



## Does Work Life Natural Fusion Outscores Work Life Balance?

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### ABSTRACT

It is challenging for both employee and employers to balance their work and family life. This conceptual paper on Work Life Balance and Work Life Natural Fusion give a frame on meaning and importance of Work life balance and Work Life Natural Fusion. Sometimes due to poor work life balance, many people suffered from some adverse psychological aspects like stress, anxiety, work place conflicts and other personal responsibilities are also not performed w This research paper seeks to explore the benefits of work life natural fusion over traditional work life balance, and its potential implications for employee well-being and performance.

Key words- Work Life Balance, Work Life Natural Fusion.

### 1. INTRODUCTION

In recent years, the concept of work life balance has gained significant attention in the field of organizational behavior. However, there has been increasing criticism of this approach, with some arguing that it is unrealistic and unsustainable. As an alternative, the concept of work life natural fusion has emerged, which emphasizes the integration of work and personal life rather than a strict separation. The need of the current generations, who are entering their jobs, are less focused on the salary they earn and more on the balance they look to achieve in their personal and professional lives. But according to the current trend in the work culture, it is difficult to find a balance between the two as the line separating the work and the personal life is blurring; thus, fusing the two into one and it has got really arduous for one to find parity betwixt in the two. Here, the teachings of the Bagvatham – The holy text would come to the rescue by helping us realize the importance and implementation of Work-Life Natural Fusion.

Purohit (2018) discussed that Work-Life Natural Fusion (WLNf) endeavors to explore the newly coined phenomenon by analyzing the case of married women who are working with PSU Banks trying to manage their work life. Many interesting observations were registered and were further worked upon to broadly understand their connect with the existing concepts and understandings through various discussions with the experts and referring to the scholarly writings on integrative-intelligence and VUCA that throws innovative insights and provoking thoughts towards the concept, this also validated and acknowledged the need to further develop it.

First, it is important to understand the concept of work-life balance. Work-life balance defined as the sum of hours given to work and the number of hours dedicated to personal life related to health activities praise, spend time with family, or leisure time to earn a sense of accomplishment and happiness at the same time. It does not mean doing anything balance the time given to professional and personal life but remember the fluidity between work and life is the most difficult to achieve subconsciously work-life balance concepts. Work-life balance varies overtime at work, as well depending on your marital status, work life, and so on. Given below are a few pointers supporting the criticism of work-life balance:-

**Lack of effectiveness-** Work-Life Balance suggests giving equal time to work as well as personal life which results in the lack of effectiveness in one's life because it becomes a constant tussle between the various roles a women has to play in her day-to-day life and this tussle results in degradation of mental and physical well-being. Googins (1991) discussed these conflicts as a social earthquake affecting the family, the organizations, corporation and the society at large. Marissa Mayer, who is the CEO of Yahoo, joined work right after the birth of her son, suggests that a person should have a whole perspective of one's as a central part of life than an obligatory entity.

**Insufficiency to define success in all parts of one's life-** What success may be for one person might not be for another, definition of one's success is entirely personal. Some people relate success to the kind of money they make while others relate success to the leisure they gain. For example, Dyke & Murphy (2006) found that gender significantly determines the definition of success. Researchers suggest that to obtain a holistic approach to work and life, one must ensure the quality of time and effort spend on the major stakeholders in their life, which is a failed insurance with regard to work-life balance.

**Inability to maintain control-** To maintain a balance between the professional and personal life, it has been suggested to take control of one's life because if one fails to do so, they might be stuck in a place which is an extensive misfit for them, and working in a place that is not whole heatedly accepted by one leads to unhappiness and stress. While one is busy in her life to maintain a balance between work and life exclusively, they fail to give themselves

time to explore their own history, preferences, motivation and biases. It is very unfair for one to immerse them so much into maintaining their work and life in a balanced way that end up losing or ignoring their own health needs and other personal needs.

**Technology making the 'balance' harder to achieve-** In earlier times, the employees were connected to their work places only during the office hours; they would then actually find some leisure time off work which allowed them to maintain an easy balance but in an age of technological advances employees are always reachable even off duty. A study suggests, in a developed country, a person on an average spends at least 3 hours per day for work matter even during the vacation instead of enjoying the time away from work.

