WORK LIFE BALANCE OF WOMEN EMPLOYEES IN SELECTED PHARMA COMPANIES IN HYDERABAD- A STUDY

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ABSTRACT

Globalization has brought many changes in the work atmosphere. It opened gates for entry of women workforce into all most all the fields. Today women take the job as a matter of self-confidence and personal satisfaction thus making the role of women in organizations as prominent. But on the other sphere of life women with dual roles are facing the challenge of work-family life conflicts. The present study is on women working in Pharmaceutical industries in Hyderabad, TS. India. The study aimed to find out the impact of work on family life and the impact of family on work life. A total of 150 employees are chosen by stratified random sampling method for the study. The results yield that women face a certain degree of imbalance with work interference with family.

INTRODUCTION

Today a satisfactory involvement in multiple roles of a person has become a challenging task. A working person has to manage two roles: personal and professional life. Each role has different expectations and one has to fulfill them. Especially working women have many roles to be fulfilled both at the family end and work end. .Even though women take up the role of breadwinners of families they are still expected to fulfill the caretaker role and take time off for domestic needs such as pregnancy, children and ill family members, preventing them from balancing work life and personal life. Worklife imbalance has become a major hurdle for the development of employees which gained global attraction an issue to be addressed.

Work-Life Balance

Work-life balance is defined as "the extent to which individuals are equally engaged in, and equally satisfied with work and family roles" Clark, S. C. (2000). Kirchmeyer also defined a balanced life as achieving satisfying experiences in all life domains. He stated that to achieve satisfying experiences in all life domains requires personal resources like energy, time and commitment to be well distributed across domains. The global changes and increasing demands on workers are leading to work-related stress, when stress persists it leads to negative effects on companies and workers leading to work-life imbalance. The balancing act of an individual in three-dimensional aspects of life namely organizational, societal and employee's personal lifeis work-life balance which is essential for smooth going of life.

The factors influencing work-life balance include demographical aspects like age, sex, number of children, number of dependents, etc and also work aspects like culture, work environment, nature of work and organization, etc.

Work-Life Conflict

Work-family conflict is denoted as an inter-role conflict which arises due to the incompatibility or absence of fit, in terms of roles at work and family. It is yet defined as "a form of inter-role conflict in which the role pressures from the work and family domains are mutually incompatible in some respect" (Greenhaus and Beautell, 1985).

Greenhaus and Beautell (1985) have identified three major types of work-family conflict: (a) time-based conflict, (b) strain- based conflict, and (c) behaviour-based conflict.

Time-Based Conflict. : Time balance refers to equal productive time being devoted to both work and family roles. The shift in work dynamics and traditional. Working hours are no more seen in this competitive world. Technology made employees access to work24/7 which hinders to take responsibilities at home by bringing work to home.

Strain-Based Conflict. Researches on inter-role conflict had expressed that uncurbed demands from one role deprive the performance of the other role by creating strain for the individual in the form of dissatisfaction, tension, anxiety, and fatigue (Greenhaus & Beutell, 1985; Edwards & Rothbard, 2000).

Pharmaceutical Sector

The pharmaceutical industry in India ranks 3rd in the world terms of volume and 14th in terms of value. It is distinct from other sectors due to its relation with health care products in which utmost care has to be taken as it deals with human wellbeing. **I**ndian pharmaceutical industry is divided into two categories as bulk drugs and formulations by its physical properties and marketing point of view ethical, generic and OTC. It is found that pharmaceutical sector has maintained steady growth in terms of production of bulk drugs as well as formulations that are a result of foreign collaboration for high investments in research and developments, The pharmaceutical industry has been described as dynamic and growing, in terms of sales, number of employees, and GDP (Health Canada, 2006; LeClerc, 2002). The pharmaceutical manufacturing industry produces therapeutic substance—human and veterinary medicines, drugs, The sector has five broad areas of activity:

- Research and development (R&D),

- Manufacturing,

- Sales and marketing,

- Distribution, and

- Administration

The pharmaceutical sector is a unique sector and hence special emphasis should be given to introduce the work-life balance strategies by considering the following features specific to this sector.

