

Analysis on Impact of Work Life Balance towards Job Retention on ITES Sector (IT Enabled Service Sector)

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Received: 03-05-2023

Revised: 19-05-2023

Accepted: 31-05-2023

ABSTRACT

This analysis examines the impact of work-life balance on job retention in the Information Technology Enabled Services (ITES) sector. The study utilizes a mixed-methods approach, Combining survey data from ITES employees and qualitative interviews with HR professionals and industry experts. The results indicate that work-life balance has a significant positive impact on job retention in the ITES sector, as employees who perceive a better balance between their work and personal lives are more likely to remain with their current employer. Additionally, the study identifies several factors that contribute to work-life balance, including flexible scheduling, supportive workplace culture, and opportunities for career growth and development. The findings highlight the importance of creating a work environment that prioritizes work-life balance, as it can lead to increased employee satisfaction, productivity, and retention, ultimately benefiting both employees and employers in the ITES sector.

Keywords-- Work Life Balance, Job Retention, Employee Well-being, Flexibility, Stress Management, Wellness Program, Job Satisfaction, Work Culture, Work Load Management

I. INTRODUCTION

Work -life Balance is important for both the public and private employee. Work -life balance is concerned with both employee and organization. Work-life Balance impacts on the productivity of the employee which results directly on the satisfaction of organization Invalid source specified. Work -life Balance is a determinant factor for the healthy work environment. Maintenance of work-life balance prevents burnouts and stress at work place. Chronic stress results in the health problems at work place. Stress causes health problems like hypertension, digestive troubles, chronic aches, pains, heart problems depression, anxiety and insomnia. Over stress causes burnouts. Burnout can cause fatigue, mood swings, irritability and a decrease in work satisfaction Invalid source specified. Several research studies had proved that there is a link between the work and life of the employee which results on the satisfaction of the employee Invalid source

specified. Work life balance gives good quality of life Invalid source specified. Work -life Balance is seen when there is harmony between work and life Invalid source specified.

Work- life Balance

Organizations are realizing that employees with well-balanced work and lives are actually valuable to firms. The quality of an employee's personal life impacts work quality. There are numerous organization policies that can assuage the burden of work-life balance. Options include providing leave with pay or options for reduced hours, workplace supports such as personal time off, paid leave, childcare facilities, financial assistance for childcare, and other family-friendly policies all of which are workplace policies that could resolve the work-life balance problem. In deciding to facilitate employees' work-life balance, organizations can choose from a wide array of options.

1.1 Job Retention

Employee retention is an important challenge for organizations and the times of knowledge workers (Ferreira in Too & Kwasira, 2017). Currently, the lab our market belongs to employees because talented candidates in the global job skills market have luxurious options (Too &Kwasira, 2017). Employees, new or old, realize that they are more flexible in choosing an organization (Clarke, 2001). The dynamic environment of today's business has brought many organizational challenges, one of which is retaining skilled workers. However, to retain employees, the company must implement the WLB program. This statement is supported by research conducted by Too and Kwasira (2017) that showed rewards and compensations have the second-strongest influence on organisational performance after the practice of work-life balance, and the results of their study has shown that WLB has a positive relationship with employee retention. Garg (2016) also stated that work-life balance has a positive effect on employee retention. The conclusion of Grag's research stated that Hana Silaban, MeilyMargaretha/ The Impact of Work-Life Balance toward Job Satisfaction and Employee Retention: Study of Millennial Employees in Bandung City, Bandung 21 companies need to increase the use of work-life balance options such as flexible time, division of labour, and taking breaks from

work so that employees can feel that the organisation facilitates their coordination in family and professional work life.

ITES (Information Technology Enabled Services)

The full form of ITES is **Information Technology Enabled Services**. The other names of ITES are remote services or web-enabled services. ITES includes a wide range of approaches and processes that use IT to enhance and increase an organization's efficiency. India claimed to be the most prestigious companies in the world for outsourcing ITES (Information Technology Enabled Services).

Services offered by the ITES

ITES provides certain services including medical transaction & coding, e-CRM, data mining & editing, electronic publishing and so on. Some other ITES services are listed below.

- KPO (Knowledge Process Outsourcing)
- BPO (Business Process Outsourcing)
- LPO (Legal Process Outsourcing)
- GPO (Game Process Outsourcing)
- Call Centres
- Operations at Back Office
- Logistics Management.

