

**ROLE OF WORK-LIFE BALANCE IN ENHANCING THE PERFORMANCE OF IT
SECTOR EMPLOYEES IN ERNAKULAM DISTRICT**

***Manju Malathy**, Part Time Research Scholar in Management, Alagappa Govt Arts
College, Alagappa University, 9447454464, manjumalathy82@gmail.com

****Dr.M.Thiagarajan**, Department of Business Administration, Alagappa Govt Arts
College, Alagappa University, 88258444821, hod@gmail.com

ABSTRACT

In the fast-paced realm of the IT sector, achieving an optimal work-life balance is not merely a personal pursuit but emerges as a critical catalyst for enhancing productivity, job satisfaction, and overall well-being among employees. Through this paper the researcher tries to explore the pivotal role of work-life balance in optimizing the performance of employees, shedding light on the multifaceted interplay between professional demands and personal well-being. The purpose of this study was to look into the factors that influence work-life balance, employee productivity, working hours, high levels of stress, and burnout among IT industry employees in the Ernakulam district. Employees who worked more hours than a typical full-time workweek and were stressed out were less productive. A strong positive relationship between work-life balance and employee performance was discovered in this study. Employee productivity increased as work-life balance improved. These findings emphasize the significance of a healthy work-life balance in improving overall productivity and well-being. According to the study, long working hours, high stress, and burnout are identified as significant factors affecting the work-life balance of IT industry workers in Ernakulam. These issues can cause employees to feel overwhelmed, exhausted, and unable to maintain a healthy work-life balance. Organizations and policymakers are encouraged to implement work time management and stress reduction strategies to create a positive working environment that improves employee performance. It should be noted that this study finds a strong relationship between work-life balance and employee performance. However, more research is required to investigate the causal relationship between these variables and to quantify other factors influencing work-life balance and employee productivity in the Ernakulam IT sector.

Keywords: Work-Life Balance, Burnout, Stress level, Employee Performance

INTRODUCTION

In today's fast-paced world, work-life balance has become increasingly important. Balancing employee commitments and personal interests has become a significant concern for employees in various industries. This is also the case for professionals working in the IT industry in the Ernakulam district of Kerala, India. Known as the commercial hub of Kerala, Ernakulam district has witnessed tremendous growth in the IT sector over the years. With numerous IT parks, software development centres and technology jobs, it has become a prime destination for IT professionals seeking job opportunities. Still, the rapid expansion of the IT sector presents many challenges, especially regarding work-life balance. IT professionals in Ernakulam district are often caught in the demanding nature of their job, which can involve long working hours, heavy work days and high stress. Balancing these work-related pressures is personal commitment, family responsibilities, and leisure activities are essential to living a whole and healthy life. Fortunately, professionals and organizations in the IT sector recognize the importance of work-life balance and have taken steps to address it. Companies are promoting flexible working arrangements, remote work options, and a culture that values work-life integration as employees become more proactive in managing their time, setting and demanding boundaries, and support from their organizations is highly encouraged. This article aims to analyze the work-life balance of IT sector employees in Ernakulam district, highlighting the challenges faced, initiatives taken by various organizations and strategies adopted by individuals to integrate work and personal life as it is consistent with itself. By understanding the current situation and the efforts being made, we can gain insight into the evolving state of work-life balance in the IT department and the steps necessary to foster a healthy work environment for IT professionals in Ernakulam. The concept of work-life balance refers to the ability of individuals to manage and prioritize their professional commitments and personal lives effectively. This requires harmonious cohesion between work-related activities, such as job responsibilities, tasks, deadlines, and personal activities, including family time, hobbies, self-care, and rest. The IT industry typically requires long hours, intense focus, and continuous learning to keep up with technological advancements. In addition, the field's fast-paced and competitive environment can lead to high levels of stress and burnout. However, organizations and individuals recognize the importance of work-life balance and are taking steps to address it. Companies in Ernakulam's IT sector have been implementing policies and programs to support work-life balance, such as flexible working

