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A STUDY ON “EMPLOYEES WORK-LIFE BALANCE” FARIDA SHOES PVT LTD AT AMBUR

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Abstract

In today's highly competitive and demanding business environment, the concept of work-life balance has emerged as a critical factor influencing employee satisfaction, productivity, and organizational performance. This study focuses on assessing the work-life balance of employees at Farida Shoes Private Limited, Ambur, a leading footwear manufacturer in India known for its large-scale operations and workforce intensity. The research aims to explore the extent to which employees are able to balance their professional responsibilities with personal and family life, while also identifying the organizational factors that either support or hinder this balance.

Keywords: Professional Responsibilities, Production, Quality Control, Administration, Flexibility

INTRODUCTION

Work-life balance refers to the ability to maintain a healthy equilibrium between professional responsibilities and personal life. In today's fast-paced world, employees often struggle to manage their work commitments while also fulfilling personal and family obligations. Achieving a good work-life balance is essential for reducing stress, improving productivity, and enhancing overall well-being. Organizations play a crucial role in promoting work-life balance by offering flexible work arrangements, wellness programs, and a supportive work environment. Likewise, individuals must adopt time management strategies and set clear boundaries to ensure they do not experience burnout.

RESEARCH BACKGROUND

Farida Shoes Private Limited (FSPL), a subsidiary of the [Farida Group](#), is a significant player in the footwear manufacturing industry, serving major luxury brands across 40 countries. To conduct research on work-life balance at FSPL, a few key areas need exploration: the company's history and growth, its employee profile, and its commitment to sustainability and inclusive practices.

GLOBAL TRADE DYNAMICS AND EXPORT OPPORTUNITIES

Globally, leather footwear remains a premium category, with strong demand in developed markets like the **U.S., U.K., Germany, France, and Japan**. Consumers in these regions value craftsmanship, comfort, and design all areas where Indian manufacturers like Farida Shoes have competitive strength.

IDENTIFIED PROBLEM

One of the key problems affecting work-life balance is the blurring of boundaries between professional and personal life, particularly in the era of remote work and digital connectivity. With smart phones, emails, and messaging platforms always within reach, many employees feel pressured to remain available beyond traditional working hours. This constant connectivity can lead to longer working hours, making it difficult for individuals to fully disconnect from their job responsibilities. As a result, personal time for family, rest, and leisure often takes a backseat, contributing to stress and burnout. The lack of clear separation between work and home life not only affects mental and physical well-being but also diminishes overall productivity and job satisfaction in the long run.

OBJECTIVES OF THE STUDY

To analyze the key factors influencing work-life balance this includes examining work schedules, organizational culture, job demands, and individual coping mechanisms. To assess the impact of work-life balance on employees' mental and physical well-being investigating how work-related stress, burnout, and job satisfaction are affected by work-life balance. To evaluate the effects of work-life balance on employee productivity and performance Understanding how maintaining a balanced work-life dynamic contributes to efficiency, motivation, and job commitment.

REVIEW OF LITERATURE

Rashmi Kataria (2022) Conducted a systematic literature review and bibliometric analysis, identifying four primary research themes: flexible work arrangements, gender differences, work-life interface, and WLB policies. Emerging topics include gender discrepancies and the impact of contextual factors and organizational culture on WLB.

Ali, Naz, & Azhar (2024) Explored the relationship between WLB and women's career motivation in the Indian context. The study emphasizes the need for organizations to tailor policies that support women's career growth while maintaining a healthy work-life balance, contributing to a more inclusive and gender-equitable work environment. Ismawati,

Soetjipto, & Sopiah (2023) Investigated the influence of WLB and work-from-home (WFH) arrangements on work productivity. Findings suggest that WFH positively impacts emotional well-being and productivity, highlighting the importance of organizational support and balanced approaches to WFH implementation

Basuni & Sopiah (2023) examined the relationship between WLB and employee burnout. The study found an increasing trend in research on this topic and identified several key factors contributing to WLB and burnout, offering a basis for future research.

