

An Investigating review on work life balance in pharma professional in India

Dr. Manoj Gaur¹, Dr. Khushboo Chhabra², Loveleen Gill Nijjar³

Asso. Prof. Management, Dept. RGPM College Bhopal (M.P.), 462001)¹

Asso. Prof. Management, Sanjeev Agarwal Educational University Bhopal (M.P.), 462001)²

Asst. Prof. Management, Dept. VITS College Bhopal (M.P.), 462001)³

Email: prof.manojgour@gmail.com¹, Khushbu.sandhu@sageuniversityl.edu.in²,
nijjarloveleen77@gmail.com³

Abstract: Work-life balance is a strategic approach that enables employees to effectively manage both their personal and professional responsibilities. By prioritizing their time, employees are encouraged to allocate attention not only to their careers and work-related commitments but also to their families, health, and leisure activities. In the business world, work-life balance is recognized as a vital concept, as it enhances employee motivation and strengthens loyalty towards the organization. This research paper examines the impact of work-life balance on employee performance within the pharmaceutical industry in Vadodara. Known for its fast-paced and highly competitive environment, the pharmaceutical sector places significant demands on employees to meet stringent requirements while simultaneously fostering innovation. In such a dynamic context, work-life balance emerges as an essential factor for employee well-being and professional success. The findings reveal that employees in this sector face considerable challenges in balancing personal and professional obligations, which directly affects their productivity. Moreover, the study highlights that work-life policies vary across organizations, underlining the need for more structured and uniform strategies to support employees.

Keywords: Work-life Balance, Employee Performance, Job Satisfaction, Productivity, Development

1. Introduction

As a key player in the creation and distribution of medicines and pharmaceuticals that save lives, the pharmaceutical sector is widely recognised for its inventiveness and advancement. The industry operates in a demanding and fast-paced environment, placing substantial strain on its personnel due to its important duty of upholding public health. Workers in the pharmaceutical industry must follow strict quality guidelines, negotiate complex regulatory environments, and spearhead continuous research and development to meet changing healthcare demands. Within this environment, work-life balance becomes an important factor for pharmaceutical sector organizations as well as people. Work-life balance recognizes the significance of

empowering people to successfully manage their work commitments at work and includes the delicate balance between professional responsibilities and personal well-being.

Impact of Work-Life Balance: The impact of work-life balance on job performance is a major topic as people in the pharmaceutical industry struggle with the responsibilities of their jobs. Studies reveal that a favourable work-life equilibrium can result in several advantages, such as improved job contentment, decreased stress levels, and heightened productivity among staff members. Finding this balance is difficult, though, because workplace culture, policies, and personal preferences all have an impact on how well workers are able to balance their personal and professional obligations.

Objective of study

The study on the impact of work-life balance on employee performance in the pharmaceutical industry addresses several significant objectives. These objectives are crucial to understanding how the balance work and family life may affect employees' overall wellbeing and productivity in this specific industry.

These are some fundamental objectives for the study:

- To identify the elements influencing workers' capacity to manage work and life.
- To find out what the organization's work-life balance policy is currently.
- To ascertain the main concerns of the staff regarding a better work-life balance.
- Examining the Benefits of Work-Life Harmony.
- To investigate workers' work-life balance.
- To emphasise how important work-life balance is.

Hypothesis:

- Null Hypothesis H0: There is no significant Association between satisfactions regarding work life balance and impact on performance.
- Null Hypothesis H1: There is significant Association between satisfactions regarding work life balance and impact on performance

2. Literature Review

1. Gragnano, A., Simbula, S., & Miglioretti, M. (2020) Weighing the Value of Work-Family and Work-Health Balance in Work-Life Balance. *Environmental research and public health: an international journal*, 17(3), 907. <https://doi.org/10.3390/ijerph17030907>, the work and family domains have received the bulk of attention in research on the work-life balance (WLB). Due to the diversity of the present workforce, workers may place significance on non-work-related areas other than the family. This study's objective was to examine the significance of additional nonworking domains in the WLB, with a focus on health. Investigations were also conducted into the significance of the effects of work-family balance (WFB) and work-health balance (WHB) on job satisfaction. Finally, they investigated how worker variables (age, gender, parental status, and work capacity) affect the impact of the WFB and the WHB on job satisfaction. 318 employees participated in this survey and answered an online questionnaire. Using a t-test, the significance of the nonworking domains was compared. With the help of

multiple and moderated regression analyses, the influence of the WFB and the WHB on job satisfaction was examined. According to the findings, workers ranked their health right up there with their families in the WLB. More variation in job satisfaction was explained by the WHB than by the WFB. Work ability moderated the effect of the WHB on job satisfaction, while age, gender, and parental status moderated the influence of the WFB on job satisfaction. This study emphasizes the significance of the WLB's health domain and emphasises the need to take into account the unique characteristics of various worker groups.