**Work Life Natural Fusion:** As per Purohit (2018), Work-Life Natural Fusion can be explained as the simultaneous management of Work and Life demands while one is still at work. Researchers site that employees, majorly the youth, manages to use social media constantly at work in order to maintain their personal life while at work. In addition to which the employers believe that the employees are now far more accessible than ever because of this cohesively connected network. Therefore, this blurring of the boundaries between the work and life introduces us to the concept of Work-Life Natural Fusion. There is a fine differentiation between the two approaches that is the work life balance and the work life fusion. Traditionally its believed that in order to be truly happy one must achieve the 'balance' between Work and Life, else that would lead to focusing so much on ones work that they would not be able to enjoy the fulfilling experiences in life. This is entirely based on treating the two concepts as completely conflicting to each other, which obviously is not the case. This traditional definition has to change with the changing work culture, technological advancements and the changing environment, the concept of work-life natural fusion has to be taken in consideration, understanding that work and life are not conflicting notions but indeed, they co-exist. This approach is a shift from the traditional work-life balance, which focuses on balancing work and personal life. Work-life natural fusion is based on ancient Indian scriptures, such as the Bhagavad Gita, which emphasize the importance of holistic living and the integration of different aspects of life

**Need of Work-Life Natural Fusion:** In addition to overcoming the limitations of work-life balance, there are more reasons for the need for work-life natural fusion, for a healthier life in the young working cohort.

**Meaningful daily:** Work-Life Natural Fusion not only allows one to achieve at work but also enjoy the achievements in all the four quadrants of life- Work, Family, Self and Friends etc. The fusion between the work and life helps one to realize the enjoyment in every achievement of live, which allows you to be internally happy and push to a healthy self.

**Technology is making the discretion practically impossible:** It has been widely observed that employees have developed the habit of being active on their mobile phones and mails almost all the times. It shows that the fear of missing out on important discussions and details drive them such that even when on vacations they cannot fully separate work from their lives which certainly proves the need of a more sorted approached like work life natural fusion.

**Flexibility leads to productivity:** This has been observed, majorly with the millennial that the concept of working at an eight-hour stretch has now become uncommon, instead the associated prefer to take small breaks within working hours and extend the period later. This negotiable nature of the flexibility in the work hours and the ability of working from home have indicated a high rise in the efficiency and productivity, if the associates are held accountable for their work. This highly shows the need of work life natural fusion.

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## 2. REVIEW OF LITERATURE

Existing research on work life balance has highlighted the negative effects of work-life conflict on employee well-being and performance. However, there has been growing criticism of this approach, with some scholars arguing that work and personal life should not be viewed as separate domains. Instead, the concept of work life natural fusion has emerged, which emphasizes the integration of work and personal life. While there is limited empirical research on this topic, early studies suggest that work life natural fusion may be a more effective approach to managing work and personal life.

A research study by Schein (1984) focused on the very crucial fact of the changing work environment. It cannot be denied that the work environment is changing; there are pros and cons associated with these drivers and complexity. Expectedly creative methods and approaches emerge to deal with the issues that were non-existent in the past. A slow shift to Work- Life Integration from the term- Work Life Balance was also developed. Here, for the consideration of work choices, Lifestyle of the employees was created as a separate career anchor.

A research study by Gambles, R., Lewis, S., & Rapoport, R. (2006) looks at the role of technology and the measured shift in its usage which helps to move from the trend of WLB to Work Life Integration. Kossek and Lambert (2008), in their study focused more on the literature of WLB where the employees who wanted to be successful in their careers considered to follow a pattern in their own way to manage their work and life issues as such looking to understand their requirements by initiating policies and procedures which suits them While the study by Haeger, D. L., & Lingham, T. (2014) exhibits a strong evidence on the fact that the usage of technologies can consistently affect the employees managing both work and life spheres.

