

STRIKING A BALANCE BETWEEN WORK AND FAMILY LIFE - KEY DRIVER TO IMPROVE EMPLOYEE PRODUCTIVITY

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ABSTRACT

Work-life balance is a notion that supports the efforts of employees to divide their time and energy between work and the other significant aspects of their lives. The changing conditions of economic and social demands have changed the nature of work throughout the world. Due to uncertainty in the external environment, the working environment has become dynamic throughout the world. The concept of Work- life balance is becoming quite relevant in a changing working environment. This paper attempts to study the concept of work- life balance and how it relates to employee productivity. It also focuses on finding out the benefits of achieving Work- life balance for both employees and the organization. This study is descriptive by nature. The paper also studies various challenges faced by the employees in achieving Work life balance. It was observed through the study that achieving Work- life balance would be mutually beneficial for both employees as well as the organizations. It would improve employee satisfaction, foster employee productivity, and enhance organizational performance. This paper also gives a few suggestions on achieving work life balance.

KEYWORDS: *Work Life Balance, Employee Productivity, Organizational Performance, Employee Satisfaction*