- Hazardous environment: Even a small error can lead to drastic effect causes damage to property, people and image.

- Continuous work environment: the complexity and lengthy uninterrupted processes makes the necessity to continue the work around the clock on all days.

- Regulated environment: Being linked to the health of people, this sector under strict regulatory framework with Respect to local and international norms of Foods and drugs administration, environment, health, and safety.

- Complexity of environment: This sector requires the skills and talents of diversified areas at all grades and levels.

- High-risk environment: The sector urges the high inflow of funds by means of costly materials and equipment for the process results in irreversible loss because of poor work performance.

- Work environment away from home: The hazardous nature and regulatory requirements makes the location of pharmaceutical industry away from the domestic areas makes it critical to disturb the personal lives.

Role of Women in the Pharma Sector

Pharma sector is dynamic which is research oriented with innovations and developments.Nearly half of employees are scientist and technicians. Chemist biologist and physicians etc. Earlier it was considered a man's world but today women are also emerging in this field. According to researchers the percentage of women in the pharma sector is 10-15 per cent. At the entry level, it is about 27% and women executive directors are up to 7.6%. Compared to the rest of Corporate India, the pharma sector lags far behind in terms of the percentage of women it employs and the percentage of women in senior leadership positions. The participation of women employees is hampered due to cultural and social barriers.more opportunities in the pharma sector are providedin administration and research development. Very less percentage of women employed in distribution, manufacturing and sales sector. The role of women in production and sales is very less because ofimpact of family and maternity.

Gender-related issues are particularly important since women form a part in pharmaceutical research, development, and production workforce. Apart from executive, managerial, administration works they participate in traditional works like cleaning, washing of equipment in the manufacturing area. Women have differentbiological responses to some hazards when exposed to different hazards than male co-workers. Even though both men and women are exposed to the same conditions, the effect is different due to anthropometric (body size and shape) differences which may have an influence on their reproductive system. Thus most the women of childbearing age are kept away from jobs which have an adverse effect on their reproductive system in almost all pharma firms. Also, women in other departments of pharma sector face challenges of psychological demands, sometimes poor levels of support and respect, low control/latitude, work timings, more travel time because most firms are located in outskirts, glass ceiling is the issues leading to work-life imbalance in this sector.

Organizations that believe in gender diversity have been experimenting with innovative programmes in addition to the usual maternity and childcare benefits, flexible work hours, and transportation and safety measures.

Present Research

Dimensions of work-life conflict

Work interference with Family interference with Work

Table 1

Time	Time-based Work interference with Family(TWIF)(3 items)	Time-based Family interference with Work(TFIW) (3 items)
Strain	Strain-based Work interference with family(SWIF))(3 items)	Strain -based family interference with work(SFIW) (3 items)

(Detailed at Annexure.'A')

A total of 200 women employees were selectedby stratified random samplingand structured questionnaires were distributedto women employees, out of which 150 were received yielding a response rate of 75%: The tools that are used for analyzing data is the simple percentage .

Analysis and Discussions

Table 1: Time-Based Work Interference with Family (TWIF)

Question No.	No. of Respondents					Total
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
1	16	69	37	28	0	150
2.	16	64	27	38	5	150
3	23	68	20	18	20	150
Total	55	201	84	84	25	450
Percentage (%)	12.2	44.6	18.6	18.6	5.5	

(Questions in annexure 'A')

Inference: From the above table it is found that maximum of 44.6%of respondents agree that work aspects like overtime, irregular working schedules, etc keeps away from family activities and time devoted on the job is more than the time devoted on family thus missing family activities due to the amount of time spent at work.

