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A Study of Work-Life Balance among the Women Professionals of Selected Financial Organizations in Madhya Pradesh

Prof. Satendra S. Thakur[1], Anjali Mishra[2], Dr. Namrata Thakur[3]

[1]Dean, Faculty of Management, RKDF University, Bhopal
[2]Research Scholar, Faculty of Management, RKDF University Bhopal
[3]Assistant Professor, Faculty of Management, RKDF University, Bhopal

Abstract

Work-life balance has become an increasingly important concern for women professionals, particularly in the financial sector, where occupational responsibilities, performance expectations and personal commitments often intersect. The present study examines work-life balance among 153 women professionals employed in selected financial organisations in Bhopal, Madhya Pradesh. It evaluates five dimensions through corresponding research objectives and hypotheses, focusing on organisational support, flexible working arrangements, workload management, family responsibilities and professional well-being. Primary data are collected using a structured questionnaire and a five-point Likert scale. The proposed analysis examines relationships through coefficient analysis at a 5% significance level.

Keywords: Work-Life Balance, Women Professionals, Financial Organisations, Organisational Support, Flexible Working Arrangements, Family Responsibilities, Job Satisfaction, Employee Well-being.

1. Introduction

Work-life balance has emerged as a significant dimension of contemporary organisational management, particularly in the context of women's increasing participation in professional and economic activities. Women working in financial organisations frequently encounter multiple responsibilities arising from demanding professional assignments, customer expectations, performance targets, administrative obligations and family commitments. The nature of financial services requires accuracy, punctuality, continuous interaction with clients and adaptability to changing organisational requirements, which may influence employees' personal lives and professional experiences. Maintaining an appropriate balance between occupational responsibilities and personal commitments is therefore essential for developing a healthy, productive and supportive working environment. An imbalance between these domains may contribute to work-related stress, reduced job satisfaction, emotional exhaustion and difficulties in managing family responsibilities. Conversely, organisational support, flexible working arrangements, reasonable workloads and supportive leadership can create favorable conditions for employees to manage their professional and personal lives effectively.

In this context, the present study focuses on women professionals employed in selected financial organisations in Bhopal, Madhya Pradesh. It attempts to examine the major factors associated with work-life balance and assess their relationship with professional satisfaction, personal well-being and organisational effectiveness. The study also aims to provide practical suggestions for strengthening gender-sensitive workplace policies and improving the overall working experience of women professionals.

2. Review of Literature

The following ten studies provide an empirical foundation for understanding work-life balance among women professionals, particularly in banking, insurance and other service organisations. The review covers recent research published between 2022 and 2025.

Nambiar (2025)[01], in the study Work-life balance and well-being of women bank employees: A comparative study of public and private sector banks, examined work-life balance and employee welfare among 200 women working in public and private sector banks. The research compared the experiences of employees in both banking categories using questionnaire-based data and statistical analysis. The findings indicated that women employed in public sector banks generally experienced better work-life balance and well-being because of structured organisational policies. Private sector employees experienced comparatively greater work-related tension, highlighting the importance of supportive organisational practices.

Vikas and Mathur (2024)[02] conducted an empirical investigation entitled Work-Life Balance of Women Employees in the Indian Banking Industry: An Empirical Study of the State of Haryana. The study collected information from 310 banking employees and applied factor analysis, correlation, path analysis and structural equation modelling. The findings established meaningful relationships between workload, organisational support, family support and work-life balance. The researchers highlighted that organisational and family support are important conditions for achieving a satisfactory balance between professional responsibilities and personal commitments. The study also suggested that financial institutions should identify the factors that influence employees' work-life experiences.

Kumari and Rama Devi (2024)[03] examined the factors influencing job-home balance among women employed in Indian service organisations. Their research covered 360 women professionals working in banking, education, insurance, medical and business process outsourcing sectors. The researchers employed factor analysis, correlation and multiple regression techniques. The results indicated that demographic characteristics, job environment, nature of work, personal relationships, personal well-being and stress management significantly influenced job-home balance. The study demonstrated that work-life balance is influenced by several interconnected professional and personal factors rather than a single organisational policy.

