

A STUDY ON SUSTAINABLE STRATEGIES FOR EMPLOYEE ENGAGEMENT ON REMOTE AND HYBRID WORK STRUCTURES

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ABSTRACT

This research investigates the influence of work-life balance and sustainable employee engagement in remote and hybrid work arrangements among Information Technology (IT) workers in Chennai, India. The movement toward flexible work arrangements has changed conventional organizational paradigms, leading to a critical evaluation of how such models influence employee well-being, motivation and long-term organizational allegiance. Based on a quantitative research design, the research surveyed 180 IT workers through a structured questionnaire to study the influence of remote and hybrid work on work-life integration and the contribution of organizational support mechanisms such as flexible work schedules, access to technology, trust in managers and communication towards increasing employee engagement. The results show that most employees view remote and hybrid setups as positive for work-life balance, with flexible working hours and access to technology as key support drivers. Statistical analysis suggests that there are significant differences in perception by gender and work experience, especially concerning flexible working hours and technological facilities. The research concludes that although flexible work arrangements provide significant advantages, their effectiveness is contingent on focused organizational support and demographic inclusiveness.

KEYWORDS: *Work Life Balance, Employee Well-being, Organizational Support, Workplace Flexibility, Employee Retention*