

Work-Life Balance Challenges among Women in the Corporate and Service Sectors

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Abstract: Work-life balance has become a critical issue for working women due to increasing professional responsibilities and persistent family obligations. Women employed in corporate and service sectors frequently encounter challenges in balancing occupational demands with household responsibilities, leading to work-family conflict, stress, and reduced psychological well-being. The present paper examines the major work-life balance challenges experienced by women employees and explores the role of workplace support, family support, and flexible work policies in improving their overall well-being. The study is based on primary data collected from 308 working women employed across various corporate and service organizations. Descriptive statistics and regression analysis were used to analyze the data. The findings reveal that family responsibilities and work-family conflict negatively influence work-life balance, whereas workplace support, family support, and flexible work arrangements significantly improve job satisfaction, psychological well-being, and overall work-life balance. The study recommends strengthening family-friendly organizational policies, flexible work arrangements, supportive leadership, and shared household responsibilities to promote women's well-being and organizational effectiveness.

Keywords: Work-life balance, Working women, Workplace support, Work-family conflict, Flexible work policies, Job satisfaction.

INTRODUCTION

Women's participation in the workforce has increased considerably over the past few decades, contributing significantly to economic growth and organizational development. Women today occupy important positions across corporate organizations, financial institutions, healthcare, education, information technology, and service industries. Despite these achievements, women continue to perform multiple responsibilities both at work and at home. In many societies,

particularly in developing countries such as India, women remain primarily responsible for childcare, household management, elder care, and emotional support within families.

The simultaneous management of professional and domestic responsibilities often creates difficulties in maintaining a satisfactory work-life balance. Work-life balance refers to an individual's ability to effectively manage work responsibilities alongside personal and family commitments without experiencing excessive stress or role conflict. A healthy work-life balance contributes to improved job satisfaction, organizational commitment, employee productivity, and psychological well-being.

Corporate and service sectors are characterized by demanding work schedules, performance targets, long working hours, customer interactions, and technological advancements that require employees to remain continuously connected. Such workplace expectations often increase pressure on women employees who are simultaneously expected to fulfill family responsibilities. Consequently, work-family conflict has become one of the most important concerns affecting women's physical, emotional, and psychological well-being.

Organizations have increasingly recognized that employee well-being directly influences productivity and organizational performance. Flexible working hours, hybrid work arrangements, employee wellness programs, counseling services, and supportive leadership have emerged as effective strategies for helping women manage competing responsibilities. However, despite these organizational initiatives, balancing work and family responsibilities continues to remain a major challenge for many women employees.

This paper examines the key work-life balance challenges experienced by women working in corporate and service sectors and identifies factors that significantly influence their well-being.

OBJECTIVES OF THE STUDY

The study was conducted with the following objectives:

- To identify the major work-life balance challenges experienced by women in corporate and service sectors.
- To examine the influence of family responsibilities on work-life balance.
- To assess the role of workplace support in enhancing job satisfaction.

- To examine the relationship between work-family conflict and stress.
- To evaluate the contribution of flexible work policies and family support towards improving women's well-being.

REVIEW OF LITERATURE

Previous studies have consistently demonstrated that work-life balance is influenced by both organizational and family-related factors. Shah et al. (2025) reported that workplace support and family support significantly improve work-life balance and job satisfaction among women employees. Singh (2026) found that unequal domestic responsibilities and workplace pressure contribute significantly to work-family conflict among working women.

Bahrami et al. (2023) observed that mentoring programs enhance women's confidence, psychological well-being, and ability to balance multiple roles. Trinkenreich et al. (2022) identified gender discrimination, career barriers, and poor work-life balance as major challenges faced by women employed in the software industry.

Khurshid et al. (2023) demonstrated that family support reduces stress and improves life satisfaction through better work-life balance. Similarly, Baba et al. (2025), in their systematic review, concluded that workload, organizational culture, caregiving responsibilities, and workplace support are the most important determinants of women's work-life balance globally.