Famous Indian IT-ITES Companies

- CMC Limited
- HCL Technologies Limited
- Infosys Technologies Limited
- TCS (Tata Consultancy Services Ltd)
- Tech Mahindra Limited

1.2 Objective of the Study

- To access the variable of work life balance.
- To identify the factors affecting job retention.
- To explore the effect of compressed work schedule on employee retention in ITEC.

1.3 Scope of the Study

This study looked at how to implement work life balance on retention and how to manage instances when there was conflict between family and career. This study examines the effect of work life balance on employee retention.

1.4 Need of the Study

Meeting both the employees and overall employees needs requires a significant commitment from senior management.

So, this research is the need of the hour and it will be more helpful for the organization excellence in government school.

II. REVIEW OF LITERATURE

(Abualoush et al., 2018) identified that the execution of work activities or job duties is termed as employee performance that requires effectiveness, efficiency and better quality. Every employee is responsible for the achievement of organizational goals. Employee contributions open the way towards the

success of a business. A positive work environment motivates individuals to perform effectively. Employee performance is a vital factor which marks the growth of both individual and organization and is beneficial for both as well.

Arulrajah and Opatha, (2012) argued in this context that the success of an company depends directly on the individuals that it hires. Since the organisation's personnel are regarded as the major stakeholders in deciding the organisation's efficiency. Organizations are therefore increasingly forced to concentrate on enhancing employees ' job performance in order to increase the performance of the company. Given the current situation, companies need to find ways and strategies to enhance employee performance.

Poulose and Sudarsan (2017) evaluated the impact of work-life balance dimensions on organizational factors, namely work overload and support for work and their predictor relationship with work satisfaction, particularly among health care nurses in India. The findings showed that the benefits and stresses faced by the workers imperatively affect all realms of work and personal life. In addition, the results indicated that organizational support, supervisors, and colleagues would go a long way in helping workers achieve better organizational outcomes.

Dr. G. Balamurugan, and M. Sreelekha (2020) research has identified the various aspects such as career advancement, Work stress, career aspiration, Work Family conflict and Family work conflict, child care in context with work life balance(WLB) and its practices and has revealed the overview of the various challenges and issues faced by Women employees to achieve WLB.

K. Thrivenikumari & Dr. V. Rama Devi (2013) Work life balance as one of the most challenging issues being faced by the women employees in 21st century because of the type of roles they play at home and the spill over of personal life over professional life.

Y. P. S. Kanwar, A. K. Singh and A. D. Kodwani (2009) in their study on the impact of work life balance and burnouts on job satisfaction in the context of IT and ITES industry revealed job satisfaction are positively related to each other and to increase the morale and productivity of the employees organizations should play a facilitating role to provide ways to manage work life balance.

III. RESEARCH METHODOLOGY

A research design is one that minimise bias and maximize the reliability of the data. It also yields maximum information, gives minimum experimental error, and provides different aspects of single problem. A research design depends on the purpose and nature of the research problem. Thus, one single design cannot be used to solve all types of research problem i.e. a particular design is suitable for a particular problem.

Descriptive Study

The descriptive analysis is used for this research design. The descriptive study is one in which information is collected without changing the environment.

Questionnaire Design

The **structured questionnaire and closed ended questions** are used to collect the data

Survey Design

The data collected by using **Google forms**.

Sample Size

Sample size taken for the main study is **102**.

Sampling Technique

Snowball sampling and sample size formula is used in this study.