2. Dr. K. KRISHNAKUMAR, R. PREMALATHA (January 2019)

Factors of work life balance - a critical review. www.jetir.org, JETIR Volume 6, Issue 1, Work-life balance is a balance between using technology to manage time and establishing personal priorities. The purpose of this study is to investigate the variables affecting work-life balance. The current study uses secondary data that was gathered from earlier studies in order to conduct a critical analysis of work-life balance and identify its primary causes. Work-life policies are upheld by the organization, although they are insufficient. Employees who are more adept at juggling competing demands on their time are happier and more content. In this study, work-life balance is primarily indicated as a result of contentment. They can then perform better as a result.

3. Poulose and Sudarsan (2017)

Examined the influence of work-life balance dimensions on organisational characteristics, such as work overload and support for work, as well as their link to predictors of job satisfaction, notably among Indian nurses working in the healthcare industry. The results demonstrated how the advantages and pressures experienced by the workers inevitably affect both the workplace and home life. Additionally, the findings suggested that organisational support, supervisors, and coworkers would be very helpful in assisting employees in achieving better organisational outcomes.

4. Mahesh et al. (2016)

Conducted a review of the literature on work-life balance, its components, and how they affect organizational that until every employee is fully committed and engaged, which occurs when they have a healthy work-life balance, an organization cannot operate to its maximum potential. Additionally, it is well recognized that a number of (internal and external) dimensions or variables have both good and negative effects on job satisfaction. To ensure that their employees are happy at work, organisations have experimented with a variety of techniques, strategies, systems, and procedures. While it is crucial to address their underlying needs, wants, and worries, there are also other



benefits to having a healthy work-life balance, including efficiency, keeping good employees on staff for longer periods of time, effectively balancing people's resources and jobs, a productive workplace, and eventually achieving management goals.

5. Joanna Hughes, Nikos Bozionelos (2015)

To investigate the opinions of male employees in a male-dominated field regarding work-life balance issues. It became clear that participants' work-life imbalance was not just a cause for concern but also their primary source of dissatisfaction. Additionally, participants made a clear connection between withdrawal behaviours and issues with work-life balance.

6. Dr. Nisha Chanana, Dr. Naresh Kumar (2015)

Organizations in the current economic climate are under pressure to increase productivity and require workers with better work-life balance since they will make more significant contributions to the growth and success of the business (Naithani and Jha, 2010). For this investigation, a descriptive methodology is employed. The sample was comprised of male and female customer service representatives who worked in retail establishments in Chandigarh, and whose ages ranged from 25 to 35. Purposive sampling was used to choose the 50-person sample, 25 of whom were male and 25 females. Data was gathered for the current inquiry in two ways: primary data and secondary data. The work-life balance scale, created by Fisher (2001), is employed in this study. Work-life balance is measured using a seven-point scale with 15 items that range from 1 to 7. The scale is used to evaluate three aspects of work-life balance, including how much work interferes with personal time (WIPL-7 items), how much personal time interferes with work (PLIW-4 items), and how much work and personal time are enhanced (WPLE-4 items). Women, compared to male customer associates, report feeling more work interference with their personal lives and personal life interference with work. In contrast to men, women have been shown to sense less improvement in their personal and professional lives. There is a significant 10 disparity between the work-life balance of male and female customer service representatives.

7. Rooma Kanpur, Shefali Srivastava (March 2014)

A Study on the Key Elements and Implications of Work Life Quality. www.iosrjournals.org, Volume 16, Issue 3, IOSR Journal of Business and Management. The subject matter of Quality of Work Life, including its essential components like job security, job performance, employee satisfaction, etc., is the main emphasis of this study. While there is some common ground on the idea of employee wellbeing, identifying the measurements of quality of life is a challenging undertaking. A work environment is provided by objective (physical and structural design) variables, and

employees' job processes are impacted by intervening policy considerations. Researchers are taking into account the outcome variables, immediate effects on employee psychology (positive attitudes, commitment, and satisfaction), and long-term consequences on organisational performance. Last but not least, it is absolutely true that a high level of QWL promotes job satisfaction, which in turn produces effective and efficient performance.