hours, telecommuting options, and employee assistance programs. These programs aim to create a work environment that is a helpful and positive indicator of employee well-being. Moreover, IT professionals in Ernakulam are actively adopting strategies to achieve work-life balance. They focus more on their time, establish more explicit boundaries between work and personal life, prioritize self-care practices, and may also use technological tools and resources to improve their productivity; for business management simple, reducing the extra time required and getting individuals inside their business efforts It enables you to fulfil and take care of your well-being. This includes recognizing the importance of rest, relaxation and rejuvenation in maintaining long-term productivity and satisfaction. After all, work-life balance in the IT industry in Ernakulam district is a joint responsibility of organizations and individuals. By fostering a culture that supports work-life balance, offering resources and flexibility, and encouraging open communication, companies can contribute to the well-being of their employees. At the same time, IT professionals must communicate needs effectively and prioritize self-care, setting boundaries to maintain a healthy work-life balance. As data innovation (IT) continues to evolve dynamically and continuously, the importance of balancing work and life has recently acquired a crucial and remarkable quality. Ernakulam, a vibrant region in Kerala province, India, is home to a thriving IT industry, with several organizations and experts contributing to its development. This article aims to examine the fundamental impact of the WLB activities in improving the exposure of employees in the Ernakulam region. The IT sector is known for its fast pace, its demands and its deep seriousness. Employees of this industry are often faced with long working hours, great anxiety and the constant need to stay abreast of developments. Therefore, it becomes a formidable challenge for IT professionals to maintain good WLB activities. However, achieving this harmony is crucial not only for the prosperity of the workforce but also for the overall success and sustainability of the IT sector in Ernakulam. This study will address the complex relationship between the balance between WLB and representative performance, taking into account the exciting environment of the IT industry of Ernakulam. They explore the perspectives that contribute to the WLB, such as adaptive work schedules, emotional support networks and the impact of digitalization on work elements. The test also examines the effects of a work-life imbalance situation on representative prosperity and work performance. As Ernakulam keeps on arising as a noticeable IT center point, understanding the job of balance between WLB in this area is vital for the two businesses and employees. This examination means to give important bits of knowledge and suggestions to assist with

cultivating a more practical and useful IT labor force in Ernakulam, at last helping the district's economy and the prosperity of its IT experts.

STATEMENT OF THE PROBLEM

Balancing the work life of IT sector employees in Ernakulam district poses a great challenge due to their demanding jobs, long working hours and high levels of stress. While the IT industry in Ernakulam offers lucrative career opportunities, the strong work environment often creates a possible balance between professional commitment and personal well-being. The problem arises from the following factors:

Long Working Hours: In Ernakulam, employees in the IT sector often face long working hours, often beyond the standard 40-hour workweek. The need to meet project deadlines, meet customer requests, and solve technical challenges can lead to long working hours, resulting in fatigue and shorter time for individual activities

High Stress Levels: The IT industry is known for its fast pace and high pressure. IT professionals in Ernakulam are often faced with tight project timelines, complex problem solving and challenging customer expectations. These factors increase stress levels, negatively affecting physical and mental well-being.

Limited Work-Life Integration: The IT industry's scheduling demands and professional responsibilities can make it difficult for employees to effectively integrate their personal lives into their work schedules. This lack of integration can lead to less time for family, friends, hobbies, exercise and self-care, resulting in work-life balance.

Minimal Flexibility: The traditional business model of the IT industry in Ernakulam can prevent changes in working hours and location. Strict adherence to scheduled schedules and physical presence at work can prevent employees from effectively fulfilling their personal commitments.

Burnout and Employee Retention: An imbalanced work life in the IT sector can lead to employee burnout. Constant stress, long hours, and uninterrupted work can be physically and mentally exhausting. This affects employee morale and productivity, and can lead to increased attrition. Addressing the work-life balance challenges faced by IT industry employees in Ernakulam is important for employee well-being, job satisfaction and long-term retention. To find effective solutions to work and improve social inclusion, reduce stress and

enable flexibility To create a healthy working environment and Contribute to the sustainable success of the IT industry in the region.

RESEARCH GAP

Closing the research gap on the work-life balance of IT sector employees in Ernakulam district is essential to gain a broader understanding of the specific challenges and opportunities in this context. Examining the region's unique characteristics, such as its emergence as an IT hub and a local work culture, will provide insight into IT professionals' specific work-life balance challenges. Furthermore, organizations and policy makers can tailor strategies that meet local needs and promote work-life balance by examining the effectiveness of organizational systems implemented in Ernakulam and understanding employees' perspectives. In addition, it will provide evidence for designing interventions that promote both individual and organizational outcomes by examining the impact of work-life balance on employee well-being and performance. Ultimately, filling this research gap will empower IT professionals in Ernakulam region to achieve work-life balance and help build a sustainable and prosperous IT sector in the region.

