

A STUDY ON THE NATURE OF LIFE STYLE MANAGEMENT WITH SPECIAL REFERENCE TO WOMEN WORKERS IN BANKING SECTOR

Mrs. Sabidha. K, Research scholar, Bharathiar Universeity, Coimbatore, Ph.D-CB-DEC2014-0707

Dr. R. Thiyagu, Professor & Head-Academics, Sakthi Institute of Information and Management Studies, Pollachi 642 001

ABSTRACT

Banking industry is an evolving industry in India, the access of private segment and foreign banks have conveyed numerous crucial changes in the banking industry. The jeopardy of work- life imbalance is visible in banking industry also. Personnel in the banks take throbbing exertion to provide the countless needs of its clients. Because of work pressure, it becomes difficult to maintain balance amid professional and family life especially women employees. The output of the banking sector is reliant on the eminence of its human resources. The fundamental role of human resource development is to aid performance improvement, restrained in terms of finance indicators of operative efficacy and quality of financial services delivered. The twin trials confronted by the banks' administrations are that of retaining the existing employees and providing a sustaining work environment for all employees. An exploratory research enquiry is utilized in this study. The purpose of this article is to identify the nature of life time management in banking sector.

Keywords: *Banking Industry, Life Style Management, Life Style Management in Banking Sector, Nature of Life Time Management.*

1. Introduction

Life style management is not just a term but is a requisite which needs to be seriously looked upon, as in this present scenario, life style of an individual determines his/her health, peace of mind, happiness etc. In the corporate scenario, one's life style has a great impact on his/her performance, and is a necessity to achieve work life balance. Stress has become a common feature, especially for women employees and maintaining personal and professional life is a major challenge for them. In banking sector, women employees also

play a major role compared to their male counterpart. They also face challenges, targets and stress equal to their male colleagues and need to work long hours. In the banking sector, there is This study has been conducted to know about life style management and work life balance of women employees in the banking sector.

2. Life Style Management

Several life style factors can influence the overall health and well-being of an individual. Sustaining a healthy life style like sleeping for eight hours daily, healthy eating habits, exercising or walking for few minutes daily, keeping the mind stress free, etc. would help an individual to achieve success in life. Life style management is the way of living of an individual, family, society, which, one is evident in handling with their physical, emotional, societal and economic environments on a daily basis. In this study, life style is expressed in self-oriented and societal oriented life style management.

Life style embodies one's self-image or notion, the way they see themselves and also believe they are perceived by others. Life style management is a combination of motivation, needs and wants and is inclined by aspects such as culture, family, and society. Quiet of few lifestyle aspects could have an impact on the overall health and wellbeing of working women but then only a few trivial changes in their lifestyle could have enormous impact on their health like making fitness as a goal and doing regular exercise, always eating healthy, keep the body hydrated by taking lot of fluids in a day, have adequate amount of sleep, having control on the weight management, and living a stress-free life.

The accumulative effect of amplified working hours is devouring an imperative effect on the lifestyle of a massive number of people, which is prospective to prove harmful to their mental well-being especially women employees. The Mental Health Foundation is fretful that an ample cluster of societies are disregarding the factors in their lives that make them impervious or resilient to mental health complications.

3. Life Style Management in Banking Sector

Life as an investment banker will be a vivid change from typical days and a banker's usual lifestyle. No more free time to play sports, to eat healthy home-made food and get ample amount of sleep. Unless a banker is good at avoiding work, ends up sitting more than thirteen hours in a day in front of the system and the only work out they would be getting is

super-fast excel short cuts, going to the production room to get pitch books, and enticing 200 calories lattes at star bucks, along with this lack of sleep is combined which leads to health issues and unnecessary trauma.

Catalysing digital revolution is a fragment of the culture in certain banks, and it also ensues to make vigorous business sense for a bank that is engrossed on becoming a lifestyle bank. Digital expertise is mounting the sway of online commerce far beyond just the merchandizing diligence.

