

A Factors of Work-Life Balance Influencing Working Women in the Corporate Sector of Gujarat State

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Abstract

Work-life balance has become a critical concern in the corporate sector; particularly for women who face the dual responsibility of professional commitments and family obligations. This study explores the work-life balance of women employed in various corporate sectors of Gujarat State, with a focus on key influencing factors such as workplace flexibility, family and social support, and organizational policies and culture. A sample of 100 working women was analyzed to understand the socio-demographic influences of age, educational qualification, and occupation on their perceptions of work-life balance. The findings indicate significant associations between age and all three factors, as well as between educational qualifications and work-life balance determinants. Occupation, however, showed mixed results, with significant influence on family support and organizational policies, but not on workplace flexibility. The study highlights the need for supportive corporate practices and family-inclusive frameworks to ensure women's well-being and professional growth in Gujarat.

Keywords: Workplace Flexibility, Family and Social Support, Organizational Policies and Culture, Work-Life Balance

1. Introduction

Work-life balance has emerged as one of the most significant issues in modern organizational and social contexts, particularly for women employed in the corporate sector. In today's dynamic business environment, corporations demand efficiency, productivity, and constant adaptability from their employees, often leading to longer working hours, work pressure, and high levels of stress. Women in the corporate sector face unique challenges in this regard, as they are often required to balance professional responsibilities with traditional roles in family and society. This dual burden of expectations makes the issue of work-life balance especially critical for women employees in regions such as Gujarat, which has witnessed rapid industrialization and urbanization over the last few decades.

Gujarat, one of India's leading states in terms of economic growth and industrial development, has seen a substantial increase in

women's participation in the corporate workforce. From sectors such as banking, IT, pharmaceuticals, textiles, and manufacturing to emerging areas like digital services, women are increasingly contributing to organizational success. However, their professional journey is accompanied by challenges such as long working hours, commuting stress, limited workplace flexibility, and the pressure of household responsibilities. The cultural context of Gujarat, with its emphasis on family values and social obligations, adds another layer of complexity to women's ability to strike a balance between work and personal life.

Work-life balance is not merely a personal issue but also an organizational concern, as it directly affects employee productivity, job satisfaction, and retention rates. Women employees struggling to maintain equilibrium between their careers and family life often experience burnout, reduced efficiency, and emotional stress. On the other hand, organizations that provide supportive policies

such as flexible work timings, maternity benefits, childcare facilities, and wellness programs witness greater employee engagement and loyalty. Therefore, analysing the work-life balance of women in the corporate sector is crucial not only for understanding their personal well-being but also for ensuring sustainable corporate growth.

In the context of Gujarat, the study of women's work-life balance assumes special significance due to the state's socio-economic diversity and rapidly expanding corporate environment. The findings of such a study can provide valuable insights into the challenges women face, the coping mechanisms they adopt, and the role organizations play in facilitating a healthy work-life balance. Ultimately, this exploration can contribute to policy formulation, corporate practices, and societal awareness that empower women to achieve both professional success and personal fulfillment.

2. Literature Review

Shah, H. B., & Khasgiwala, V. defined that this study aimed to investigate the several aspects that impact women workers' work-life balance in the service industry, investigate the effects of factors that have been found, and evaluate the impact of social media [1]. The research also intends to make recommendations for actions to enhance the work-life balance of female employees in Gujarat's main cities. The study used a sample of 483 female employees from Gujarat's service industries and concludes research (descriptive design). Structured questionnaires will be used to collect data, and SPSS will be used for analysis, utilising ANOVA, t-tests, and descriptive statistics. The results were intended to offer practical advice for enhancing women's work-life balance in the service industry. According to the study, a balanced work-personal life improves both the work environment and personal life satisfaction, while family support has a good impact on job satisfaction. Both areas of satisfaction are increased by happiness. While time set aside for de-stressing lowers stress levels, excessive social media usage and bringing work home increase stress. The study comes to the conclusion that a number of elements, such as social media, workplace support, and personal obligations, have a big influence on working women's work-life balance. Addressing social media stress and putting supportive workplace practices in place are crucial for helping them regain their equilibrium. Actionable steps are recommended to improve women employees' work-life balance. This study offers novel perspectives on the difficulties women in Gujarat's service industry experience in striking a work-life balance. It provides insightful, fact-based suggestions to enhance the work-life balance of female employees by examining the effects of social media and workplace variables.

Shah, C., et.al., examined the problems associated with work-life balance and how it relates to job satisfaction among middle-level female employees in Ahmedabad, India's service industry [2]. A structured questionnaire was used to gather data using purposive sampling. The study divides workers into high- and low-level WLB groups using hierarchical cluster analysis. The job demands-resources paradigm is consistent with the current study's findings. The findings show a favourable correlation between

higher JS and higher WLB levels. Family care was the most important element impacting WLB, followed by personal aspirations. HR professionals may use the practical findings from this study to create gender-inclusive policies that improve employee happiness and retention in the service industry.