8. Rajesh Ranjan Dr. T. Prasad (2013)

Richard Ranjan In 2013, Dr. T. Prasad conducted study on the subject. A challenging psychosocial work environment that involves lonely labour, little opportunities for social interaction, and a significant amount of responsibility for operating the train (in terms of both safety and following to the schedule) is present for railway drivers. Train drivers struggle to balance their obligations to their families and their jobs. Long work hours, erratic and rigid work schedules, and hefty workloads are to blame for this difficulty. Conflict between job and family can thus be a regular source of work stress for train drivers.

9. Yadav et al. (2013)

In their study on the subject, Yadav et al. (2013) discovered that respondents reported an average level of work-life balance and are usually satisfied with their working conditions. The study's conclusions show that professional advancement is impacted by juggling caregiving and work. Managers prevent employees from establishing a healthy work-life balance and are therefore deemed WLB plays a significant role in predicting intrinsic characteristics of job satisfaction. The majority of workers say they like their work and feel at home there. Studies have shown that it's crucial for workers to maintain a harmonious balance between their professional and personal lives.

3. Methodology

This study employs a mixed-methods research approach to investigate the impact of work-life balance on employee performance in the pharmaceutical industry. The methodology encompasses both quantitative and qualitative data collection methods to provide a comprehensive understanding of the research objectives.

1. Research Design:

The research design for this study is descriptive, aiming to explore the relationship between work-life balance and employee performance within the pharmaceutical sector. Descriptive research allows for the systematic analysis of variables and their interconnections, providing insights into



the factors influencing work-life balance and its outcomes on employee performance.

2. Sources of Data:

Primary data will be collected through the administration of questionnaires to employees working in various roles within the pharmaceutical industry. The questionnaire will focus on assessing perceptions of work-life balance, job satisfaction, and performance indicators. Secondary data will be gathered from existing literature, research papers, and organizational records to supplement the primary data and provide a broader context for the study.

3. Data Collection Method:

The primary data collection method involves the distribution of questionnaires to a sample of employees in the pharmaceutical industry. Enumerators will facilitate the completion of the questionnaires to ensure data accuracy and consistency. Additionally, an online survey platform, such as Google Forms, may be utilized to reach a wider audience and facilitate data collection.

4. Population and Sampling:

The target population for this study includes professionals working in various roles within the pharmaceutical industry, such as researchers, scientists, laboratory technicians, quality control specialists, and administrative staff. A probability sampling method will be employed to ensure that each member of the population has an equal chance of being selected, enhancing the generalizability of the findings.

5. Data Analysis:

Quantitative data collected through the questionnaires will be analyzed using statistical tools and software to identify patterns, correlations, and trends related to work-life balance and employee performance. Qualitative data from open-ended survey responses and interviews will be thematically analyzed to extract key insights and perspectives on work-life balance within the pharmaceutical industry. By employing a mixed-methods approach and integrating quantitative and qualitative data analysis techniques, this study aims to provide a comprehensive understanding of how work-life balance influences employee performance in the pharmaceutical sector. The research findings will contribute valuable insights to inform organizational strategies and practices aimed at enhancing work-life balance and promoting

employee well-being and productivity in this challenging industry.

4. RESULTS

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
How did the Pharmaceutical company you work for adapt to the pandemic to support your work-life balance?	168	62.7%	100	37.3%	268	100.0%

How did the pharmaceutical company you work for adapt to the pandemic to support your work-life balance? Cross tabulation

Count	Q21`				Q
	1.0	2.0	3.0	4.0	
Male	8	12	15	7	42
Female	22	35	10	12	79
Other	18	10	8	11	47
Total	48	57	33	30	168

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.790a	6	.010
Likelihood Ratio	16.109	6	.013
Linear-by-Linear Association	1.063	1	.302
N of Valid Cases	168		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.50.