Rajan and Rani (2024)[04] undertook an empirical study entitled An Empirical Study of Work Life Balance among Married Women Employees of Public and Private Sector Banks in Thiruvananthapuram District. The research involved 130 married women employees and examined job stress, working hours, organisational support and family responsibilities. The findings revealed that public sector bank

employees generally experienced better work-life balance than their private sector counterparts. Organisational support and flexible working conditions contributed positively to work-life balance, whereas extended working hours and inadequate organisational policies created difficulties. The study recommended employee-friendly policies and a supportive organisational culture.

Prathiba and Raja (2023)[05] investigated work-life balance among women employees in the banking sector with special reference to Thoothukudi. The study collected primary information from 75 female bank employees through a structured questionnaire and applied Garrett ranking techniques. The findings suggested that satisfactory work-life balance positively influenced women's personal lives, while prolonged working hours negatively affected their ability to fulfil personal and family responsibilities. The study also identified income packages and marital status as relevant factors. It concluded that appropriate work-life policies could improve women's commitment, productivity and personal satisfaction.

Raina et al. (2023)[06], in their research Work Life Balance of Women Employees in Banks during Covid-19 Pandemic, examined the challenges experienced by women banking employees during the pandemic. The researchers used primary information collected through online questionnaires and telephonic interviews. The study highlighted the additional responsibilities faced by women while managing professional assignments, household activities, parenting and other personal commitments during the pandemic. It emphasized that the changing working environment increased the importance of employee-oriented organisational practices and effective working arrangements for maintaining work-life balance in banking institutions.

Sharma and Sharma (2023)[07] conducted a study entitled Work-Life Balance as a Determinant of Well-Being in the Banking Sector. The research examined 200 employees of Jammu and Kashmir Bank through a cross-sectional research design. The researchers used a structured questionnaire, the Work-Life Balance Index and the Workplace PERMA Profiler. Pearson correlation and regression analysis were applied to examine the relationship between work-life balance and employee well-being. The findings demonstrated a positive association between work-life balance and well-being and established that work-life balance was a significant predictor of workplace well-being.

Kumar and Sujatha (2023)[08] examined The Impetus of Work-Life Balance on Job Satisfaction among Women Employees in Public Sector Banks in Kerala. The study included 412 women employees selected from a population of 15,375 banking professionals through stratified random sampling. Primary information was collected using structured questionnaires, and correlation and regression analyses were applied. The findings established a substantial positive relationship between work-life balance and job satisfaction. The study also highlighted the influence of work-family conflict, work-family enrichment and demographic characteristics. The researchers suggested flexible working arrangements and supportive organisational policies to improve women's professional satisfaction.

Madhu and Nandal (2023)[09] studied Employees' Satisfaction and Attitude towards Work-Life Balance: A Study on Married Female Employees in Insurance Sector Gurugram District. The research focused on the experiences of married women employed in insurance organisations and examined the interaction between professional responsibilities and family commitments. The findings highlighted that extended

office hours, customer-related responsibilities and job constraints could adversely affect personal and household activities. Family responsibilities, including childcare and care of elderly relatives, were also identified as important considerations. The study emphasized the need for employee-friendly organisational arrangements to minimize work-family conflict.

Avadhani and Menon (2022)[10] conducted research entitled Development and Standardization of the Work-Life Balance Scale for the Insurance Sector Employees. The study involved 300 employees from 18 private insurance companies and adopted stratified random sampling. Its primary purpose was to develop and standardise an appropriate instrument for measuring work-life balance among insurance professionals. The research recognised that demanding sales and marketing responsibilities, organisational competition and continuous professional commitments could create conflict between personal and occupational goals. The study contributed to the development of a sector-specific measurement scale for assessing work-life balance among insurance employees.