By way of the streaks amongst retail and banking haze, financial dealers need to react to consumers' potentials and become part of their whole digital lifestyle. Today's consumer wants to control when and how they make purchases.

The acquisitions might be in a traditional branch or store all through normal business hours or it might be through smartphone in the mid of the night. For the banking industry, these leanings surge the prominence of emerging improved digital channel elucidations, together with mobile banking solutions with an enhanced UX. A number of significant developments in retailing for banks and credit unions to reminisce are:

- The customer uses various channels as part of the procurement decision, wanting the ability to swing networks at any time.
- The customer is typically multi-tasking and makes verdicts on their timepiece and not frequently in the course of 'normal business hours'.
- Swiftness and easiness are growing in prominence. This tendency is only anticipated to develop additional imperative.

Lastly, the physical network in retailing and banking will change, but will not go away for most establishments. The principal change will be the placing the physical amenities that sustenance digital – as divergent to the other way round. Banking and finance industry is one of the mainstay industries serving in the economic constancy.

Furthermore, it customs one of the imperative and basic segments of the people. By way of the shifting lifestyle trends, financial and banking services are time and again entreated at the customer's home, rather than they wayfaring to the banks. Through such

malleable operations approaching in, Field force management software for the banking and finance zone is no more an extravagance, but a requisite.

The workforce management system for banking and finance deals with a quite a number of aids, which makes an ample difference in the banking and finance sector, proposing continuous operations and ensuring successful workforce management and accomplishing customer satisfaction as well as work life balance for the bankers.

4. Literature Review

Sharan James et. al (2018) , has done a research on ‘Lifestyle risk communication by general practice nurses: An integrative literature review’. The variables found were lifestyle, counselling, communication. They have done a study on the literatures on the lifestyle risk communications done by General Practice nurses to the patients in Australia. They have done an integrative literature review using the methods Whittemore and Knafl (2005). The authors have searched the articles published in English in the journals CINAHL, Scopus, MEDLINE, Cochrane Library and Joanna Briggs Institute of Systematic Review from January 2006 to October 2016. The findings state that GPNs are all the time more managing and coordinating care for individuals with, or at risk of, chronic diseases. The study also states that the if the GPNs has to deliver enduring and effective risk communication, they need constant and effective training and also the funding and proper infrastructure needs to be in place. Their findings also states that there is a gap in the confirmation regarding non-verbal life style risk communication between the nurses and patients.

Oktoatrio and et.al (2018) , has done a research on ‘Investigating the relationship between work-life-balance and motivation of the employees: Evidences from the local government of Jakarta’. The variables are motivation, work life balance, public sector. The most vital finding of this study is the element that traffic has become the crucial factor for JCC to classify the most effective work live balance strategy to advance JCC’s employee motivation. The verdict divulges that traffic has instigated key problem that ultimately demoralised employees. Additional investigation recommends that traffic has concerned the level of stress and the expanse of time employees could spend for their family or else personal needs. Thus, in order to effectually advance employee motivation JCC should be able to auxiliary advance its work life balance stratagem that emphasis on dropping the

effect of traffic on their employees. In spite of the point that traffic has instigated foremost damage on employee motivation, the study magnificently divulges that JCC has been able to afford work life balance for the employees as qualitative data analysis exposes most of the employees are motivated and verdict their job at most satisfaction and balance between work and non-work life are very well recognized. Thus, it can finally be determined that there is a substantial association between work life balance and motivation of the public sector's employees (indigenous government of Jakarta).

Kristina Livitckala and et.al (2017) , has written an article on 'Literature review: compliance/lifestyle change factors'. The authors have searched two scientific databases, namely Medline and the Cochrane library. The variables found in this research article were influence, activity-related behavior, physical fitness, physical activity, lifestyle habits, anthropometric factors, clinical factors, health care service related factors, cognitive and psychological related factors, motivation, life goals and interests, irrational health beliefs, action planning, goal settings, perceived barriers to exercise and lifestyle factors. This review concentrates on physical activity related adherence in patients with heart disease and the associated factors, and lifestyle factors which needs to be considered for a healthy and peaceful life. The authors says that the most important action to be taken to inculcate physical activity related adherence in patients with heart disease would be the development of taxonomy, which would pave way to carry out further investigations, and also could be used in the organization and development of interventions.