5. Conclusion

This study provides a comprehensive examination of the pharmaceutical sector in India, exploring its historical development, present state, and potential future directions. The pharmaceutical industry in India, known as the "pharmacy of the world," has developed from its beginnings as a manufacturer of generic drugs to a centre for innovation and research. The industry has accomplished notable milestones since its modest beginnings in the mid-1800s, which were symbolised by the shift from neighbourhood apothecaries to wholesale manufacture. These milestones include discoveries in organic chemical synthesis and the creation of necessary vaccinations. The pharmaceutical industry in India today comprises a wide range of subsectors, such as biologics, over-the-counter drugs, vaccines, and generics. The country is a global leader in the production of vital vaccinations, including the DPT, BCG, and measles vaccines, and it makes significant contributions to global health projects. India has played a significant role in facilitating access to affordable HIV treatment globally, as seen by its achievements in this regard. The pharmaceutical industry in India is growing financially; it consistently raises its yearly turnover and contributes significantly to international trade through exports. Forecasts suggest that the industry will continue to grow, and by 2030, it is expected to be worth USD 130 billion. Multinational pharmaceutical businesses find India to be an appealing site due to its trained workforce, robust R&D ecosystem, and low manufacturing costs, all of which contribute to its growth potential. It provides a thorough analysis of the pharmaceutical sector in India, highlighting its successes, difficulties, and potential for expansion. India is a pharmaceutical powerhouse that is redefining the industry globally thanks to its dedication to innovation, affordability, and high-quality healthcare solutions.

References

- [1] Uma MH. Employee participation: a tool of motivation and high productivity. *PBRI*2015; 8(3):99-102.
- [2] T. Amber & D. Hassan (2013). Work life balance as a best practice model of human resource management: A win situational tool for the employees and organizations. *Mediterranean Journal of social sciences*, 3(1), 577-585.
- [3] Raj, (2013). A study on work-life balance of employees in Pharma marketing. *International Research Journal of pharmacy*, 4(1), 209-211.
- [4] Dr. K. Krishnakumar, r. premalatha (January 2019). Factors of work life balance - a critical review. *Jetir* volume 6, issue 1, www.jetir.org
- [5] Schaufeli WB, Martinez IM, Pinto AM, Salanova M, Bakker AB. Burnout and engagement in university students: A cross-national study. *J Cross Cult Psychol*2002; 33(5):464-481.
- [6] Hefali Srivastava, Rooma Kanpur, March 2014. A Study on Quality of Work Life: Key Elements & its Implications. *IOSR Journal of Business and Management*, Volume 16, Issue 3, www.iosrjournals.org.
- [7] Amber & Hassan (2012). Work life balance as a best practice model of HRM: A win –win situational tool for employees and organizations. *International Journal of Knowledge and Research in Management and Ecommerce*.
- [8] Sharma (2013). Balance between work and life: Challenges and solutions, *International Journal of Applied Research and Studies*, 2 (1), 1- 7.
- [9] Bedeian, AG. *Organizations: Theory and Analysis*, Illinois: Hinsdale Dryden Press; 1980.
- [10] S. Ashwini, & M. (2014). Work life balance with special reference to public sector bank employees in Karnataka. *Global Journal for Research analysis*, 3(2), 37-41.
- [11] Amber & Hassan (2012). Work life balance as a best practice model of HRM: A win –win situational tool for employees and organizations. *International Journal of Knowledge and Research in Management and Ecommerce*.
- [12] Ioan Lazar, Codruta Osioan, Patricia Ratiu. (2010). The Role of Work-Life Balance Practices in Order to Improve Organizational Performance. *European Research Studies*, Volume XIII, Issue (1).
- [13] Gragnano, A., Simbula, S., & Miglioretti, M. (2020). Work-Life Balance: Weighing the Importance of Work-Family and Work-Health Balance. *International journal of environmental research and public health*, 17(3), 907. <https://doi.org/10.3390/ijerph17030907>.
- [14] Anaza NA, Rutherford B. How organizational and employee-customer identification, and customer orientation affect job engagement. *JServManag* 2012; 23(5):616-639.
- [15] Johnson, N., & Provan, K. (1995). The relationship between work/family benefits and earnings: A test of competing predictions. *Journal of Socio-Economics*, 24(4), 571-584.
- [16] Harter JK, Schmidt FL, Hayes TL. Business-unit-level relationship between employee satisfaction, employee engagement, and business outcomes: a meta-analysis. *JApplSocPsychol*2002; 87(2):268-279.