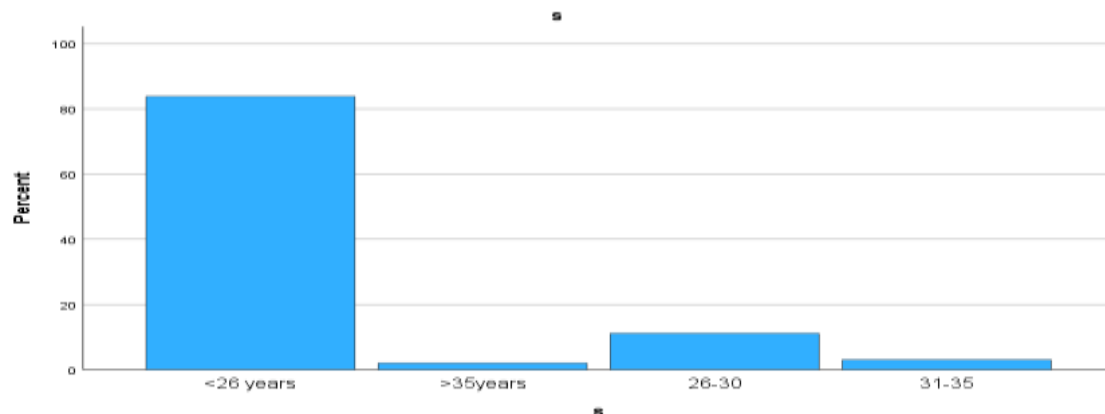
Methods of Data Collection

The data was collected from **primary data and secondary data**.

VI. DATA ANALYSIS AND INTERPRETATION

4.1 Percentage Analysis**Table 4.1:** Respondents based on Age

Frequency		Percent
<26 years	83	83.8
>35years	2	2.0
26-30	11	11.1
31-35	3	3.0
Total	99	100.0

**Interpretation**

The above chart shows that 83% of the respondents are in the age group of < 26.2%, 2% of the respondents are in the age group of greater than 35 years, 11% of the respondents are in the age group of 26-

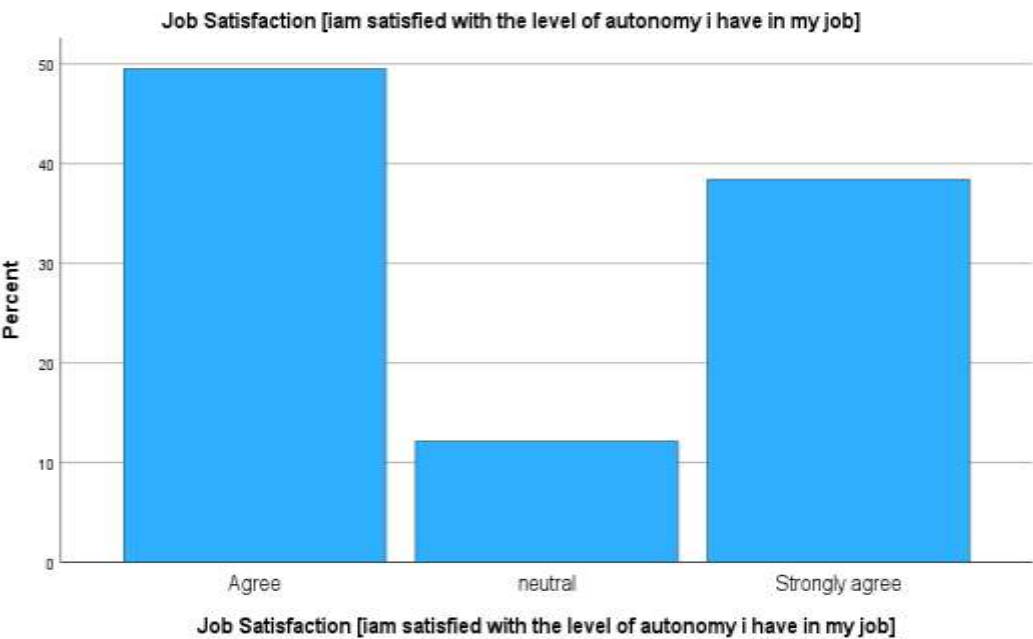
30, and 3% of the respondents are in the age group of 31-35.

Inference

The majority of the respondents are in the age group of Less than 26 years.

Table Name: Respondents based on how many years you are working under ITES

	Frequency	Percent
Agree	49	49.5
Neutral	12	12.1
Strongly agree	38	38.4
Total	99	100.0



Interpretation

The above chart shows that 49.55% of the respondents are agree,12.1% of the respondents are neutral,38.4% of the respondents are strongly agree.

Inference

Majority 49% of the respondents are Agree.

		Work life balance [I have enough time to spend with my family and (or) pursue personal interest outside of work]	Job Satisfaction [i feel that my company culture is positive and conducive to my personal and professional growth]
Work life balance [I have enough time to spend with my family and (or) pursue personal interest outside of work]	Pearson Correlation	1	.155
	Sig. (2-tailed)		.119
	N	102	102
Job Satisfaction [i feel that my company culture is positive and conducive to my personal and professional growth]	Pearson Correlation	.155	1
	Sig. (2-tailed)	.119	
	N	102	102

Correlation is significant at the 0.01 level (2-tailed).

