



## A STUDY ON WORK-LIFE BALANCE OF EMPLOYEES IN PHARMA MARKETING

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Article Received on: 10/11/12 Revised on: 18/12/12 Approved for publication: 01/01/13

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### ABSTRACT

Sales have been considered as one of the most rewarding and challenging fields of employment in India. Encouraging work-life balance is seen as a way of attracting and retaining the labour force needed to support economic well-being. The role of work has changed throughout the world due to economic conditions and social demands. In sales job, the performance pressure is considerably high leading to stress and other problems. The main objectives of the study are to the work-life score of employees in pharmaceutical marketing. The research design adopted was descriptive as the study required both primary and secondary data. The problem is identified through extensive study of the hypothesis collecting all relevant information using primary data and secondary data. There were 100 pharmaceutical marketing employees selected from Ernakulam and Kottayam District of Kerala, India. Questionnaires were circulated and data was collected and analyzed by using by appropriate statistical tools. Based on the analysis, the present study concluded that there was an increased case of work life balance in the pharmaceutical marketing employees.

**KEYWORDS:** work life balance; work life policies; pharmaceutical marketing.

### INTRODUCTION

Work-life balance has always been a concern of those interested in the quality of working life and its relation to broader quality of life. The pressures of work, for those in work, have been intensifying in recent decades. Factors such as the advances in information technology and information load, the need for speed of response, the importance attached to quality of customer service and its implications for constant availability and the pace of change with its resultant upheavals and adjustments all demand our time and can be sources of pressure. Much of the general analysis about the causes and consequences of work-life imbalance is speculative and based on limited convincing evidence. We need to learn more in particular about the consequences of imbalance on family and community and on changing values among younger workers.<sup>1</sup>

Primarily a working person has two roles to play: professional and personal roles. This has a significant role in shaping the performance of an individual especially in Indian context. Along with the role of an employee the person has to do justice with various other roles of like: son/daughter, husband/wife, father/mother etc. Each role demands specific expectations from incumbents. Due to factors organizational and personal factors, role clash is also caused by the reverse relation that is personal level stress affecting job performance. This role clash results into stress and burnout leading to work-life imbalance. Work-life balance is a state where an individual manages real or potential conflict between different demands on his or her time and energy in a way that satisfies his or her needs for well-being and self-fulfillment.<sup>2</sup>

#### Strategies to achieve work life balance:

- Allocated time.
- Control interruption and distraction.
- Seize the week end.
- Schedule the activities.
- Drop the prejudices.

#### Benefits of work life balance are:

##### To the organization

- Measured increases in individual productivity, accountability and commitment.

- Better team work and communication.
- Improved morale.

##### To the individual

- More value and balance in daily life.
- Better understanding of individual's work.
- Increased productivity.
- Improved relationship both on and off the job.

Work-life imbalance is a common phenomenon seen in pharmaceutical marketing employees. Work-life balance can be represented as two spheres indicating two lives: personal and professional. There must be proper balance between these spheres. The achievement of better work life balance can yield dividends for employers in terms of having a more motivated, productive and less stressed workforce that feels valued, attracting a wider range of candidates, increased productivity and reduced absenteeism, gaining the reputation of being an employer of choice, retaining valued employees, achieving reduced cost and maximizing the available labour. In Indian context the concern of work life balance becomes imperative for all concerned. This study is an attempt to throw light on work life balance issues with reference to pharmaceutical marketing employees.

#### Research Methodology

For a meaningful and systematic analysis of the problem encountered a suitable formulation of a methodology for the study is indispensable. Types of research, research design, source of data, tools for data collection of the study are detail. Research refers to the search for knowledge. Methodology is the systematic way of solving the problem. Research Methodology to the various sequence, steps to be adopted by a researcher to study a problem with certain objective in view.

#### Research Design – Descriptive

Descriptive research is also called Statistical Research. The main goal of this type of research is to describe the data and characteristics about what is being studied. The idea behind this type of research is to study frequencies, averages, and other statistical calculations. Although this research is highly accurate, it does not gather the causes behind a situation. Descriptive research is mainly done when a researcher wants to gain a better understanding of a topic. It is quantitative and

uses surveys and panels and also the use of probability sampling.

