A STUDY OF TODAY’S BIGGEST CHALLENGE:
WORK LIFE CONFLICT

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ABSTRACT:
The fast pace economical development in 20th century, across the globe has created new endeavours for the business organizations. Globalization has changed the world into a global village. It has made harder for the organizations to gain and sustain their competitive advantage. On the other side the changing world scenario including downsizing, mergers/ acquisitions has also evoked the changes in the organizational culture. The employees are finding difficulty in striking a balance between their job and family life due to long hours of work, high targets on job and increased use of sophisticated technology. These changes has resulted in the problem faced by most of us i.e Work Life Conflict (WLC). The definition of work conflict is a form of interface of work and family demands in which the role pressures from the work domain. It is important for any organization to know about the factors that cause the work conflict of employees, which may be related to both work and personal profile. The present study has tried to examine the relationship between work life conflict and employee performance. Because it is the responsibilities of the organization to evaluate these factors and provide support to the employees to make a balance between work life and family life. The study further investigates about the strategies and process adopted by the employees and their organisations to manage Work Life Conflict.


REFERENCES