Zahra Sulastiana (2023) provided a comprehensive understanding of WLB outcomes for employees, categorizing them into individual and organizational outcomes. The study utilized a systematic literature review approach, analyzing 25 articles to draw its conclusions.

Mharchelya & Hariko (2024) focused on the impact of WLB on career and life satisfaction. The review of 10 articles published between 2020 and 2024 indicates that implementing WLB practices leads to higher career and life satisfaction among employees.

Medina-Garrido, Biedma-Ferrer, & Ramos-Rodriguez (2023) assessed the impact of work-family policies on employee well-being and job performance in the Spanish banking sector. The study found that access to flexible working hours and family support services indirectly enhances job performance by improving employee well-being.

Biedma-Ferrer, & Bogren (2023) analyzed the role of organizational support for work-family balance in the tourism sector. The research highlighted that organizational support and accessible work-family policies contribute to increased employee well-being and commitment, with variations

based on gender and seniority.

Vitaharsa& Wasino (2023) Explored how WLB influences employee productivity in modern companies. The literature review indicates that work flexibility, stress management, Russo, Hanel, Altnickel, & van Berkel (2021) This longitudinal study investigated the daily routines of software engineers during the COVID-19 pandemic. The findings indicated that while remote work did not significantly alter the time spent on activities, it did affect well-being and productivity. The study emphasizes the need for organizations to understand the nuances of remote work to support employee well-being effectively.

Medina-Garrido, Biedma-Ferrer, & Bogren (2023) Focusing on the Spanish tourism sector, this research examined the impact of organizational support for work-family balance on employee well-being. The study found that accessible work-family policies, coupled with organizational support, positively influenced employee well-being and commitment. The effects varied based on gender and employee seniority, highlighting the importance of tailored policies.

Aman-Ullah, Hassan, Jahangir, & Mehmoood (2024) this comprehensive literature review explored work-life balance in Pakistan, identifying key factors such as job satisfaction, organizational commitment, and job stress. The study suggests that future research should focus on underexplored industries like retail, manufacturing, hotels, and telecom. It also recommends employing alternative theories like knowledge-based and resource-based theories to enhance understanding.

Russo (2023) Introducing the IJARS model, this paper presents a framework combining job demands, resources, and self-determination to understand employee well-being and resilience. The model emphasizes the importance of agile values and mental health initiatives, advocating for workplaces that prioritize work-life balance and hybrid models to prepare for future challenges.

Widaningsih, & Lubis (2024) this study discusses the evolution of work-life balance in human resource management, emphasizing the need for organizations to redefine priorities to support employee well-being. The authors suggest that integrating flexible work arrangements and organizational support can enhance job satisfaction and overall work-life balance.

Palouzian, Hegedus (2023) This study utilized grounded theory to model the impact of mentoring on women's work-life balance. Findings indicated that role management is a key criterion for work-life balancing among women. The study provides recommendations for organizations to support women's career development through effective mentoring programs. Medina-Garrido, Biedma-Ferrer, & Bogren (2023) focusing on the Spanish tourism sector, this research examined the impact of organizational support for work-family balance on employee well-being. The study found that accessible work-family policies, coupled with organizational support, positively influenced employee well-being and commitment. The effects varied based on gender and employee seniority, highlighting the importance of tailored policies.

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Oluwadare, Edokwe, & Ayeomoni (2024) this research explores the transformative potential of scalability principles derived from cloud computing and IT in redefining workforce management for a four-day workweek. The study emphasizes the importance of pilot programs, clear communication, and agility as critical success factors for implementing a four-day workweek.

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RESEARCH GAP

Understanding the dynamics of work and personal life integration. However, several research gaps persist. One major limitation is the lack of longitudinal studies, as most existing research is cross-sectional and does not capture the long-term effects of WLB policies on employee well-being, productivity, or retention. Additionally, there is a noticeable sectorial imbalance in the literature, with a strong focus on corporate and IT industries, while critical sectors such as healthcare, education, manufacturing, and hospitality remain underexplored. Another important gap lies in the geographical focus of research; much of the data comes from developed Western countries, leaving a need for more culturally nuanced studies from developing .