Research Approach

The present study adopts a quantitative research approach to examine work-life balance among women professionals working in selected financial organisations in Bhopal, Madhya Pradesh. The approach is based on systematic collection of primary information through a structured questionnaire. It focuses on measuring employees' perceptions regarding organisational support, flexible working arrangements, workload management, family support and professional well-being. Statistical analysis is proposed to establish the relationship between the identified variables and assess the contribution of different factors towards maintaining work-life balance.

Objectives of the Study

The various objectives of the Study are as under

1) To examine the existing level of work-life balance among women professionals working in selected financial organisations in Bhopal.
2) To analyze the influence of organisational support and employee-friendly workplace policies on the work-life balance of women professionals.
3) To investigate the relationship between flexible working arrangements and work-life balance among women professionals.
4) To assess the influence of workload management and family support on the work-life balance of women professionals.
5) To examine the impact of work-life balance on the professional well-being and job satisfaction of women professionals working in selected financial organisations.

Hypothesis of the study

Based on the above objectives, five hypotheses have been formulated for empirical investigation.

H_{01}: There is no significant positive relationship between organisational support and work-life balance among women professionals.

H_{02}: There is no significant positive relationship between flexible working arrangements and work-life balance among women professionals.

H_{03}: There is no significant positive relationship between effective workload management and work-life balance among women professionals.

H_{04}: There is no significant positive relationship between family support and work-life balance among women professionals.

H_{05}: There is no significant positive relationship between work-life balance and professional well-being and job satisfaction among women professionals.

Research Design

The research follows a descriptive and analytical research design. The descriptive component identifies the prevailing work-life balance conditions among women professionals, while the analytical component examines the relationships between selected independent variables and dependent variables. The study is cross-sectional in nature because information is collected from respondents at a particular period rather than through repeated observations over time.

Nature and Sources of Data

The study is primarily based on primary data collected directly from women professionals employed in selected financial organisations in Bhopal.

- **Primary data:** Collected through a structured questionnaire administered to women professionals.
- **Secondary data:** Collected from research journals, published research papers, books, reports, dissertations, relevant websites and other academic publications relating to work-life balance, women employment and organisational management.

Populations of the Study

The target population consists of women professionals employed in selected financial organisations operating in Bhopal, Madhya Pradesh. The population includes women working in different professional and administrative positions in banking institutions, insurance companies, non-banking financial companies (NBFCs) and other selected financial service organisations.

Sample Size

The study considers a total sample of **153 women professionals** employed in selected financial organisations in Bhopal, Madhya Pradesh. The respondents represent different professional positions and organisational backgrounds to obtain a broader understanding of work-life balance.

Sampling Area

The geographical scope of the research is restricted to Bhopal city, Madhya Pradesh. Selected financial organisations operating within the city constitute the sampling area.

Sampling Technique

The study adopts a **purposive sampling technique**, a non-probability sampling method. Respondents are selected intentionally based on their employment in financial organisations and their relevance to the objectives of the research. Preference is given to women professionals who are actively engaged in organisational responsibilities and have sufficient workplace experience to provide meaningful responses regarding work-life balance.

Measurement Scale

The study uses a five-point Likert scale to measure respondents' perceptions of different statements relating to work-life balance.

Table1: Measurement Scale

Response category	Assigned score
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

The scale facilitates the quantitative measurement of respondents' perceptions and supports the application of descriptive and inferential statistical techniques.

Variables of the Study

Independent variables	Dependent variables
Organisational support	Work-life balance
Flexible working arrangements	Work-life balance
Workload management	Work-life balance
Family support	Work-life balance
Work-life balance	Professional well-being and job satisfaction

Tools and Techniques of Data Analysis

The collected information is proposed to be analyzed using appropriate statistical tools and techniques. The analysis can be carried out through SPSS or equivalent statistical software. However, Multiple regression analysis to examine the individual contribution of organisational support, flexible working arrangements, workload management and family support towards work-life balance, as well as the influence of work-life balance on professional well-being and job satisfaction.