Interpretation

It is inferred that Pearson’s r value is positive which means that there is a positive correlation between Interpersonal relationships at flexibility and personal traits. Sig. (2-tailed) value is less than the critical value of 0.05. Hence, H_0 is accepted and H_1 is rejected which

means there is a statistically significant correlation between the variables.

Inference

Therefore, there is positive relation between Interpersonal relationships at flexibility and personal traits.

Table 4.2.2: Correlation between job demand and time management

Job Demand [my job requires me to work long hours]		Time Management [iam able to manage my time efficiently while working on multiple projects effectively]	
Job Demand [my job requires me to work long hours]	Pearson Correlation	1	.227*
	Sig. (2-tailed)		.022
	N	102	102
Time Management [I am able to manage my time efficiently while working on multiple projects effectively]	Pearson Correlation	.227*	1
	Sig. (2-tailed)	.022	
	N	102	102

Correlation is significant at the 0.05 level (2-tailed)

Interpretation

It is inferred that Pearson's r value is positive which means that there is a positive correlation between Interpersonal relationships at job demand and time management. Sig. (2-tailed) value is less than the critical value of 0.05. Hence, H_0 is accepted and H_1 is rejected which means there is a statistically significant correlation between the variables.

Inference

Therefore, there is positive relation between Interpersonal relationships at job demand and time management.

V. FACTOR ANALYSIS

Factor analysis of all the variables from the questionnaire.

Table 4.4.1**Table Name:** KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.823
Bartlett's Test of Sphericity	Approx. Chi-Square	1855.074
	Df	465
	Sig.	<.001

Table No: 4.4.2**Table Name:** Communalities

	Initial	Extraction
Job Satisfaction [iam satisfied with the level of autonomy i have in my job]	1.000	.629
Job Satisfaction [i feel that my skills are effectively utilized in my current role]	1.000	.630
Job Satisfaction [my employer offers flexible work arrangements]	1.000	.738
Job Satisfaction [i feel that my company culture is positive and conducive to my personal and professional growth]	1.000	.731
Time Management [i feel like i have enough time in a day to complete all my work task]	1.000	.577
Time Management [iam able to manage my time efficiently while working on multiple projects effectively]	1.000	.705
Time Management [i often overwhelmed with amount of work i need to do in given time]	1.000	.600
Job Demand [my job requires me to work long hours]	1.000	.757
Job Demand [my job requires me to deal with a high level of stress on regular basis]	1.000	.758
Job Demand [my job requires me to available outside of regular working hours]	1.000	.739
work family conflict [I often feel like idont have enough time to devote to my family because of my work responsibilities]	1.000	.726
work family conflict [I sometimes feel like i have to sacrifice my personal happiness for the sake of my job or my family]	1.000	.643
social support [My manager / supervisor supports me during hard times]	1.000	.729

social support [my organisation supports me during the time of crisis either in family or in work]	1.000	.704
flexibility [I have the flexibility to adjust my work schedule to accomodate my personal obligations]	1.000	.768
flexibility [My load is manageable and allows me to maintain healthy work life balance]	1.000	.750
flexibility [My employer offers paid time off for personal and family reasons]	1.000	.661
personal traits [i am able to work effectively with team members from diverse backgrounds]	1.000	.679
personal traits [iam able to work well under pressure and meet deadlines]	1.000	.647
personal traits [iam comfortable working independently]	1.000	.680
Job security [I feel secure in my job in ITES]	1.000	.655
Job security [Iam confident that i will keep my job in ITES for the forseeable future]	1.000	.570
Job security [I worry about losing my job in ITES]	1.000	.786
compensation and benefits [I receive regular bonuses (or) performance based incentives]"	1.000	.705
compensation and benefits [I receive adequate health benefits such as paid time off for sick days]	1.000	.726
compensation and benefits [iam satisfied with the level of compensation and benefits i receive from my company]	1.000	.663
Organisational culture [the company encourages learning and developement for its employees]	1.000	.738
organisational culture(the company has inclusive and diverse work place culture)	1.000	.743
Work life balance [I feel like my job negatively affects my mental or physical health due to lack of work - life balance]	1.000	.764
Work life balance [I have enough time to spend with my family and (or) pursue personal interest outside of work]	1.000	.679
Work life balance [i would be more likely to leave my current job for one with better work-life balance]	1.000	.749
Extraction Method: Principal Component Analysis.		