A research study by Sharma (2006) focused on the four pillars – Home, Office, Society and Temple i.e., The HOST Model which emphasis on having a fusion between home, office, social-interactions and spiritual transcendence. HOST model suggests four kinds of values which are based on the 3T Model of Values- Transactional, Transformational, Transcendental. Wherein the office represents transactional values, society represents transformational values, temple represents transcendental values and family represents all the three. As it is known, to succeed in one's career, it involves dedication which would involve long hours at work and dealing constantly with difficult and complex situations over a period of time with which often leads to stress and tension. In order to avoid spilling negativity over personal life and still having a sense of satisfaction one tries to find a balance between Work and

personal life. It has been found that the failed attempt to maintain a balance between them often leads to the spill of negativity in one's life along with distractions at work.

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### 3. KEY OBSERVATIONS AND RESEARCH GAP

Based on the review of literature, it is clear that the concept of work life natural fusion is an emerging area of research. While there is limited empirical research on this topic, early studies suggest that it may be a more effective approach to managing work and personal life. However, there is a significant research gap in terms of understanding the potential downsides of this approach, as well as the factors that may facilitate or hinder the implementation of work life natural fusion in organizations.

#### Factors Affecting Work-Life Natural Fusion

1. Understanding of priority: Work-Life Natural Fusion depends on the ability of the individual to be able to understand the priorities among various official and family responsibilities.
2. Emotional Response: It is also dependent on how an individual reacts to the emotions of joy as well as sorrow.
3. Ability to work from home: It is dependent on an individual's ability to do the office task from home and vice versa without compromising with the efficiency and quality of work done.
4. Criticism at work place and self-criticism: Work-Life Natural Fusion is also influenced by the criticism received by an individual when working from home, carrying personal work to office, managing flexible timings and considering personal health.
5. Ability to stay connected with friends and family while at work: It is also affected by one's ability to stay connected with one's family or friends while the individual is still at work.
6. Saatvika and use of technology: Work-Life Natural Fusion is also dependent on an individual's use technology for productive purposes and maintaining sacredness in terms of good thoughts, working habits, eating habits, regular yoga & exercise, and assuring very low greed or fear etc.
7. Understanding of family and self-needs and giving 100% to both: It is also dependent on a person's ability of understanding the situations and taking decisions without deviating from one's principles, keeping in mind that life is not only about satisfying self and family's material needs. Being able to maintain a stable mind while at work if some priority issue arises at home, still giving the 100% in both spheres leading to appreciation of the ability to handle both entirely well.

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### 4. CONCLUSION

The concept of work life natural fusion is an emerging area of research with significant implications for employee well-being and performance. While there is limited empirical research on this topic, early studies suggest that it may be a more effective approach to managing work and personal life than traditional work life balance. However, there are also potential downsides to this approach, and further research is needed to understand the factors that may facilitate or hinder its implementation in organizations. Today be the home, self or the work, one needs to put the best and this could be done if one is full of joy at all of these. The HOST model proposed by Sharma (2006) also points at creatively looking at the duties, which one can enjoy. Following the wonderful piece of advice from Indian Culture and texts, one can slowly move towards saatvikta, integrative intelligence and stithipragya. Instead of striving for a Work-Life Balance, one must focus on living the best life they can, without treating the two notions of work and life as separate, but prioritizing life and the same time acknowledge the work they do for the best life as simply a part of it.

Looking at the implementation of Work-Life Natural Fusion there are two critical issues. Identify one's Calling: It is only when one finds one's calling, that fusing your life with work could be implemented. Look out to find where one can make the greatest contribution to most people if one has a hard time finding one is calling. Bhagvad Gita Supports Work-Life Natural Fusion; Bhagvad Gita is not only seen through the holy lens but it can also be seen as a guide to a healthy fusion of work and life.

Having a positive attitude towards work and life not only creates a balance but involves fluidity in life as well, ensuring that the two notions are fused as one. One has to give their best in work, life, and self with enthusiasm, sense of priority, saatvika, holistic perspective and relaxed manner. Overall, it seems both rationally and intuitively appealing to move towards WLNf.

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