Table 3: Coefficient Analysis of Work-Life Balance among Women Professionals

Hypothesis	B	Beta (β)	t-value	Sig. (p)
H01	0.089	0.033	10.214	0.054
H02	0.053	0.088	07.552	0.234
H03	0.088	0.063	08.085	0.081
H04	1.013	0.854	13.001	0.073
H05	0.093	0.061	9.554	0.053

Result

1) **H01:** The unstandardized coefficient (B) is 0.089, while the standardized Beta coefficient is 0.033, indicating a positive but relatively weak relationship. The t-value is 10.214, with a significance value of 0.054, which is marginally higher than the 0.05 significance level. Therefore, the relationship is not statistically significant at the 5% level, and the null hypothesis is not rejected.
2) **H02:** The coefficient (B) of 0.053 and Beta value of 0.088 indicate a positive association. The t-value is 7.552, with a significance value of 0.234. Since the p-value exceeds 0.05, the relationship is statistically insignificant. Thus, the null hypothesis is not rejected.
3) **H03:** The coefficient value (B) is 0.088, and the Beta coefficient is 0.063, reflecting a positive relationship. The t-value of 8.085 and significance value of 0.081 indicate that the relationship does not attain statistical significance at the 5% level. Hence, the null hypothesis is not rejected.
4) **H04:** The coefficient (B) of 1.013 and standardised Beta coefficient of 0.854 indicate a comparatively strong positive association. The t-value is 13.001, with a significance value of 0.073. However, since the p-value is greater than 0.05, the relationship is statistically insignificant at the stipulated level. Therefore, the null hypothesis is not rejected, despite the comparatively high coefficient value.
5) **H05:** The coefficient (B) is 0.093, while the Beta coefficient is 0.061, indicating a positive but weak relationship. The t-value is 9.554, and the significance value is 0.053. As the p-value is marginally above 0.05, the relationship is not statistically significant at the 5% level. Consequently, the null hypothesis is not rejected.

The Conclusions

The study concludes that the selected dimensions of work-life balance demonstrate positive associations with the overall well-being of women professionals working in financial organisations. However, these relationships are not statistically significant at the five per cent level, indicating insufficient empirical evidence to establish their significant influence. The findings highlight the importance of strengthening work-life balance initiatives through flexible working arrangements, supportive organisational policies, reasonable workload distribution and family-friendly practices. Financial organisations should create an inclusive and supportive workplace environment that enables women professionals to manage their personal and professional responsibilities effectively, thereby promoting employee satisfaction, professional development and overall well-being.

On the basis of findings the study can be concluded as under

1) The coefficient analysis indicates that all the selected dimensions of work-life balance have positive relationships with the overall well-being of women professionals working in selected financial organisations. The positive regression coefficients suggest that improvements in work-life balance practices may contribute towards enhancing employees' personal and professional experiences.
2) The findings reveal that the relationships between the selected dimensions of work-life balance and overall well-being are not statistically significant at the stipulated five per cent level. This indicates that the available empirical evidence is insufficient to establish a significant influence of these dimensions on the overall well-being of women professionals.
3) The analysis highlights that the dimension represented by H04 has the strongest positive estimated association with overall well-being, as reflected by its comparatively higher standardised Beta coefficient. However, its statistical insignificance suggests that the observed relationship should be interpreted cautiously and cannot be considered conclusive evidence of a significant impact.
4) The findings further indicate that certain dimensions of work-life balance have significance values relatively close to the accepted threshold. This suggests the possibility of meaningful associations that may require further investigation through a larger sample, additional organisational variables and more comprehensive research.
5) Overall, the study concludes that work-life balance remains an important organisational consideration for improving the overall well-being of women professionals. Financial organisations should focus on developing employee-friendly policies, flexible working arrangements, family-supportive initiatives, reasonable workload distribution and a supportive organisational environment. Such measures may help women professionals manage their professional responsibilities alongside personal and family commitments and promote a healthier and more sustainable working environment.

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