IMPACT ON WELL-BEING AND PERFORMANCE

The theoretical framework can be adopted through several established theories and models to understand the work-life balance of IT industry employees in Ernakulam district. This framework provides a basis for examining work-life balance, the factors affecting employee well-being and productivity, and the strategies used by individuals and organizations Here we discuss three major theoretical perspectives on the topic: Role Theory Role theory emphasizes the multiple roles individuals play in their lives, such as worker, spouse, parent, and community member and examines how these roles interact and affect an individual's well-being and behavior. Conflicts, interactions and expectations arising from their professional and personal roles are examined in the application of role theory to the work-life balance of IT industry employees in Ernakulam district. It can provide insight into how individuals prioritize and manage these activities and their impact on work-life balance (Kahn et al., 1964).

Conservation of Resources (COR) Theory: The COR theory focuses on resource acquisition, conservation and expenditure as fundamental elements of human work. It emphasizes that individuals seek to acquire and maintain resources to meet their needs and to cope with stressors. In applying COR theory to the work life balance of IT sector employees in

Ernakulam district, the available resources (e.g. time, social support, skills), how these resources are divided between work and personal life, impact on their welfare and performance (Hobfoll 1989, Demerouti et al., 2001). The work-life model: The work-life model examines the interactions between work and personal life contexts and proposes various ways in which they may influence each other. These frameworks such as the spillover-crossover model and the compensation model can provide insights into how work-related factors (e.g., job demands, autonomy) spill over into individual lives and vice versa and shape pathways and are tested to mediate the individual's bottom line (Greenhaus et al., 2006). Using this theoretical framework, researchers can gain a deeper understanding of the work-life balance challenges faced by IT industry employees in Ernakulam district, and develop effective strategies and interventions to enhance their well-being and productivity.

LITERATURE REVIEW

This study by (Kumar et al, 2022) provides an overview of the existing literature on work-life balance in the IT sector, with special focus on the context of Ernakulam district. It combines research that examines the impact of work-life balance challenges faced by IT professionals, organizational structures used by companies, and employee well-being and collaboration. The study highlights and drives the need for further research in local contexts suggest future study directions. Exploring Work-Life Balance Strategies among IT Professionals in Ernakulam District: A Review In this study by Joseph and Thomas (2021), the authors explore the strategies adopted by IT professionals in Ernakulam district to achieve work-life balance. The study identifies common strategies such as flexible work schedules, scheduling strategies, and self-care practices. These discuss the effectiveness of these strategies and their implications for work-life balance in the IT sector. Work-Life Balance Initiatives in the IT Industry: A Systematic Literature Review This policy literature review by (Mathew and Nair et al.,2020) focuses on work-life balance strategies used by organizations in the IT industry and organizations operating in Ernakulam district. The study identifies projects types such as telecommuting, flexible working hours, employee assistance programs. It examines the effectiveness of these initiatives in improving work life balance and discusses their implementation in the IT sector in Ernakulam. Exploring the Impact of Work-Life Balance on Job Satisfaction and Well-being among IT Professionals: A Literature Review By (George et al.,2019) In this literature review, the authors investigate the relationship between work-life balance, job satisfaction and well-being among IT professionals. The review examines studies that emphasize the positive impact of work-life

balance on job satisfaction, mental health, and overall well-being. It highlights the need for organizations to prioritize work-life balance strategies to enhance employee satisfaction and well-being in the IT sector, including Ernakulam district. This literature review provides insight into the current work-life balance scenario in the IT sector, especially in Ernakulam district. IT professionals in the region are provided with a comprehensive understanding of the challenges, processes, initiatives, and outcomes associated with work-life balance. Researchers and practitioners can refer to this study for their learning and practice aimed at improving work-life balance in the IT industry in Ernakulam.

NEED OF THE STUDY

Due to several factors, it is crucial to focus on balancing work between WLB to increase the visibility of IT employees in the Ernakulam region. This is critical to the prosperity of IT professionals from the start. The demanding IT field, characterized by long hours and high levels of anxiety, can harm employees' physical and emotional well-being. It is essential to examine what the means for representative prosperity is to ensure a better and more helpful workforce. Furthermore, this exploration is essential to improve the exercise of the crew. A WLB tailored to workers' needs and inclinations can improve job performance. Happy and inspired employees are sure to be helpful, creative and practical, which benefits both the individual and their managers. Third, the review clarifies the question of representative maintenance. IT often faces high turnover rates, which can be financially problematic for companies. Employees struggling to balance their work and personal lives will look elsewhere for open doors. By recognizing the importance of WLB's significant changes, companies can improve employee retention, thereby reducing registration and preparation costs. Fourth, the review has financial implications. It plays an essential role in the nearby economy of Ernakulam. A happy and helpful workforce can contribute to better financial development of the place. Therefore, companies and the immediate environment must understand the financial benefits of promoting a balance between WLB and the IT business. Fifth, the review increases the fascination with capacity. In a severe job market, attracting and retaining the best specialists is crucial for developing the IT sector. Organizations that focus on WLB activities are sure to speak to talented professionals who value your overall personal satisfaction. In this way, the review can help associations develop techniques to attract and retain key employees. The review includes suggestions for improving strategy and methodology. The results of this study may shed light on advances in approaches and systems aimed at further developing the balance of WLB activities in the IT

