



Work-life Balance and Gender Bias: A Contrarian View

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Abstract:

Work-life balance is usually associated with female employees. However it is an area of concern even for their male counterparts. This paper makes an attempt to understand the issues related to work-life balance for the men and various initiatives taken by organizations to seek work-life balance for their employees. Globalization and changing demographics have further posed greater challenges for work-life balance. Organizations develop employee friendly Work-Life Balance Programs as a solution to the problem of work-life balance amongst their employees. This in turn helps the organizations to enhance their productivity, improve the performance of their employees and also ensure employee retention. This paper is an endeavor to question the gender bias with reference to work-life balance as it is equally, if not more, important for the male employees.

Keywords: Work-life balance, gender bias, performance, productivity, best practices