



Work Life Balance in the Context of Time Management

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Abstract - Purpose : The paper considers the impact of work life balance in the context of time management To analyze the problems faced by the managerial women in managing their time. To know the satisfaction level of women managers in time management. To provide suggestions to manage their time in an effective manner.

Design/ methodology/ approach: The paper is a empirical research on work life balance and Time Management. It involves women managers The overall aim of this study is to explore time pressures of managerial women with regard to their family and managerial roles in service sectors in Tamil Nadu. The study intends to portray the experiences of the women managers in their dual role performance. The study also seeks to examine suitable suggestions to manage their time in an efficient manner. **Findings:** It is argued that women managers face a difficult task in balancing their time. Thus it can concluded that managerial women strive hard to manage their time to effectively balance their work and life. **Practical Implications:** Deeply ingrained social assumptions about time management. The time based factors and the satisfaction level towards work life balance is examined. **Originality/ Value:** The paper moves forward the debate of work life balance in the context of time management. The managerial women must be self- motivated, follow and achieve effective time management.

Keywords: MSME, Growth, Performance, Problems

1. INTRODUCTION

The growing number of educated women in India - who are now participating in the urban, organized, industrial sector in technical, professional and managerial positions has been accompanied by the a steady growth in dual career families (Kommaraju 1997). Research on career women in India shows that work and family dilemmas are often different from those reported by women in the west (Sekaran 1986). As compared to their counterparts in other parts of the world, Indian employees face a lot of difficulties in managing their work and life.

The human resources approach to issues of life work balance various according to institutional sectors, individual organizational policies and historical practices. In most of the societies, work life conflict seems to be quite high in case of working women. Although men

also face this challenge of balancing work and other priorities, it effects women more since they do most of the work associated with the household activities, apart from taking care of children, older family members and other dependents. Though multiple roles in work and family can be the source of multiple satisfaction for employed women. The centrality of family as an institution in the Indian culture is an important contextual note in this research (Carlson and Kacmar 2000). The family role structures and larger societal beliefs within this society can generate gender-based social pressures whereby men are expected to excel in their career and for women to be a good mother, good wife and good homemaker even if she is working in full employment.

2. TIME MANAGEMENT AND WORK-LIFE BALANCE

The greatest problem of a managerial woman is the time constraint to cope up with multiple activities. The problem of coping with multiple activities in a limited time has affected the managerial women personally because one have to stay late in office which amounts to a lot of physical strain as well as neglect home responsibilities. Women are affected professionally as it is difficult to finish projects on the given deadline because of the limited time available to them which causes stress. This leads to crashed expectation from the superiors as they expect a lot out of them. Therefore, managerial woman are constantly under pressure to prove them. Managing time better, therefore, implies a philosophy and a strategy to apportion equitable time for physical, mental, emotional, spiritual, familial, social and professional demands and responsibilities of life, and to get the best value of time through proper planning and prioritising.