RESEARCH METHODOLOGY

This study employs a mixed-method research design to investigate employees' work-life balance and its impact on job satisfaction and productivity. Using quantitative (questionnaires) and qualitative (interviews) approaches, the research aims to explore the current state of work-life balance, identify influencing factors such as workload and flexible work arrangements, and analyze its effects on employee outcomes. A sample of employees from various departments will be selected through stratified random sampling to ensure diverse representation. Data will be analyzed using statistical tools for quantitative data and thematic analysis for qualitative insights.

LIMITATION OF THE STUDY

1. Sample Size and Diversity

The survey was conducted on a limited sample, which may not fully represent the diverse experiences and demographics of a larger workforce.

Responses may be skewed due to over- or under-representation of specific job roles, departments, or industries.

2. Self-Reported Data

The study relies on self-reported data, which may be subject to biases such as social desirability,

Exaggeration or underreporting of negative experiences.

3. Time Constraints

Due to time limitations, the study was conducted over a short period, which may not capture long-term trends or seasonal variations in work-life balance.

4. Scope of Variables

The study focused primarily on general aspects of work-life balance without exploring deeper psychological, familial, or organizational factors that may influence it.

5. Lack of Longitudinal Data

This research does not include longitudinal data to observe how work-life balance perceptions and practices evolve over time.

there footwear companies or industries due to Farida Shoes' unique organizational structure, culture, or location.

DATA ANALYSIS AND INTERPRETATION

Table 1.WORKPLACE PROVIDE WELLNESS PROGRAMS (e.g., health check-ups, stress management sessions)

S.no	Opinion	No. Of respondents	Percentage
1	Yes, regularly	55	55%
2	Occasionally	42	42%
3	No, never	3	3%
Total		100	100%

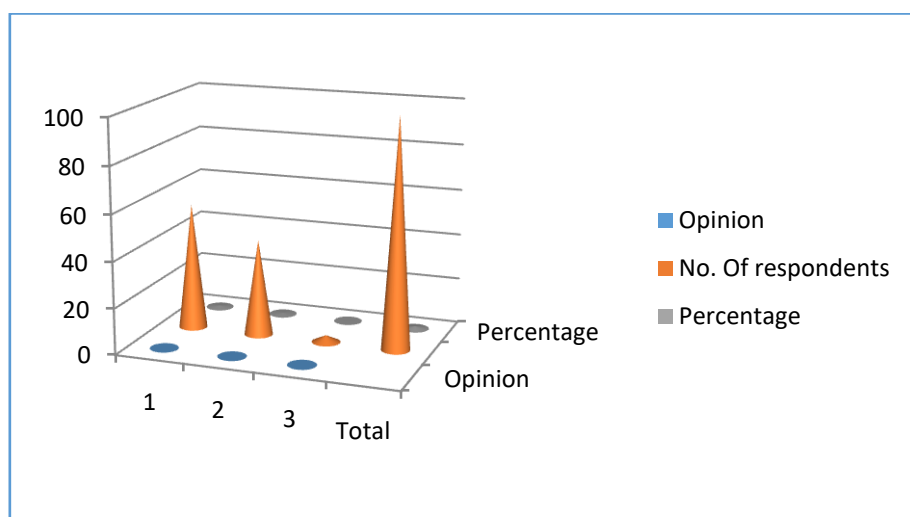


CHART 1
WORKPLACE PROVIDE WELLNESS PROGRAMS

INTERPRETATION:

From the above table 5.1.15 shows that 55% of people said that they conduct regularly, 42% of people said that they conduct occasionally, 3% of people said that they never conduct.

