



Impact of work-life balance on employee productivity in India's software industry: A case study

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Abstract

To thrive in today's dynamic marketplace, companies must adapt their policies to meet the needs of their workers and their rivals. Organizations are facing unprecedented difficulties in attracting and retaining a skilled workforce in the current climate. The most crucial factor in keeping workers is creating conditions that improve both their professional and personal life. Opportunities for employees to collaborate with co-workers on projects or problems that benefit both the firm and the person are crucial to a satisfying work experience. Quality of life on the job refers to how satisfied a person is with their position and the company's working conditions. In addition to financial compensation, today's workers want their firms to provide a comfortable and pleasant workplace. The software industry is now more than ever considering the effects of new technology on the mental health of its workers. Several studies have shown that workers' output is affected by factors including the quality of their work life.

Keywords: environment, work life, performance, software, industry, business

Introduction

The extent to which an organisation is able to retain and encourage current workers as well as recruit new ones is crucial to its success. To thrive in today's competitive business environment, companies must be more flexible in order to attract and retain talented employees. Therefore, organisations must develop a strategy to improve the quality of life experienced by their workforce in order to meet both the organization's aims and the workers' expectations.

The phrase "quality of work life," or QWL for short, was originally used to refer to a person's more all-encompassing experience in their line of work. As a separate concept, it has been isolated from the broader concept of quality of life. Workers report happier personal lives, which leads to more output in the workplace. In order to keep its workers happy and healthy, businesses must guarantee that they provide them with a good work-life balance and a satisfying work experience overall. Human resources policies should be flexible in order to make the workplace somewhere people really want to spend their time. A company may maximise its output by giving its employees the best working conditions available. It's a good way to learn about things like the company's values, the employees' motivation and job satisfaction, the incentives they provide, the flexibility of their schedules, and the safety and security measures in place. It specifies the benefits and opportunities for growth that every worker in the role enjoys.

To achieve a "Quality Work Life" (QWL), businesses must undergo a transformation that gives workers at all levels a voice in shaping their company's culture, procedures, and outputs. It's a principle-based procedure with the double objective of enhancing the efficiency of the business and the well-being of the staff when they're on the clock.

It's a makeshift human resource development system with the goal of bettering the workplace for workers at all levels. The terms "quality work life" and "quality work-life environment" are both abbreviations for QWL. It's a major obstacle that businesses must face. It aims to improve the

efficiency, flexibility, and productivity of businesses while also being linked to the pursuit of greater human enjoyment. QWL takes into account the human factors in addition to the technical and economic aspects of labour. In an effort to boost organisational effectiveness, this initiative is focused on fostering individual development and respect. Members of the organisation come together to discuss ways to improve operations and bring the business closer to its objectives. Quality of work life (QWL) enhancements, therefore, comprise the creation of a working environment that is humane and which makes it more engaging, fulfilling, and practical to work in by catering to the needs and fostering the development of the employees who are employed by the firm. Causes for Conducting This Research How much a company's leadership appreciates QWL and its potential advantages and disadvantages says a lot about how that company treats its people with regard to their productivity. Today's linked and globalised world necessitates that we pay close attention to the quality of our work if we want to succeed as an organisation. In-depth examination of the positive elements of Quality of Work Life in their company is management's job.

Quality of Work Life

The success of a company depends on its ability to attract and retain talented workers and to inspire them to give their all on the job. Companies need to be more adaptable if they want to foster the talents of their employees and win their loyalty. Therefore, it is incumbent upon firms to address workers' worries about maintaining a healthy work-life balance. A person's work-life balance is influenced by a variety of factors, including the nature of the work itself, the office setting, the people they deal with on the job, the structure of the organisation, and the balance between their professional and personal lives. One of the key purposes of a quality work life (QWL) programme is to improve working conditions for workers.

Managing retention is different from fostering a positive work environment. Having people management skills is

essential. If a firm is good at managing its staff, it won't have to worry about employee turnover. In order to get the most out of their employees, businesses should focus primarily on managing their workplaces.

Criteria of Quality of Work Life

1. Adequate and Fair Compensation

Money is still a major element in people's choices about whether or not to put in effort at work, say many researchers who study motivation. People, however, also demand income that is commensurate with their efforts. It is crucial that everyone get a living wage regardless of their position, background, or level of responsibility. Paid fairly and in accordance with performance is a fundamental human right.

