“Outcome Based Sem Model Of Work Life Balance Among The Women Journalists – Indian Perspective”

Dr.S.RajaramMBA,PhD,  
Associate Professor, Department of Business Administration, KALASALINGAM UNIVERSITY Anand Nagar, Krishnakoil-626190, Virudhunagar District, Tamil Nadu, India  
&  
Ms.B.Divya Keerthika MBA,  
Research Scholar, Faculty of Management, PACIFIC ACADEMY OF HIGHER EDUCATION AND RESEARCH UNIVERSITY, Udaipur, Rajasthan, India.  
&  
Dr.V.P.Sriram MBA,PhD,  
Assistant Professor, Department of Business Administration, KALASALINGAM UNIVERSITY Anand Nagar, Krishnakoil-626190, Virudhunagar District, Tamil Nadu, India

Abstract  
Gender Discrimination is not only inequitable but also hampers the development of the nation. Evidently no country can sustain its development if it underutilises its women, who constitute almost half the population. Despite some basic changes in the status and role of women in the society, no society treats its women as well as its men. Consequently, women continue to suffer from diverse deprivations from kitchens to key-boards, from the cradle to the grave across nations. Here the researcher’s main objective is to find how the job satisfaction improves women journalists’ performance and how balanced work life assumptions are of help and provide effective means to women journalists in this millennium. This research study further explains how well work life balance affects the stress and personal strain and turnover intentions. Thus the researcher used non-probability sampling method especially judgmental sampling method provides a range of alternatives and option. Hence, we have used a judgmental sampling method to select samples for the study. The research in-depth focuses only on print media like Newspaper and magazine in selected districts of Tamilnadu. A sample of 220 respondents was collected as primary data and the results were analyzed and interpreted by using Statistical Packages for Social Sciences (SPSS 21) and a “Structural Equation Model” linkage been constructed among work life balance and its various outcomes by AMOS 21. The Outcome of the present study stresses more on to the significant part that work life offset plays in advancing more prominent employment fulfilment, work execution and anxiety and individual strain. Taken together, the discoveries of this study offer a crisp and nuanced picture on similitude’s and contrasts ladies columnist, which we trust will energize future studies in the developing field of relative work life research.

Key words: Women Journalist, Work life Balance, Job Satisfaction etc.

1. Introduction  
The Term ‘Work Life Balance’ alludes to positivity or unfavourableness of occupation environment for individuals. Its idea is in view of the suspicion that an occupation is more than work. Especially, in the field of reporting that obliges full devotion of time towards the work. Dissimilar to 20 years prior to, vocation choice for ladies are tremendous with equivalent open doors’ currently, gone every one of those days to see ladies simply being a Personal Assistant / Glitz Doll. Women’s have met people's high expectations by arranging adaptable work choices. As news coverage turned into a calling ladies were confined by custom and law to access to reporting occupation and confronted noteworthy segregation inside of the calling. Women worked as editors, journalists, sports expert and columnist even before the 1890’s. Starting in the nineteenth century ladies started fomenting for the privilege to fill in as expert Journalists. While numerous female journalists in the 1800's and mid 1900's were confined to society reporting and were required to cover the most recent in sustenance or style. Just by late 19th century ladies expanded their vicinity in expert news-casting.
An expanding number of articles have advanced the significance of Work Life Balance. This exploration highlights the print media, a class of columnists among others like Broadcasts, Telecasts, and wire, independent. A review report says writers are required to work about 40 hours for every week. A worldwide review on meeting expectations ladies over 33 nations uncovered that 75% of Indian ladies had turned down a vocation as they were worried about its effect on work life balance additionally a percentage of alternate explanations behind ladies stopping employments incorporate (65%) poor work culture, (66%) tattle and feeling that their work go unnoticed (85%) sexual orientation based division of work is generally predominant in our general public. (96%) of Indian ladies felt that time outside of work was vital for work life adjust likewise (66%) of ladies respondents said however innovation helped in keeping up work life offset, it brought work into their own living. In this report all the obstacles will be recognized to keep up a work life offset.

