

Impact Of Modern Life Style, Social Media & Communication Tools On The Work Life Balance Of Executives In Private Sector

Abhinica Sahu¹, Dr. S.M.Dwivedi²

Dept. of Human Resource Management, University Institute of Management, Rani Durgawati University, Jabalpur (M.P.)

Prelude:-

In the 21st century life style of working executives, both male and female, has become hectic like never before causing tremendous amount of stress accompanied by excessive demand on the time & energy of an individual. It is certainly a difficult balancing act to have enough time for self, family & career at the same time. The issue of work life balance is applicable to both men & women alike. Many authors have proposed different theories of work life balance management from all corners of the world. However people at large are unaware about the importance of sticking a healthy, productive work life balance so to have a cool, peaceful live. Women in particular are subjective number of challenges in a attempt to balance their work related conflicts & family work conflict it is therefore necessary to have a closer look at the different dimension of the concept of work life balance & to propose some easy to implement ideas based on observation study of this author.

Approach:-

This research article is based upon life time & work life observations made by the author while having interactive discussion with peers, superiors & subordinates & executives. While most of the members spend their time in corner gossiping or canteen chit chat, this author could jot down some practical experiences shared by them about personal life, social life & professional life. Such discussions do take place in almost all types of organizations among the staff members. Human interaction generally involves one to one conversation in a confidential manner showing trust & faith on the listeners. So this research article is based on observational study & the author is confident that the outcome of such practical study would be useful to the readers.

Observations:-

- **Mobile Mania:** - Now a days everyone is carrying a gadget with him/her called as mobile handset. Umpteen numbers of varieties loaded with innumerable app's are available & possessed by people. We can observe this phenomenon in all our surrounding & situations the modern generation has become addict to the mobile. Be it a call or a simple message, everyone gets completely engrossed in his or her handset without bothering about the location, venue, program etc.

So are we becoming mobile maniacs? Aren't we inviting unnecessary, additional stress on our mind & time? By use of modern gadgets & technology are we neglecting our time priorities or are we actually getting excessively connected to other without prioritizing or scheduling the need?

- **Social media-Virtual contact-Actual distance?**
:-With the advent of Wi-Fi, internet & wireless technology we have different types of social media attacking out time & energies. We have face book, what's app, hike, hangout, twitter, Google, Skype etc where we can connect with our social contacts & also get in touch near & dear one's – absolutely virtually. Are these media causing extra pressure on our time utilization of 24 hours? Do we really feel emotionally connected or related when we actually meet anyone in person? We can easily observe that social media are actually creating a distance between people we don't feel the urge to go & meet someone at his or her place & rather prefer to set alone & exchange messages through a

media like what's app or face book how far this is going to help real social relation is a matter of research in a family situation all working member come after spending almost 10-12 hours at the highly demanding workplace, travelling to & fro while communicating through social medias all the time. Is it not causing unwanted stress gap in the family relations today? It may not be apparent but the invisible & intangible side effects of modern media will surely affect our work life balance sooner or later.

- **Over occupied family:** - Whether recession or no recession the costs of almost everything under the sun are rising day by day in all the nations of the world. What is happening in the economies like Greece & Nepal is well known to all education class of people. When economy crash the ultimate burden come on common citizen having average income there is a huge gap have's & have not's in all the develop, developing & under develop nations. This all has forced us to have the entire member in the family working & earning as much money as they can. With nuclear families having the couple working for more than 10 hours a day is a common picture seen everywhere. This surely adds to lots of tension & imbalance amongst the relationships of the entire family member. Senior parents in the house, their health care, children upbringing & education, everything put together, causes disturbance to the work - home life balance. This is how we can observe the impact over occupied family of the 21st century striving hard to achieve a healthy work life balance.
- **Organization culture & work environment:** - every organization has its inherent culture & work environment which surrounds all the people working in it. Some organizations have an open culture & bright, friendly environment the policies & decision making authorities are transparent in such organizations. The top management has a healthy, open, positive attitude towards the employees, in such organizations both men & women workers find better job satisfaction leading to a good work life balance.

In some organizations on the other hand, the culture is orthodox, detective & work environment is full of unseen, unspoken pressure. The policies are close ended & no open dialog is

heard by the top management with the employees. In such a situation the employees feel squeezed, exploited & pressurized by the authority's hierarchy in decision making. Such employees find it very difficult to achieve a healthy work life balance.

- **Life style issues:** - With rising incomes & increasing cost in almost similar proportion the middle & upper middle class of our society are finding it quite difficult to attend & maintain a good standard of living though the salary packages are quite handsome in the new technological sector like IT, computer science. Salary/ wages are meager & less than average in many non tech. sectors. The growing population surely causes higher unemployment rates thereby causing extra expenditure for the family, educational services, particularly higher education, have become highly expensive & parents are forced to spend sizable amount of money on the children's education. Housing, vehicles & white goods are bought on hire purchase or by taking financial loans from banks. This all is causing a lot of burden on the finances of a family. Compromise on the life style certainly causes additional stress to the working couple. Thus the demand for maintaining specific standard of living is causing disturbance to the work life balance of people. Employees have been seen discussing about various loan schemes, interest rates & EMI etc. quite offend at the work places. It is evident from such observations that employees at all levels are thinking about upgrading their life style by earning as much money as possible. This might have also caused corruption practices in our country.

Conclusion & Recommendation:

When we look at the five actual work life observations discussed above we can confidently conclude that there is social impact of modern life style, social media & communication tools on the work life balance of men & women alike. This does not imply that we should quit our job or try to get better paid job elsewhere because earning & WLB is a matter of attitude, perception & believes one has in interpersonal relationships at work place & home/ family at the same time it becomes necessary that all the working members in the family clearly understand the How &

Why of WLB social education for spreading better awareness about this concept is necessary in today's organizations. At the out sat we wish to recommend systematic training programs for all the working people should be introduced by the respective employers for creating large scale awareness about the importance of work life balance of the employees will encourage them to perform better. This will be a win win situation for the employees & employers at the same time.

References:-

- http://work911.com/issues/Work-Life_Balance/ 01/07/2015
- <http://work911.com/cgi-bin/issues/jump.cgi?ID=10748> 01/07/2015
- <http://brainly.in/question/112232> 02/07/2015
- <http://www.futureled.com/can-advanced-technology-make-your-life-better/> 02/07/2015