Table No: 4.4.3**Table Name:** Total variance explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.678	34.444	34.444	10.678	34.444	34.444	5.065	16.340	16.340
2	3.073	9.913	44.357	3.073	9.913	44.357	3.716	11.988	28.327
3	1.837	5.927	50.284	1.837	5.927	50.284	3.050	9.840	38.167
4	1.394	4.496	54.780	1.394	4.496	54.780	2.159	6.964	45.131
5	1.375	4.436	59.216	1.375	4.436	59.216	2.131	6.876	52.007
6	1.158	3.737	62.953	1.158	3.737	62.953	1.976	6.373	58.381
7	1.093	3.527	66.480	1.093	3.527	66.480	1.889	6.093	64.473
8	1.021	3.294	69.774	1.021	3.294	69.774	1.643	5.300	69.774
9	.885	2.854	72.628						
10	.811	2.615	75.242						
11	.784	2.529	77.772						
12	.736	2.376	80.147						

13	.667	2.152	82.299						
14	.662	2.134	84.433						
15	.606	1.954	86.387						
16	.495	1.598	87.985						
17	.451	1.455	89.440						
18	.438	1.414	90.855						
19	.379	1.222	92.077						
20	.363	1.170	93.247						
21	.332	1.071	94.317						
22	.280	.904	95.221						
23	.237	.765	95.986						
24	.232	.748	96.734						
25	.209	.675	97.409						
26	.193	.621	98.030						
27	.162	.523	98.554						
28	.143	.461	99.015						
29	.121	.390	99.405						
30	.105	.337	99.742						
31	.080	.258	100.000						

Extraction Method: Principal Component Analysis.

