduced hours [3].

In the sustainable development goals, there is a goal about achieving gender equality and empowering all women and girls. Under that goal there is a target that specifies the recognition and value of unpaid care and domestic work through the provision of public services, infrastructure, and social protection policies and the

promotion of shared responsibility within the household and the family as nationally appropriate. This particular target can be linked with Work-life balance.

The personal enhancers of Work life balance (WLB), such as regular exercises and fitness schedule, yoga and meditation, balanced diet as well as good sleep and involvement in the hobbies, loaded the heaviest as the most impacting factors; working from home heavily impacts as a professional enhancer in the WLB of women. The second heavily loaded component comprise personal challenges, such as inadequate self-attention, insufficient time spent on elders and children, feeling depressed or suffering with hypertension along with a professional challenge of extended or odd working time. They also found that irrespective of challenges or enhancers, personal factors are perceived to be more impacting than the professional ones [4].

The main goal of this research is to compare the work-life balance perceptions of women faculty members in Jalandhar and Jammu City, evaluate the relationship between work-life balance and job satisfaction among educators in higher education, and assess the impact of various factors on the work-life balance of the surveyed individuals.

This research explores the work-life balance (WLB) of women faculty members and its relationship with various factors. H₁ predicts that women who receive support from their managers, family, and colleagues will have a better WLB. H₂ and H₃ predict that if work demands or family responsibilities interfere with each other, it will negatively impact the WLB of women faculty members. Lastly, H₄ states that the level of WLB experienced by women faculty members will positively affect their work-life satisfaction. Through this study, we aim to understand the complexities of WLB and identify factors that can help women faculty members achieve a better work-life balance.

Work-life balance (WLB) is an old concept but it came to the limelight recently due to the Covid-19 pandemic. This concept got hyped when people started working from home and had to work extra hours as there was no fixed working time in many organizations. Especially, the female employees were the ones more affected due to this novel system.

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