Kate Scott (2009), has done a literature review on sustainable lifestyles and recommendations for further research. The variables are sustainable lifestyle, sustainable consumption, and substantial global imbalances. A barrier to astound is the lack of a strategic indication of government intervention policies which has led to differing policies hauling in diverse directions. For example, tax halts on renewable energy being analogised with aids for coal production. To overcome this apprehension, a full investigation of the influences of policies on the environs will go some way to wrench government intervention in the right path and to set the appropriate institutional context for conversion. Altering the prices expansively for the costs of carbon, incentivising low carbon living and closing the resulting sustainability gap, should have utmost precedence on our climate change schema. Deprived of such internalisation of the peripheral costs for climate change we will not be able to

accomplish the required carbon cuts. This comprises 'getting the prices right', choice excision and a subsequent re-development of the housing and transport infrastructure.

5. Research Objectives

- To assess the nature of life time management.
- To bring out the importance of time management in banking sector.
- To identify the initiatives of future acceptance of the concept life time management.

6. Work Life Balance

Work-life balance signifies to the level of highlighting between personal and professional events in a person's life, besides the level to which the deeds related to their work are extant in the home. Work-life balance is a current issue due to the augmented amount of technology that eradicates the prominence of physical locality in describing the work-life balance.

Formerly it was demanding or difficult to take work home and so there was a clear line among professional and personal. Stress is a common story of a lowly work-life balance. In the info economy intellectual stress has been recognized as a momentous economic and health problem, instigating by an alleged need of employees to do more in less time. A key issue in the work-life balance debate is where obligation lies for ensuring employees have a good work-life balance.

The universal feeling is that employers have accountability to the health of their personnel, apart from the ethical responsibility; stressed-out employees are less prolific and more expected to make mistakes. Sustaining a vigorous work-life balance is not only significant for health and relations, but it can also mend the employees' efficiency, and eventually performance. In simple terms, if the employees don't sight work as an inconvenience, then they will work harder, make less errors and are more expected to become activists for the brand.

Work life balance is normally associated to role overwork, time management, time density, work satisfaction, work stress, organizational obligation, life satisfaction, incomings,

well-being, social security, functioning time, flexibility, family, fertility, redundancy, exodus, consumption, demographic variations, and leisureliness and so on.

7. Work Life Balance of Women Employees in Banking Sector

Banking industry is an emergent industry in India, the admittance of private sector and foreign banks have brought various essential changes in the banking industry. The menace of work- life imbalance is noticeable in banking industry. Employees in the banks take throbbing effort to convey the several needs of its customers. Work deadlines are receiving compacted and the individual's jobs are laden and auxiliary with eminence yield.

Due to work burden, it becomes rigid to sustain balance amongst professional and family life. The output of the banking segment is contingent on the brilliance of human resources. The rudimentary function of human resource development is to aid performance enhancement, dignified in relations of finance gauges of operative competence and excellence of financial services delivered. The twin defies confronted by the banks' managements are that of retaining the prevalent employees and providing a satisfying work atmosphere for all workforces.

8. Conclusion

The Indian banking setting has been varying considerably due to great amount of competitiveness and archetypes swing in customer's expectancy after fiscal reforms. The level of women higher edification and government's female reservation strategy generate more employ opportunities for women. The lifestyle of Indian women is still outmoded and they have to be present both inside and outside of the family. The work life balance of women employees in banking industries is the need of the day and it is to regulate the level of their work life balance which is partaking high prominence on their over-all well-being and boost their productivity and complete banking growth.

Striking a balance between professional and personal obligations is a conjoint predicament for many of today's women employees. Today's professional workers are less apprehensive about just financial safe keeping which previously destined them to their employers.

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