Pal, S., et.al., defined the problems associated with work-life balance and how it relates to job satisfaction among middle-level female employees in Ahmedabad, India's service industry [3]. A structured questionnaire was used to gather data using purposive sampling. The study divides workers into high- and low-level WLB groups using hierarchical cluster analysis. The job demands-resources paradigm is consistent with the current study's findings. The findings show a favourable correlation between higher JS and higher WLB levels. Family care was the most important element impacting WLB, followed by personal aspirations. HR professionals may use the practical findings from this study to create gender-inclusive policies that improve employee happiness and retention in the service industry. The study's goal is to examine the relationship between Gujarat's private sector's millennial male workforce's organisational culture and work-life balance. The study's millennial participants are full-time professionals who are married to their spouse. With the backing of their employer, this arrangement has resulted in increased demands for ideas like work-life balance. The "Stratified Random Sampling" approach was used to get the data for the study. We distributed more than 400 surveys to Gujarat's textile industry, and 374 of them responded. Dr. Reena Shah's "Work Life Balance" questionnaire helps people comprehend work-life balance, while Professor T V Rao's "OCTAPACE" questionnaire helps people understand organisational culture.

3. Research Methodology

3.1. Problem Statement

➤ Objectives of the Study

The objectives of the study are mentioned below:

- To find out the socio-demographical profile of working women from the Gujarat State.
- To check the significant difference of opinion among the working women towards the factors for the Corporate Sector from Gujarat State.

3.2. Hypothesis of the Study

With the consideration of the objectives that have been mentioned above in terms of the work-life balance among the women, the Hypothesis of the study are mentioned below:

H0₁: There is no significant difference of opinion among the age of women towards the factors of work-life balance from Gujarat State.

H0₂: There is no significant difference of opinion among the educational qualification of women towards the factors of work-life balance from Gujarat State.

H0₃: There is no significant difference of opinion among the occupation of women towards the factors of work-life balance from Gujarat State.

3.3. Societal Importance of the Study

The study on factors of work-life balance influencing working women in the corporate sector of Gujarat State carries significant societal relevance. In a rapidly industrializing and urbanizing society like Gujarat, women’s participation in the workforce has been steadily increasing across sectors such as IT, finance, health-care, and manufacturing. However, women continue to face the dual responsibilities of professional commitments and traditional family roles. By identifying the impact of workplace flexibility, family and social support, and organizational policies on work-life balance, the study offers insights into how society can evolve to support women in fulfilling both personal and professional aspirations.

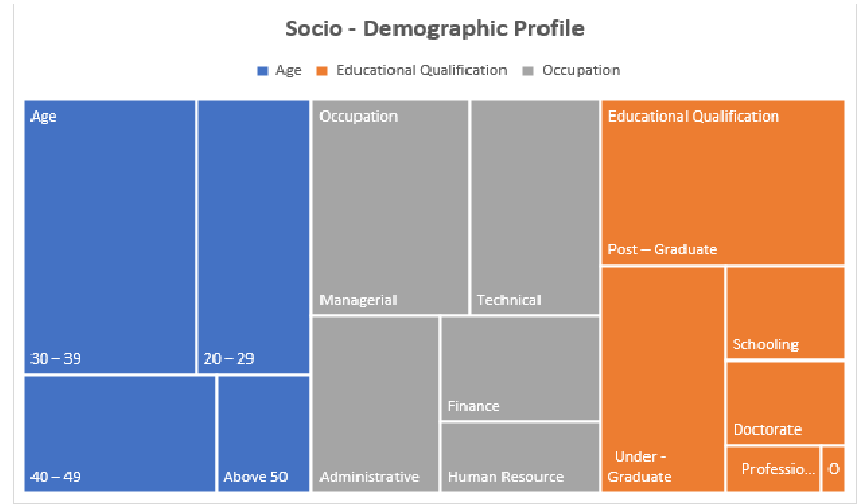
This research emphasizes the role of families, communities, and organizations in creating a supportive environment where women are not forced to choose between career growth and personal well-being. The findings can contribute to shaping gender-sensitive corporate practices, promoting equitable family responsibilities, and raising awareness about the importance of inclusive policies. Ultimately, the study underscores how empowering women through better work-life balance benefits not only individuals but also strengthens families, enhances organizational productivity, and contributes to the socio-economic development of Gujarat.