2. Review of Literature

The Exploration Writing is loaded with studies that have enhanced comprehension of the part of work-to-family clash and family-to-work clash in the anxiety process (Allen, Herst, Bruck, & Sutton, 2000). All the more as of late, analysts have received a more extensive term for the limit between workers' work and non-work lives: work/life equalization (Hobson, Delunas, & Kesic, 2001). Work/life parity is like Grzywacz & Marks' (2000) conceptualization of constructive and antagonistic overflow in the middle of work and family and "work-family fit" (Hammer, Cullen, Caubet, Johnson, Neal, & Sinclair, 2002), which has been operationalized to incorporate both adverse (clash, obstruction) and in addition constructive (improvement, constructive overflow) impacts of deal with individual life and individual life on work. For instance, Fisher's (2001) work recommended that work/life equalization incorporates both work/individual life impedance and additionally work/individual life improvement. Nonetheless, work/life equalization varies from work/family develops by characterizing the work/non-work space all the more extensively.

We accept that two set up hypotheses in the word related anxiety writing have specific pertinence for directing research on work/life parity. Part hypothesis (Kahn, Wolfe, Quinn, Snoek, & Rosenthal, 1964) is in light of the reason that a singular's life is included various parts, including parts at work (director) and parts outside of work (e.g., companion, companion). Part clash happens when two (or more) arrangements of weights happen in the meantime such that agreeability with one set makes it harder to follow the other set (Kahn et al., 1964). The second hypothesis is Hobfoll's (1989) preservation of assets hypothesis, which indicates that push is a response to a domain in which one is debilitated by a potential misfortune in assets, encounters a real asset misfortune, or neglects to increase expected assets. An incorporation of these speculations would propose that adjusting numerous parts prompts rivalry for the same assets (time and vitality), which may prompt strains, for example, work disappointment or wellbeing protestations.

Past examination on the predecessors and results of work/family clash has found that this stressor is identified with life fulfilment, work fulfilment, employment trouble, family trouble, gloom, non-attendance, authoritative duty, and turnover (Casper, Martin, Buffardi, and Erdwins, 2002). The reason for the present examination is to model the connections among work/life parity, work state of mind, strain, and turnover. In spite of the fact that various studies have included turnover expectations as a model variable in investigations of word related push and work/family clash (Allen et al., 2000), no examination to date has taken a gander at the degree to which workers' view of work/life equalization can anticipate their purposes behind leaving their work association. The main objective of the study is to find how the job satisfaction improves women journalists’ performance and how balanced work life assumptions are of help and provide effective means to women journalists in this millennium. This study also explains how work life balance affects the stress and personal strain and turnover intentions.

3. Research Methodology

The research design adapted here is Descriptive and Explanatory Research. It is descriptive because descriptive data was collected through detailed employee survey and interviews. It is also
explanatory since it tried to explain the relationship between the work life balance, job satisfaction, job performance, and stress and turnover intention. The non-probability sampling method especially judgmental sampling method provides a range of alternatives and option. Hence, we have used a judgmental sampling method to select samples for the study. The research will include categories of print media like Newspaper and magazine in selected districts like Chennai, Coimbatore, Madurai, Trichy, Salem, Thanjavur, Vellore, Dindigul, Kanchipuram, Ramanathapuram, of Tamilnadu. The Targeted Sample of women falls in to the age group of 20 to 50 years. Data will be collected by delivering questionnaire by hand to those women Journalist. The primary data for this study was collected from the women Journalist in Tamilnadu, with the help of structured questionnaire. The Work Life Balance (WLB) among women Journalists in print media Questionnaire will be constructed based on dimension like gender, harassment, time factor, policies, work load, child care, maternity facilities, career growth, salary scale. Questionnaire will follow seven point Likert scale format, which will allow the respondents to give their suggestions as to how they balance their work and life. A sample of 220 respondents was collected from Tamilnadu. The primary data are analyzed by using Statistical Packages for Social Sciences (SPSS 21) and also to construct the “structural model” linkage among work life balance and outcomes by AMOS 21.

4. Research Findings

Researcher used the IBM SPSS AMOS 21 version to check the model fitness (Arbuckle, 1999) shown in figure 1 with job performance, job satisfaction, stress and personal strain, employee turnover intentions like quitting job and job switch overs as the criterion variables. Bollen and Long (1993) studies report recommendations the multiple fit indices, as well as CFI (Bentler, 1990), NFI (Bentler & Bonett, 1980), TLI (Tucker & Lewis, 1973), and RMSEA. For the TLI, CFI and NFI, a value above 0.90 shows acceptable model fit. Chin and Todd (1995) study proposed that for goodness of model fit GFI (Goodness of Fit Index) and NFI (Normed Fit Index) should be above 0.9 and AGFI (Adjusted good-of-fit Index) should be above 0.8. Less than 0.06 of RMSEA value signifies close model fit, RMSEA value in-between 0.06 to 0.08 is reasonably accepted (McDonald & Ho, 1999).