The literature consistently suggests that organizational support and family cooperation are essential for promoting women's psychological well-being and professional success.

RESEARCH METHODOLOGY

The present study adopted a quantitative research design. Primary data were collected through a structured questionnaire administered to **308 working women** employed in corporate organizations and various service sectors. Respondents represented different age groups, educational backgrounds, work experience, and family structures.

Descriptive statistics were used to summarize respondent characteristics, while simple linear regression analysis was employed to examine relationships among study variables. Statistical analyses were conducted using SPSS Version 21.

RESULTS AND DISCUSSION

The study identified several significant factors affecting work-life balance among working women.

Family responsibilities demonstrated a significant negative relationship with work-life balance. Regression analysis showed that family responsibilities explained **23.2%** of the variation in work-life balance ($R^2 = 0.232$), indicating that increasing domestic responsibilities reduce women's ability to effectively balance personal and professional commitments. This finding supports Role Theory, which explains that performing multiple social roles simultaneously often results in role overload and conflict.

Workplace support exhibited a strong positive influence on job satisfaction. Organizational support explained **39.3%** of the variation in job satisfaction ($R^2 = 0.393$). Women receiving assistance from supervisors, colleagues, and management reported significantly higher levels of satisfaction. Supportive leadership, mentoring, effective communication, and employee-friendly organizational policies contribute substantially to improving women's workplace experiences.

Among all variables examined, work-family conflict emerged as the strongest predictor of stress. The analysis indicated that work-family conflict explained **62.9%** of the variation in stress levels ($R^2 = 0.629$). Women experiencing incompatible demands from work and family reported greater emotional exhaustion, anxiety, and occupational stress. These findings are consistent with Spillover Theory, which suggests that stress experienced in one life domain adversely affects functioning in another.

Flexible work policies demonstrated a statistically significant positive relationship with work-life balance. Although the explanatory power was relatively modest ($R^2 = 0.027$), flexible working arrangements enabled women to better manage their professional and family responsibilities. Flexible scheduling, remote work, and hybrid work models reduced commuting time and provided greater autonomy over work schedules.

Family support also played a vital role in enhancing psychological well-being. The findings revealed that family support explained **25.6%** of the variation in psychological well-being (R^2

= 0.256). Emotional encouragement, practical assistance, and supportive family relationships significantly reduced stress and enhanced emotional stability.

Overall, the findings demonstrate that work-life balance among working women is shaped by an interaction of workplace practices and family environments. Organizational support and family cooperation serve as protective factors, whereas excessive domestic responsibilities and work-family conflict increase stress and reduce employee well-being.

CONCLUSION

The present study highlights the growing importance of work-life balance among women employed in corporate and service sectors. Although women have made remarkable progress in education and employment, balancing professional responsibilities with family commitments remains a significant challenge. The findings reveal that family responsibilities and work-family conflict negatively influence women's work-life balance and increase stress levels. Conversely, workplace support, flexible work arrangements, and family support significantly improve job satisfaction, psychological well-being, and overall quality of life.

Organizations must recognize that employee well-being is closely associated with organizational performance. Human resource policies should therefore promote flexible working arrangements, employee wellness initiatives, mentoring programs, counseling services, and supportive leadership practices. Similarly, families should encourage equal sharing of domestic responsibilities to reduce the burden on working women.

Creating gender-sensitive workplaces and supportive family environments will not only improve women's well-being but also contribute to higher organizational productivity, employee retention, and sustainable workforce development.

PRACTICAL IMPLICATIONS

The findings suggest that organizations should:

- Introduce flexible working hours and hybrid work arrangements.
- Strengthen supervisor and peer support systems.
- Provide counseling and employee wellness programs.

- Promote gender-sensitive human resource policies.
- Encourage mentoring and leadership development for women employees.

Families should also actively participate in sharing household responsibilities to reduce workfamily conflict and improve women's psychological well-being.

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