

WORK-LIFE BALANCE OF PUBLIC BANKING PROFESSIONAL – RELATIONSHIP ANALYSIS

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ABSTRACT:

Work life balance refers to the effective management of multiple responsibilities at work, at home, and in the other aspects of personal life. It is an issue that is important both to the organizations and to employees. This issue has come to the fore due to multitude of changes in the work place, in employee demographics and in the family sphere. **Clark (2000)** defines work-family balance as Satisfaction and effective functioning at work place and at home, with a minimum of role conflict, anxiety and stress. Work life balance refers to the effective management of multiple responsibilities at work, at home, and in the other aspects of personal life. It is an issue that is important both to the organizations and to employees. A balance between work and life can augment the behaviour and performance at workplace and in the family and an imbalance can deteriorate the performance and aggravate the negative behaviour. It is very important for apex authority of banks to know from the employee's perspective in order to better understand their needs for family and hence satisfy them on work place. Managing work and family responsibility can be very difficult for the employees in dual income families. Professional especially working in bank has to perform multiple roles in balancing their work life and personal life. Each role has its own set of demands and when such role demand overlaps/interacts, an imbalance is created leading to stress, attrition, absenteeism etc. Thus, there is an increasing need for organizations to address these demands of working professionals by implementing innovative HR policies. Work-life balance is one such HR practice that enables the employees to maintain balance / prioritization between work and life roles. Work-Life Balance (WLB) is considered very

important because it leads to higher professional satisfaction for family and personality variables, Work Freedom (WF), Work home interaction (WH), Work demand (WD), Colleagues home interaction (CH), Affectivity of Traits (AT), Emotional Intelligence (EI), Employee Security (ES), more customer consideration and retention of key professional in bank. Work-Life Balance (WLB) is considered very important because it leads to higher professional satisfaction for family and personality variables, Work Freedom (WF), Work home interaction (WH), Work demand (WD), Colleagues home interaction (CH), Affectivity of Traits (AT), Emotional Intelligence (EI), Employee Security (ES), more customer consideration and retention of key professional in bank. The researcher examines the classic and present theories to multiple roles and then introduces a typology of work-life balance based on the synthesis of the presented theoretical foundation.

KEYWORDS: management, stress, banking.

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