2. Safe and Healthy Working Conditions

It is the employer's duty to ensure the safety of their workers in the workplace. The field of ergonomics emerged in the 1950s, and since then, several innovations in machinery and factory architecture have been used to increase employees' physical and mental well-being.

3. Immediate Opportunity to Use and Develop Human Capacities

The growth and improvement of a company's personnel is the company's own duty. Education, skill development, career progression, and public acclaim are all part of this process. Tasks at work should be challenging enough to stimulate acquisition of new talents, skills, and information. They should boost the person's confidence, independence, engagement, and drive.

Review of Literature

Tobacco employees' exposure to environmental hazards is examined in "Environmental Pollution and Quality of Working Life in Tobacco Industries," written by M. Shamsuddin Elias and Nitai Kumar Saha in 2005. According to the results of the present research, the levels of pollution in the workplace have a significant impact on employees' health, happiness, and contentment with their jobs.

Mohan Reddy, P., and Lokanadha Reddy, M. (2010) In an article titled "Quality of work life of employees: developing elements," researchers attempt to provide evidence that an increase in job demand results in a rise in workplace stress, which in turn has negative effects on workers' health and happiness.

Quality of Work Life and Its Impact on Organizational Excellence in Small Scale Industrial Units: Employers Perspectives by Stephen D. Dhanapal was released in 2011. Researchers here set out to learn from business owners what they had to say about what constitutes a good work life (QWL).

It was written by R. Indumathy and S. Kamalraj (2012) Investigators P. SrinivasSubba Rao¹ and Mrs. P. Suseela Rani (2012) tried to be very helpful in their study "Participative Management in Post Liberalisation: A case study of Indian Jute Industry," which was titled "A Study on Quality of Work Life Among Workers with Special Reference to Textile Industry in Tirupur District - A Textile Hub." R. Gayathiri and Lalitha Ramakrishnan found that "Quality of Work Life - Linkage with Job Satisfaction and Performance" (2013) Companies in the service sector that prioritise their workers' quality of work life (QWL)

outperform their S&P 500 peers in terms of revenue growth, asset growth, and return on assets over a five-year period, the research found.

Earlier this year, a study titled "Quality of Work Life in Indian Industries: A Case Study" by Harish K. and Subashini K. was released. The results of the research suggest that a worker's satisfaction is mostly driven by the material benefits they get from their employer.

K In their 2014 book, "A Study on Quality of Work Life Leads Organization Resilience in Automobile Industry with Special Reference to Chennai City," authors Jawahar Rani and T. Chandrasekar investigate the correlation between employee happiness and the success of their companies. The term "quality of work life" is being used to describe a worldwide effort to improve both organisational performance and worker satisfaction via better personnel management and collaboration. Management and employees alike have made it clear that fostering amicable labour relations and effective organisation is a top priority for their industry.

M. Rajarajan and M. Vetrivel published "Welfare Measures and Quality of Work Life Among the Workers Towards Sipcot Industris-An Analysis" in 2015. The researcher will feel that their work has been more than justified if the information presented here inspires the participants to take initiative in working on themselves.

The study by Jnaneswar K. (2016), "Study on the Level of Quality of Work Life Experienced by the Employees of Public Sector Units in Kerala," aims to determine the quality of life experienced by public sector workers in Kerala and discovers that men and women in the workforce have similar working conditions. Quality of Life at Work: A Study of Public Sector Employees by Jnaneswar K. (2016)

As reported by Madhuri Sitaram Ban and U.V. Panchal (2017), an individual's emotional intelligence may help them strike a healthier work-life balance. A person with a healthy dose of self-awareness may evaluate their actions and make changes if appropriate. Individuals who have a keen sense of self-awareness are better equipped to adapt to the needs of their workplace and expand their social and professional networks. Furthermore, it guides employees toward productive tasks and increases productivity by tapping into their emotions to motivate them. It's another perk of participating in the programme. Any really gifted individual in this field would be able to inspire oneself to grow and learn, and use their emotions in positive ways that further their goals.

According to Shanmugapriya, I., and J. Vijayadurai (2017), women's roles in modern society vary widely depending on the kind of employment they do. Women professors play an essential part in the academic community because of financial constraints, their economic status, and the beneficial use of their expertise. The results of this study suggest that a college lecturer's quality of life may improve primarily as a result of her improved performance, increased job satisfaction, and reduced stress levels.