4. Data Analysis and Interpretation

Profile	Parameters	Frequency	%
Age	20 – 29	28	28.0
	30 – 39	42	42.0
	40 – 49	20	20.0
	Above 50	10	10.0
Educational Qualification	Schooling	10	10.0
	Under - Graduate	25	25.0
	Post – Graduate	36	36.0
	Doctorate	09	09.0
	Professional Degrees	04	04.0
	Others	01	01.0
Occupation	Managerial	30	30.0
	Administrative	20	20.0
	Technical	25	25.0
	Finance	15	15.0
	Human Resource	10	10.0

Source: Own Output

Table 1: Socio – Demographic Profile of Working Women from Gujarat State



(Source: Own Output)

Figure 1: Socio – Demographic Profile of Working Women from Gujarat State

The socio-demographic profile of working women in Gujarat State highlights a young and mid-career dominant workforce. A majority of respondents fall within the 30–39 years age group (42%), followed by 20–29 years (28%), indicating that most women are in their early to mid-career stage, balancing professional responsibilities with family and personal obligations. In terms of educational qualifications, the largest proportion holds postgraduate degrees (36%), while 25% are undergraduates, reflecting a well-educated workforce where higher qualifications are increasingly important for corporate roles. A smaller share of respondents includes those

with schooling (10%), doctorates (9%), professional degrees (4%), and others (1%), suggesting that advanced education plays a vital role in women’s corporate participation. Regarding occupational roles, women are well-represented in managerial positions (30%) and technical roles (25%), followed by administrative (20%), finance (15%), and human resource (10%). This indicates that women in Gujarat are progressively entering diverse and skilled professional domains, reflecting both educational advancement and growing acceptance of women in corporate leadership and technical fields.

Socio -Demographic Profile of Working Women (Gujarat State)	Workplace Flexibility	Family and Social Support	Organizational Policies and Culture
Age	0.000*	0.002*	0.000*
Significant Association	Yes	Yes	Yes
Educational Qualification	0.000*	0.000*	0.004*
Significant Association	Yes	Yes	Yes
Occupation	0.100	0.001*	0.000*
Significant Association	No	Yes	Yes
Source: Own Output			

Table 2: To study the significant difference of opinion among the working women towards the factors for Work-Life Balance

H0₁: There is no significant difference of opinion among the working women of Gujarat State towards their opinion for the impact of work-life balance based on different age categories.

H1₁: There is a significant difference of opinion among the working women of Gujarat State towards their opinion for the impact of work-life balance based on different age categories.

The analysis reveals a significant association between age and all three factors of work-life balance—workplace flexibility ($p = 0.000$), family and social support ($p = 0.002$), and organizational policies and culture ($p = 0.000$). This indicates that women belonging to different age groups hold differing opinions about how these factors influence their ability to balance work and personal life.

H0₂: There is no significant difference of opinion among the working women of Gujarat State towards their opinion for the impact of work-life balance based on different educational qualification categories.

H1₂: There is a significant difference of opinion among the working women of Gujarat State towards their opinion for the impact of work-life balance based on different educational qualification categories.

Educational qualification also shows a significant association with all three factors—workplace flexibility ($p = 0.000$), family and social support ($p = 0.000$), and organizational policies and culture ($p = 0.004$). This suggests that women with different educational backgrounds have varied expectations and perceptions regarding work-life balance.

H0₃: There is no significant difference of opinion among the working women of Gujarat State towards their opinion for the impact of work-life balance based on different educational

qualification categories.

H1₃: There is a significant difference of opinion among the working women of Gujarat State towards their opinion for the impact of work-life balance based on different educational qualification categories.

Occupation shows mixed results, with no significant association for workplace flexibility ($p = 0.100$), but significant associations for family and social support ($p = 0.001$) and organizational policies and culture ($p = 0.000$). This indicates that women in different occupational categories, such as managerial, technical, or clerical roles, generally share similar views on workplace flexibility, possibly due to standardized corporate practices across sectors.

5. Findings, Conclusions and Suggestions of the Study

From the above study, it had been noted that, Younger women, often in the early stages of their careers, may prioritize workplace flexibility to manage both professional growth and family planning, while women in middle age may rely more on family and social support to handle childcare and household responsibilities. Older women may perceive organizational policies and culture as more critical, given their career stability and greater concern for long-term benefits. Hence, age is a key determinant shaping women’s perspective on work-life balance in Gujarat’s corporate sector. In terms of Educational Qualification, graduates may value workplace flexibility more to accommodate career development and personal obligations, while postgraduates and professionally qualified women may place stronger emphasis on supportive organizational policies and inclusive work culture that align with their higher career aspirations. Additionally, the role of family and social support appears equally critical across all qualification

levels, reflecting the continued influence of cultural and social dynamics in Gujarat. In consideration of Occupation, Managerial or higher-level employees may feel greater pressure to balance demanding responsibilities, thus valuing supportive organizational policies more strongly, while those in technical or administrative roles may rely more on family and social support to cope with their workload. This highlights that occupation influences women's work-life balance experiences, particularly in terms of external support systems and workplace culture [4-23].

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