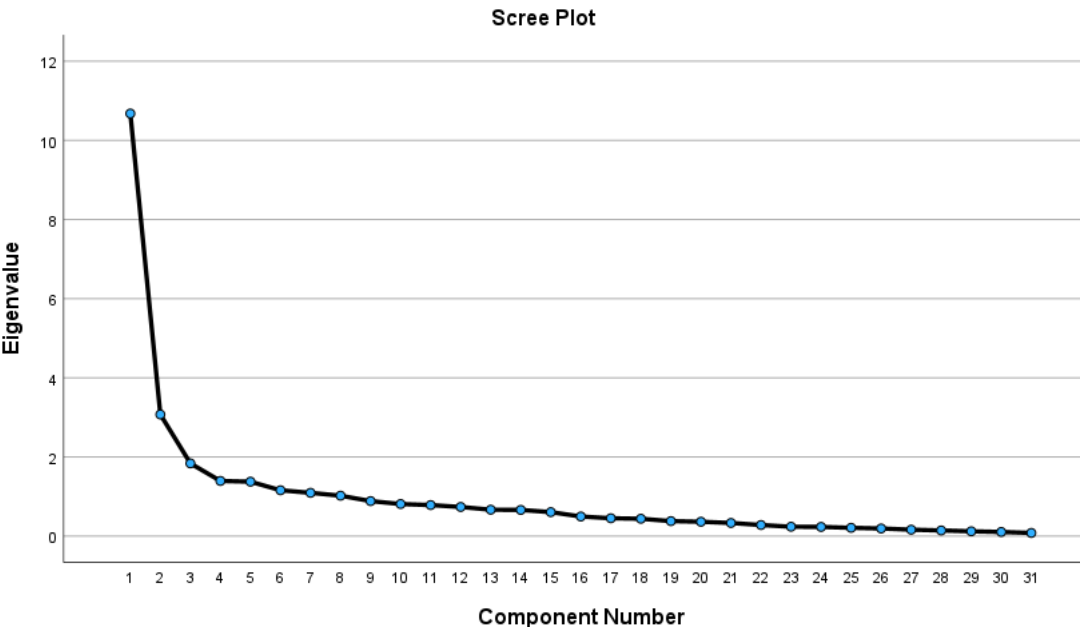


Table No: 4.4.4
Table Name: Rotated Component Matrix

	Component							
	1	2	3	4	5	6	7	8
Job security [I feel secure in my job in ITES]	.704							
compensation and benefits [I receive adequate health benefits such as paid time off for sick days]	.678							
social support [my organisation supports me during the time of crisis either in family or in work]	.672							
compensation and benefits [I am satisfied with the level of compensation and benefits i receive from my company]	.671							
flexibility [My employer offers paid time off for personal and family reasons]	.663							
Job Demand [my job requires me to available outside of regular working hours]	.643							
Work life balance [i would be more likely to leave my current job for one with better work-life balance]	.639	.454						
Job security [I am confident that i will keep my job in ITES for the foreseeable future]	.635							
Job Demand [my job requires me to work long hours]	.632	.514						
flexibility [My load is manageable and allows me to maintain healthy work life balance]	.630						-.408	
flexibility [I have the flexibility to adjust my work schedule to accommodate my personal obligations]	.617							
Job Satisfaction [my employer offers flexible work arrangements]	.596				-.410			
Job Satisfaction [i feel that my company culture is positive and conducive to my personal and professional growth]	.596							
Job security [I worry about losing my job in ITES]	.594							
Job Demand [my job requires me to deal with a high level of stress on regular basis]	.594	.570						
Work life balance [I feel like my job negatively affects my mental or physical health due to lack of work - life balance]	.593	.590						
social support [My manager / supervisor supports me during hard times]	.592							
Time Management [i feel like i have enough time in a day to complete all my work task]	.580							
Time Management [i often overwhelmed with amount of work i need to do in given time]	.580							
Job Satisfaction [iam satisfied with the level of autonomy i have in my job]	.575					.410		
compensation and benefits [I receive regular bonuses (or) performance based incentives]"	.557			-.545				
organisational culture(the company has inclusive and diverse work place culture)	.550							-.489

Job Satisfaction [i feel that my skills are effectively utilized in my current role]	.539		-.402					
Work life balance [I have enough time to spend with my family and (or) pursue personal interest outside of work]	.537					-.410		
work family conflict [I often feel like idont have enough time to devote to my family because of my work responsibilities]	.530	.505						
personal traits [iam able to work well under pressure and meet deadlines]	.509			.468				
personal traits [iam comfortable working independently]	.477		.425					
work family conflict [I sometimes feel like i have to sacrifice my personal happiness for the sake of my job or my family]	.468	.567						
personal traits [i am able to work effectively with team members from diverse backgrounds]	.494		.546					
Time Management [iam able to manage my time efficiently while working on multiple projects effectively]	.520		-.542					
Organisational culture [the company encourages learning and devopement for its employees]	.406		.477		-.418			

Extraction Method: Principal Component Analysis.

a. 8 components extracted.

Table No: 4.4.5

Table Name: Component Transformation Matrix

Component	1	2	3	4	5	6	7	8
1	.519	.476	.383	.308	.299	.248	.276	.187
2	.837	-.327	-.327	-.062	-.149	-.090	-.109	-.199
3	.008	-.421	.528	-.376	.073	.492	.128	-.373
4	.120	.301	.538	-.145	-.524	-.267	-.486	-.051
5	.001	-.491	.397	.386	.380	-.544	-.095	.052
6	.017	-.396	.086	.212	-.450	.318	.027	.697
7	.117	.012	-.005	-.665	.433	-.088	-.247	.536
8	-.044	-.001	-.113	.322	.270	.461	-.767	-.089

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Table No: 4.4.6

Table Name: Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	VAR00010, VAR00006, VAR00007, VAR00008, VAR00009 ^b	.	Enter
a. Dependent Variable: VAR00005			
b. All requested variables entered.			

Interpretation

From the table 4.7.1 it is inferred that Kaiser-Meyer-Olkin test value is 0.873 which is more than 0.5, can be considered good and valid to conduct data reduction technique. Bartlett's test of Sphericity significant to a level of significance is <0.001 which

shows that there is high level of correlation between variables, which make it adequate to apply factor analysis.

From the table 4.7.2 it is inferred that the extraction value is ranging from 0.530 to 0.781 which

shows that minimum variance share of items after extraction is 53.0% and maximum variance share of item is 78.1%.

From the table 4.7.3 it is inferred that the total variance contributed by first component is 32.105%, by second component is 9.924%, by third component is 6.653%, by fourth component is 4.556%, by fifth component is 3.944%, by sixth component is 3.335% and by seventh component is 0.283%. The Eigen value for first factor is 8.384, second factor is 2.157, third factor is 1.669, fourth factor is 1.275, fifth factor is

1.229, sixth factor is 1.167 and for seventh factor is 1.149.