Hermawati (2017) suggests that the Quality of Work Life concept may be used to improve the workplace for employees (QWL).

The quality of work life (QWL) plays a major role in influencing workers' impressions of the company and their decisions about whether or not to stay with the company (Kara *et al.*, 2018).

Employee commitment to the firm may boost productivity because of a more remarkable sense of belonging on the part of the workforce as a whole (Winarno & Hermana, 2019).

Happiness at work has a direct impact on productivity since people are more invested in their work when they like their employment and the company they're employed by (Fakhri *et al.*, 2019).

While an employee's needs are taken into account when designing jobs, both the job and the employee's working life benefit. Workers need to know about their protections and perks (Nguyen & Pham, 2020). The QWL has far-reaching implications for the whole community. Workers who are happy in the workplace are more likely to spread their happiness to their loved ones and neighbours (Paais *et al.*, 2020). The literature review indicates that there is a dearth of research on the correlation between QWL and productivity on the job in the software business. This motivated the researcher to keep on with the present study design.

Interpretation

- It was found that: Fifty-two percent of respondents are male;
- Sixty-eight percent of the sample respondents have been with their current organisation for more than two years;
- Fifty-two percent of respondents believe that their work environment is motivating and that they are satisfied with their working conditions.
- Fifty-two percent of respondents find that the working relationships amongst employees in the organisation are harmonious.
- 62% of respondents are happy with their wage and advancement chances, whereas 38% are unhappy with either.
- Most respondents see a good trend in the increasing emphasis on performance-based pay.
- It has also been shown that the vast majority of respondents feel they are fairly compensated by their companies in light of the roles they play.
- Most respondents agree that employee training programmes are useful for providing employees with the knowledge and abilities they need to do their jobs well.
- The results show that the great majority of respondents are satisfied with the career options and social security benefits provided by their company, as well as with the quality of their work-life balance.
- It has been observed that most employees think that the calibre of their work positively affects their productivity on the job.

Steps for improving the Quality of Work Life of their employees

Flexibility in Work Schedule

Many workers might benefit from more adaptable working hours. The term "flexitime" refers to a system of flexible working hours, whereas "staggered working hours" and "compressed work weeks" refer to schedules that include more hours worked per day and fewer days off.

Autonomous Work Group

Workers' positive attitudes are aided by the emergence of decentralised work groups. It's possible that they'll get to

choose their own teams. In addition, each member of the group should have some leeway in deciding how to divide up the workload and when to accomplish what.

Job Enrichment

In job enrichment, efforts are undertaken to improve working conditions so that employees find more satisfaction in their employment. Workplace satisfaction is directly correlated to quality of life on the job.

Conclusion

An organisation provides a higher quality of work life (QWL) and better training to its employees in order to increase its development and profits. The company places a premium on keeping its employees happy, therefore it provides them with a wide range of benefits and perks. If HR policies and procedures are up to par, workers should be incentivized to increase output without sacrificing enjoyment at work. So, QWL is rapidly becoming an extremely important HR problem for all businesses worldwide. The Quality of Work Life initiative seeks to meet the psychological needs of employees by enhancing their sense of worth, participation, and acknowledgement in addition to improving the quality of products and services, increasing output per unit of output, and decreasing the cost of production per unit of output. More output results from a higher quality of life at work. In addition to one's actual production, performance also involves one's mentality toward assisting colleagues in solving problems, one's feeling of belonging to the team, and one's ability to work through temporary, unfavourable working circumstances without complaining. The ability to provide a high quality of work life is crucial in recruiting and maintaining workers of all ages and skill levels. There are several indicators that an organisation provides a favourable working environment, such as allowing for a good work-life balance, a high level of autonomy, competitive pay, a positive company culture, and positive connections between workers and their superiors and peers. Despite the obvious financial benefits to the company, there have been no extra expenses associated with the new and better office setting. Above-mentioned factors all have a role in raising productivity, which in turn boosts income per employee. A higher QWL is offered as a reward to employees for their dedication to the organisation. The drive to maximise profits is what keeps businesses going. If workers are content in their positions, they are more likely to remain with the firm and help it thrive. The success of an organisation is enhanced when its workers are happy and invested in its success. It has been shown that QWL policies and programmes may boost productivity in the workplace. Therefore, it's safe to say that employee performance has a major bearing on how well an organisation does as a whole.

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