Results of the hypothesized model clearly shows that the interrelationship between work life balance of women journalist and stress, personal strain (Estimates=-0.098, p < .05) was very lower than the relationship between work life balance and job satisfaction (Estimates=0.562, p < .05). that means work life balance goes up by 1, stress and personal strain goes down by 0.098 and when work life balance goes up by 1, level of job satisfaction goes by 0.562, Specifically, the path between work life balance and turnover intentions was low (Estimates=-0.068, p < .05) though statistically significant and the path between work life balance and job performance was high (Estimates=0.526, p < .05) compared with stress and turnover intentions. The above model generally fit the data well, based on GFI, AGFI, NFI, TLI, and CFI results above 0.9 and an RMSEA value below 0.08.

<table>
<thead>
<tr>
<th>Model 1</th>
<th>Chi-Square</th>
<th>df</th>
<th>Chi-Square/df</th>
<th>GFI</th>
<th>AGFI</th>
<th>NFI</th>
<th>TLI</th>
<th>CFI</th>
<th>RMSEA</th>
</tr>
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<tbody>
<tr>
<td>Hypothesized Model</td>
<td>183.004</td>
<td>37</td>
<td>4.946</td>
<td>0.950</td>
<td>0.911</td>
<td>0.967</td>
<td>0.946</td>
<td>0.973</td>
<td>0.080</td>
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5. Discussions

The aim of the current study was to find the structure models of work life balance and its outcomes. Based on the path diagram and model fit statistics found in the structural equation modeling examines, study hypotheses regarding the interrelationships between work life balance, job satisfaction, job performance, stress and personal strain and turnover intentions were supported.

Work life balance was one of the strong interpreters of job performance and job satisfaction and low predictors of stress and turnover intentions. Single item measures have been used efficiently in organizational studies (Wanous, Reichers, & Hudy, 1997) and current results in model 1 shows that the single item dimension still explicated a significant percentage of the modification in job performance and job satisfaction, work related stress and turnover intentions.

The findings attained by testing the hypothesized model variables provide indication to support the concept that imbalance between work and family is a main work-related stressor that exactly leads to personal strains, with feelings of aggressive behavior, lack of participation, misunderstanding with superiors/colleagues, job dissatisfaction and quitting the job rather than altering the job and switch over the job. This is reliable with the previous studies (Grandey & Cropanzano, 1999; Allen et al., 2000; Frone et al., 1992) and theories like upkeep of resources theory and role theory, such that an imbalance between family and work results in a struggle for essential resources, and this absence of resources creates the strain process.

6. Conclusion

Lopsidedness in the middle of work and family is the plausible stressors for specialists through the whole world. Our present discoveries demonstrates that more prominent work life parity is the way to better employment fulfilment and work execution and reduced anxiety and individual strains (Lunau et al., 2014). These reason fundamental impacts for organizations that ought to kind beyond any doubt to gauge their workers’ work life adjust in gathering to figuring their contention in the middle of work and individual life. Associations ought to dedicate in promising work life adjust by utilizing better work life approaches, similar to professional success, adaptable working polices, association support, and by acknowledgement work culture that motivates representatives to utilize the work life strategies (Hammer et al., 2011). Urging representatives to spot and cheer their accomplishment in adjusting parts and to expand the timeline whereupon they to gage their work-life equalization (Kossek et al., 2014) is additionally basic to encourage more noteworthy advantages through comprehension the potential changing nature of work life offset.

As representatives keep on juggling various parts that outcome in a channel on accessible assets, helping workers with dealing with this anxiety is justified. Albeit a few associations create and
convey stress decrease intercessions, our examination proposes that it may be productive to grow comprehensively considered time administration preparing, where mentors and curricula specifically face and location the requirement for coordinated thought of work and non- work responsibilities.

Taking everything into account, the present study stresses the significant part that work life offset plays in advancing more prominent employment fulfilment, work execution and anxiety and individual strain. Taken together, the discoveries of this study offer a crisp and nuanced picture on similimulle and contrasts ladies columnist, which we trust will energize future studies in the developing field of relative work life research.

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