From the table 4.7.4 it is inferred that the high loading factor be Interpersonal Relationships at work-sharing my ideas and opinions (.778) followed by Interpersonal Relationships at work-to complete any task (.738) further followed by Interpersonal Relationships at work-my colleagues in my department respect me (.733) and then by Interpersonal Relationships at work-my department are mainly easily and work together (.730)

VI. REGRESSION ANALYSIS

Table No: 4.5.1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.575 ^a	.330	.295	.660
a. Predictors: (Constant), VAR00010, VAR00006, VAR00007, VAR00008, VAR00009				

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	20.590	5	4.118	9.466	<.001 ^b
	Residual	41.763	96	.435		
	Total	62.353	101			
a. Dependent Variable: VAR00005						
a. Predictors: (Constant), VAR00010, VAR00006, VAR00007, VAR00008, VAR00009						

Co-efficients^a

Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.359	.258		1.391	.168
	VAR00006	-.003	.074	-.004	-.046	.963
	VAR00007	.299	.115	.262	2.601	.011
	VAR00008	.126	.101	.132	1.250	.214
	VAR00009	.226	.092	.260	2.451	.016
	VAR00010	.058	.068	.084	.852	.396
a. Dependent Variable: VAR00005						

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	VAR00009	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	VAR00007	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
a. Dependent Variable: VAR00005			

Table No: 4.5.2

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.483 ^a	.233	.226		.691
2	.556 ^b	.309	.295		.660
a. Predictors: (Constant), VAR00009					
b. Predictors: (Constant), VAR00009, VAR00007					

ANOVA ^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	14.547	1	14.547	30.429	<.001 ^b
	Residual	47.806	100	.478		
	Total	62.353	101			
2	Regression	19.255	2	9.627	22.115	<.001 ^c
	Residual	43.098	99	.435		
	Total	62.353	101			
a. Dependent Variable: VAR00005						
b. Predictors: (Constant), VAR00009						
c. Predictors: (Constant), VAR00009, VAR00007						

Coefficients^a

Model		Un standardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.896	.172		5.220	<.001
	VAR00009	.420	.076	.483	5.516	<.001
2	(Constant)	.483	.207		2.338	.021
	VAR00009	.297	.082	.342	3.634	<.001
	VAR00007	.353	.107	.309	3.288	.001
a. Dependent Variable: VAR00005						

Excluded Variables^a

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	VAR00006	.019 ^b	.217	.829	.022	1.000
	VAR00007	.309 ^b	3.288	.001	.314	.790
	VAR00008	.241 ^b	2.465	.015	.240	.765
	VAR00010	.134 ^b	1.357	.178	.135	.777
2	VAR00006	-.015 ^c	-.175	.861	-.018	.985
	VAR00008	.155 ^c	1.541	.127	.154	.683
	VAR00010	.115 ^c	1.210	.229	.121	.774
a. Dependent Variable: VAR00005						
b. Predictors in the Model: (Constant), VAR00009						
c. Predictors in the Model: (Constant), VAR00009, VAR00007						

Interpretation

From the table it shows that the p value is greater than 0.05 null hypothesis is rejected. There is a

relationship between a linear combination of the variable's Compensation & benefits, Flexibility and experience of the respondents.

VII. CONCLUSION

Based on research and studies conducted on the impact of work-life balance towards job retention in the ITES (Information Technology Enabled Services) sector, it can be concluded that maintaining a healthy work-life balance is essential for job retention and employee satisfaction. Studies have shown that employees who have a good work-life balance are more productive, engaged, and loyal to their organizations, which ultimately leads to higher job satisfaction and retention rates. In conclusion, the ITES sector should prioritize the

implementation of work-life balance programs and policies to ensure that employees can achieve a healthy balance between their personal and professional lives, leading to higher job retention and organizational success. The ITES sector is known for its high-pressure work environment, long working hours, and tight deadlines, which can negatively impact that physical and mental health of employees, leading to burnout and increased turnover. By implementing work-life balance programs and policies, such as flexible work hours, telecommunicating, job sharing, and paid time off, organizations can create a positive work culture that

supports employee well-being and helps to retain talent. Studies have shown that employees who have a good work-life balance are more productive, engaged, and loyal to their organizations, which ultimately leads to higher job satisfaction and retention rates. In conclusion, the ITES sector that employees can achieve a healthy balance between their personal and professional lives, leading to higher job retention and organization success.

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