**Research Instrument- Questionnaire**

Questionnaire contained two main parts such as personal data, organizational factors and having a total of 30 items. Items were measured using Likert scale. Questions were also asked about age, gender, marital status, educational qualification, years of experience, number of members in respondents' family and working persons in their family.

**Tools for Data Analysis**

Basic description about variable under study where explained by using frequency table, chart and descriptive statistics. Hypothesis testing was done using one sample t-test and independent sample t-test.

**Analysis and Interpretation**

Data analysis is considered to be important step and heart of the research in research work. After collection of data with the help of relevant tools and techniques, the next logical step, is to analyze and interpret data. The purpose of the data analysis and interpretation phase is to transform the data collected into credible evidence about the development of the intervention and its performance.

**Table I: Details of Demographic Factors used in the Present Study**

Description	Particulars	Frequency	Percentage
Age Group	Youngsters	81	81
	Middle aged	19	19
Gender	Male	100	100
	Female	-	-
Education Qualification	Diploma	8	8
	Graduate	64	64
	Pharmacy graduate	28	28
Family Members Staying Together	Up to two	15	15
	More than two	43	43
	Not Responded	42	42
Parents/Spouse Parents, staying with Employees	Yes	33	33
	No	77	77
Usual duty hours	Less than 8 hour	16	16
	More than 8 hour	84	84
Servants at Home	Yes	28	28
	No	72	72
Travelling Time	Less than one hour	-	-
	More than one hour	100	100

Source: Survey Data.

Research data were analyzed using statistical tools. 81% of respondent employees are youngsters. Only 19% are middle aged. In that 100% of respondent are males. In that 64% employees are graduates, 28% are pharmacy graduate and only 8% are diploma holders. It explains that up to two family members are staying with only 15% of employees and more than two family members are staying with 43% of employees. Of all respondent 42% where not responded and hence did not considered for this aspect. 33% employees say their parents/spouse parents staying along with them and 77% says no. 84% of employees are having more than 8 hour duty time and 16% are having less than 8 hour duty time. 28% responded employees have employed any servants at their home and 72% employees have not employed any servants at home. In that 100% employees having more than one hour travelling time.

**Work-life Status of Paramedical Employees**

Work-life was calculated by using a validated Likert instrument; consist of 15 statements pertaining to all major dimensions of work-life. The descriptive statistics is explained in table no. II.

**Table II: Work-life Score Descriptive Statistics**

No. Valid	100
Missing	0
Mean	37.85
Median	37
Std. Deviation	5.463146
Variance	29.5475
Minimum	28
Maximum	52

**Work-life Score-Calculation of Bench mark**

In order to measure the work-life of employees in pharmaceutical marketing a Likert frame was developed by the researcher. It was having 15 statements touching different dimensions of work-life balance. This can generate a score which spreads between 15(1x15) and 75(15x5). So the bench mark score was found to be 45 [(15+75)/2 that means maximum + minimum divided by two]. That means if the mean work-life score is significantly less than 45, we can claim that the work-life of paramedical employees is not good (below average).

The work-life balance mean was found to be 37.85 with a standard deviation 5.46. The minimum score recorded on this scale was 28 and the maximum was 52. The major findings of the study are the work life balance of employees in pharmaceutical marketing is not good. It was found that youngster respondents are having high work-life score as compared to middle aged. It was found that single respondents are having high work-life score as compared to married. Those respondents who's usual duty hours is less than 8 hour are having high work-life score as compared to respondents who's usual duty hours more than 8 hour.

**CONCLUSION**

This report argues that it is the high time when HR people should make more serious efforts towards striking a balance between work and life for their sales persons. The nature of a specific job position can not be changed, but the way it is performed requires change. Sales department is the most vital function in a pharmaceutical company, it is the life blood. Most of the research confirms that a work-life imbalance has negative consequences for well-being and effective functioning. However we can only gain a partial understanding of the effects by exploring work in isolation. By focusing on an issue such as work-life balance we are forced to consider our disciplinary borders and how close to the frontier we wish to work.

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Source of support: Nil, Conflict of interest: None Declared