WORK LIFE BALANCING IN BANKING SECTOR: PERCEIVED GENDER DISCRIMINATION

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ABSTRACT

In India, it is assumed that activities related to earning of living are solely the entitlement of males while domestic work, child bearing and child rearing are the loneemployments of women. Traditionally, women in India have not enjoyed a good standing in workplace settings whether in administrative or operational roles. Women have been loaded with work of all sorts all through their lives. Among fast growing developing countries, India is characterized for the role of the service sector. Going by the same theme, this study has been undertaken focusing on women employees of service sector. The idea was simply to examine if gender based perceived discrimination takes place when it comes to work life balancing. A sample of 410 employees working in banking sector was selected including 197 male and 213 female respondents. Their responses on various aspects of work life balancing were collected and tested for discrimination with the help of chi square test. Results have indicated a clear discrimination with some of the aspects of work life balancing like Job Autonomy, Job Demands, Job Time, Job Security, Job Stress, Personal Financial Strain, and Organization Commitment.

KEYWORDS: *Work Life Balancing, Gender Discrimination, Job Demands*

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