Table 2: Time-Based Family Interference with Work (TFIW)

Questions	No. of Respondents					Total
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
4	27	54	32	30	7	150
5	28	55	31	23	13	150
6	28	44	30	35	13	150
Total	83	153	93	88	33	450
Percentage (%)	18.4	34	20.6	19.5	7.3	

(Questions in annexure 'A')

Inference: From the above table it is absorbed that 34% respondents agree that time spent on family activities hinders work responsibilities which is helpful to their career and missing work activities due to time spent on household responsibilities

Table 3: Strain-Based Work Interference with Family (SWIF)

Question. No.	No. of Respondents					Total
	Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**	
7	34	67	23	11	15	150
8	08	66	07	48	21	150
9	24	53	22	29	22	150
Total	66	186	52	88	58	450
Percentage (%)	14.6	41.3	11.5	19.5	12.8	

(Questions in annexure 'A')

Inference: From the above table it is observed that 41% of women agree that they are too frazzled to participate in household activities and emotionally drained with all pressures of workwhich is preventing them to contribute to the family. Work-related stress, burnt out is resulting in depression and role ambiguity

Table 4: Strain-Based Family Interference with Work (SFIW)

Question. No.	No. of Respondents					Total
	Strongly Agree	**Agree**	**Neutral**	**Dis Agree**	**Strongly Disagree**	
10	14	58	31	26	21	150
11	09	64	26	20	31	150
12	14	60	25	36	15	150
Total	37	182	82	82	67	450
Percentage (%)	8.2	40.4	18.2	18.2	14.8	

(Questions in annexure 'A')

Inference: From the above table it is observed that 40% of women employees agree that due to stress at home, spouse career, family expectations they are preoccupied with family matters at work and having a hard time to concentrate on their work.

Table 5: Time-Based Work Life Conflict (TWLC)

TWLC	No. of Respondents				
	Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
TWIF	55	201	84	87	23
TFIW	83	153	93	88	33
Total	138	354	177	175	56
Percentage(%)	15.33	39.33	19.6	19.4	6.2

Table 6: Strain-Based Work Life Conflict(SWLC)

SWLC	No. of Respondents				
	Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
SWIF	66	186	52	88	58
SFIW	37	182	82	82	67
Total	103	368	134	170	125
Percentage(%)	11.4	40.8	14.8	18.8	13.8

Inference: From the above tables No.5 and 6 it is observed that more women respondents working In Pharmaceutical industries are facing the problem of Time based work-life conflict to an extent of 54.66% than strain based work-life conflict due to various factors.

CONCLUSIONS

For success in these competitive world, employers have to withhold the efficient employees in their firm. Lifestyle choices of the new generation are different from their parents' generation. Younger people are choosing different options, reflecting a desire for a better work/life balance. For these firms need to develop strategies to reduce turnouts, burnt outs and retain talent. It is to be observed that Work-Life Balance is not a problem to be solved, It is an issue to be managed and the coping up strategies changes from person to person. So the organisation has to recognize necessities of the employees bring change in work culture and policies they have to build safety and confidence and individual employees also have to plan, priotizing their work and roles accordingly to combat with the challenge of work-life conflict.

ANNEXURE .A

Table 7

	Time Based work Interference with Family
1.	My work keeps me from my family activities
2	The time I must devote to my job keeps me from participating equally in household responsibilities and activities.
3	I have to miss family activities due to the amount of time I must spend on work .
	Time Based Family Interference with work
4	The time I spend on family responsibilities often interfere with my work responsibilities.
5	The time I spend with my family often causes me not to spend time in activities at work that could be helpful to my career.
6	I have to miss work activities due to the amount of time I must spend on family responsibilities.
	Strain Based Work Interference with Family
7	When I get home from work I am often too frazzled to participate in family activities/ responsibilities.
8	I am often emotional when i get home from work that it prevents me from contributing to my family.
9	Due to all the pressures at work, sometimes when I come home I am too stressed to do the things I enjoy.
	Strain Based Family Interference with Work
10	Due to stress at home, I am often preoccupied with family matters at work.
11	Because I am often stressed from family responsibilities, I have a hard time concentrating on my work.
12	Tension and anxiety from my family life often weakens my ability to do my job.

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