Table 2.COMFORTABLE DISCUSSING WORK-LIFE BALANCES ISSUES WITH YOUR MANAGER

S.no	Opinion	No. Of respondents	Percentage
1	Strongly agree	27	27%
2	Agree	30	30%
3	Neutral	30	30%
4	Disagree	10	10%
5	Strongly disagree	3	3%
Total		100	100%

Source: Primary data

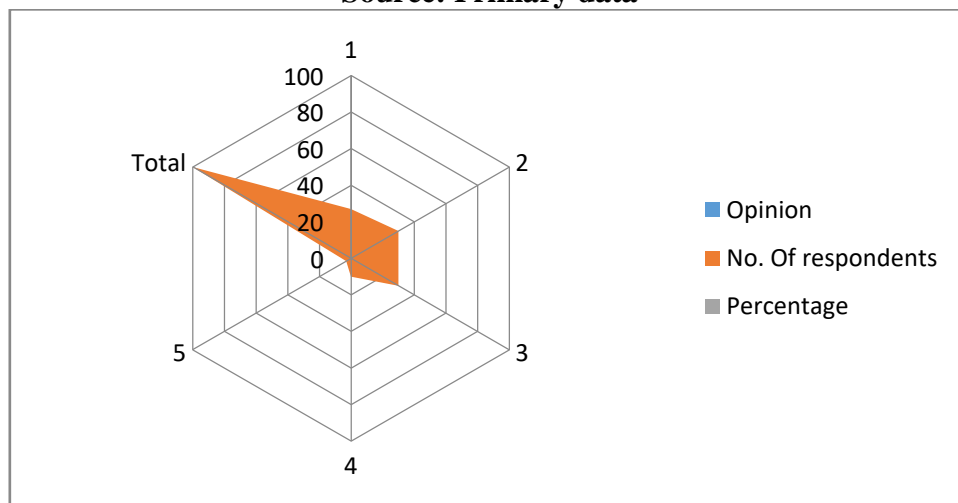


CHART 5.1.14

COMFORTABLE DISCUSSING WORK-LIFE BALANCES ISSUES WITH YOUR MANAGER

INTERPRETATION:

From the above table 5.1.14 shows that the discussion with the manager about the work-life balance, 27% of people said that they are strongly agree, 30% of people said that they are agree, 30% of people said that they are neutral, 10% of people are said that they are disagree, 3% of people are said that they are strongly disagree.

Table 3.WORKPLACE PROVIDE WELLNESS PROGRAMS (e.g., health check-ups, stress management sessions)

S.no	Opinion	No. Of respondents	Percentage
1	Yes, regularly	55	55%
2	Occasionally	42	42%
3	No, never	3	3%
Total		100	100%

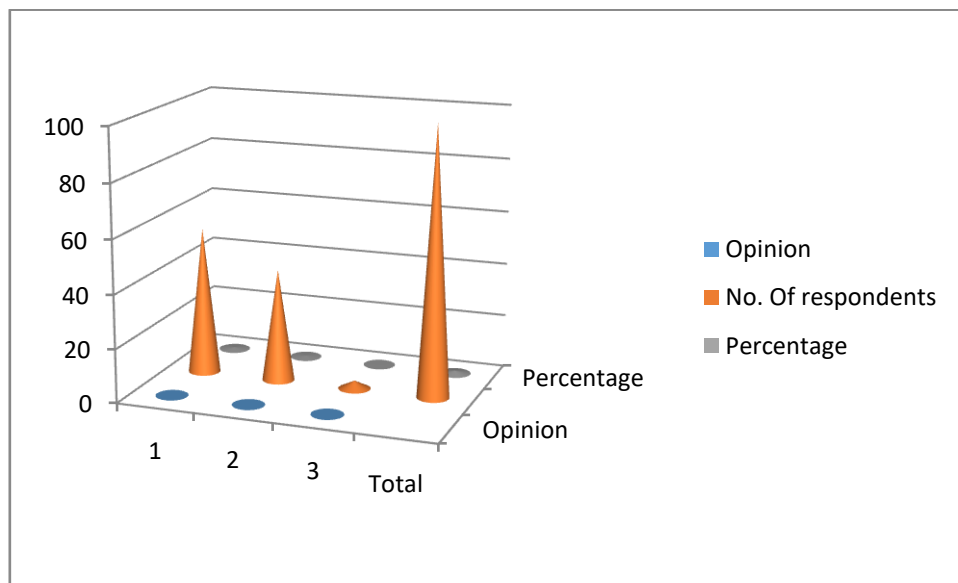


CHART 3 WORKPLACE PROVIDE WELLNESS PROGRAMS

INTERPRETATION:

From the above table 5.1.15 shows that 55% of people said that they conduct regularly, 42% of people said that they conduct occasionally, 3% of people said that they never conduct

SUMMARY OF FINDINGS

1. Majority 42% of the people are in the experience level of 0-5
2. Majority 28% of people are in the department of production
3. Majority 41% of people are working in the time period of 8-10 hours
4. Majority 40% of people are working in the fixed work time, in the organization
5. Majority 62% of people are said that they are ok with the reasonable working hours
6. Majority 31% of people are said that they are having overtime sometimes
7. Majority 71% people are said yes, the workload is manageable in the organization
8. Majority 40% of people disagree in the scale of 1-10, how stressful in your job
9. Majority 39% of people are said that they give sometimes for the personal and the family activities
10. Majority 31% of people are said sometimes the responsibilities interfere in the personal life
11. Majority 39% of people are said that rarely they are respond to work related message outside working hours
12. Majority 70% of people are said yes for support flexible working arrangements
13. Majority 37% of people are said they are satisfied with the leave policies
14. Majority 30% of people are agree and neutral with the comfortable discussing work-related
15. Majority 55% of people are said that the company provide regularly wellness programs for the employees
16. Majority 32% of people in the scale of 1-10, the employees are satisfied in the level of 7-8 in work-life balance
17. Majority 60% of people are said yes for the seasonal production impact in work-life balance
18. Majority 60% of people are having physical strain for standing long hours and its affect the employees personal life

19. Majority 42% of people are said that they need better rest areas and facilities would help to improve the work
20. Majority 36% of people are said that sometimes the company providing financial benefits such as bonuses or incentives
21. Majority 85% of people are said that the company offering maternity and paternity leave for the employees
22. Majority 47% of people said that the organization somewhat supportive for the employees family responsibilities

SUGGESTION

Work-life balance (WLB) refers to the ability of individuals to effectively manage and harmonize their work responsibilities with personal and family life. It has become an increasingly critical issue in the modern workplace, especially with the rise of remote work, flexible schedules, and the ongoing impact of digital technologies. Achieving WLB contributes to employee well-being, job satisfaction, productivity, and organizational commitment, while poor balance can lead to stress, burnout, and high turnover rates. Recent research (2020–2025) has emphasized the importance of organizational support, flexible work arrangements, and the role of leadership in promoting a healthy work-life interface. Gender roles, family responsibilities, and cultural factors also significantly influence how WLB is perceived and practiced. While many companies have introduced policies to support WLB, their effectiveness often depends on implementation, workplace culture, and employee perceptions.

CONCLUSION

Based on the overall findings and survey analysis, it is evident that maintaining a healthy work-life balance is crucial for employee satisfaction, productivity, and overall well-being. The data suggests that individuals who manage to set clear boundaries between professional and personal life report lower stress levels, improved mental health, and increased job performance. Conversely, poor work-life balance often leads to burnout, reduced efficiency, and negative impacts on personal relationships.

The survey responses highlighted key challenges such as long working hours, lack of flexibility, and high workloads. However, they also revealed effective strategies employees use to cope, including time management, regular breaks, and supportive workplace policies. In conclusion, organizations should prioritize initiatives that promote work-life balance, such as flexible scheduling, mental health support, and realistic workload expectations.

DIRECTIONS FOR FUTURE RESEARCH

Conduct industry-specific studies to understand sector-based work-life balance challenges. Perform longitudinal research to observe changes in work-life balance over time.

Compare work-life balance across public and private sectors or different countries. Explore the psychological effects of work-life imbalance on employee well-being.

Study the impact of digital technology on maintaining or disrupting work-life balance. Investigate gender and demographic differences in work-life balance experiences.

Evaluate the effectiveness of organizational interventions and support programs. Analyze the role of organizational culture in shaping work-life balance outcomes.

Study the influence of leadership styles on employee work-life satisfaction. Examine the impact of remote and hybrid work models on personal and professional boundaries.

Investigate the relationship between work-life balance and employee retention rates. Explore the effect of job roles and hierarchy levels on work-life stressors.

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