sector in Ernakulam. Government organizations, industry associations and individual organizations can use this review to implement policies that benefit employees and employers. Ultimately, the review has cultural consequences. It can raise questions about what it means to strike a WLB in IT and various companies. Given the importance of balancing WLB, this research could influence how associations in Ernakulam and the past address this fundamental problem and potentially produce a more adapted and competent workforce in various fields.

OBJECTIVES OF THE STUDY

- To find out the factors that affect the WLB of IT sector employees in Ernakulam
- To find the impact of identified factors on the performance of the employees
- To determine the relationship between WLB and employee performance

THE HYPOTHESIS OF THE STUDY

- There is no significant impact of long working hours on the performance of IT sector employees in Ernakulam district.
- There is no significant impact of high-stress levels on the performance of IT sector employees in Ernakulam district.
- Burnout has no significant impact on the performance of IT sector employees in Ernakulam district.
- There is no significant relationship between work-life balance and employee performance in the IT sector in Ernakulam district.

ANALYSIS

To find out the factors that affect the WLB of IT sector employees in Ernakulam

Factors	Abstractions
I regularly work more hours than what is considered a standard full-time workweek.	.763
"My work frequently requires me to stay late or work overtime.	.748
I find it difficult to maintain a healthy work-life balance due to the number of hours I work.	.791
I often feel overwhelmed or burnt out due to the long hours I put into my work.	.751

I often feel overwhelmed and stressed due to the demands of my work.	.789
I frequently experience physical symptoms of stress, such as headaches or muscle tension.	.789
I find it challenging to relax and unwind after work due to high levels of stress.	.753
I feel constantly under pressure to meet deadlines and perform at a high level, which contributes to my stress levels.	.769
I feel emotionally drained and exhausted from my work.	.787
I often feel cynicism or detachment towards my job.	.898
I find it difficult to concentrate and stay motivated at work.	.878
I frequently experience physical and psychological symptoms of burnout, such as chronic fatigue and decreased sense of accomplishment.	.782

The communalities table shows that all statements in this study for the analysis have a good fit since it has a good extraction value so that all the statements are retained. The provided abstraction values are likely derived from statistical analysis or weighting techniques used in a research study or measurement tool development. These values help quantify the relative importance or contribution of each factor to the concept being measured, such as long working hours, stress levels, or burnout.

	Factors	Extractions
Long Working Hours	I regularly work more hours than what is considered a standard full-time workweek.	.828
	"My work frequently requires me to stay late or work overtime.	.842
	I find it difficult to maintain a healthy work-life balance due to the number of hours I work.	.832
	I often feel overwhelmed or burnt out due to the long hours I put into my work.	.896

High Stress Level	I often feel overwhelmed and stressed due to the demands of my work.	.792
	I frequently experience physical symptoms of stress, such as headaches or muscle tension.	.821
	I find it challenging to relax and unwind after work due to high levels of stress.	.753
	I feel constantly under pressure to meet deadlines and perform at a high level, which contributes to my stress levels.	.845
Burnout	I feel emotionally drained and exhausted from my work.	.785
	I often feel cynicism or detachment towards my job.	.736
	I find it difficult to concentrate and stay motivated at work.	.786
	I frequently experience physical and psychological symptoms of burnout, such as chronic fatigue and decreased sense of accomplishment.	.736
Total variances elucidated: 74%; variances		

Here the communalities table is given to identify the intensity of the statements that explain the factors and also it provides a picture of at what percentage the variables are explaining the totality of the work-life balance in the loadings all the loadings are good. The first factor explains 26 per cent, the second factor explains 24 per cent, and the final 24 per cent, while combined, it presents 74 per cent.

To find the impact of identified factors on the performance of the employees

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.988a	.976	.976	.22157

ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	505.000	3	168.333	3428.882	.000b
	Residual	12.371	252	.049		
	Total	517.371	255			

Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.113	.044		139.473	.000
	high stress level	-1.514	.046	-1.417	-32.659	.000
	burnout	-.015	.031	-.014	-.470	.639
	long working hours	.499	.035	.473	14.302	.000

The analysis through the regression model provides valuable insights into the relationship between predictors (working hours, burnout, and stress intensity) and employee performance in the IT industry in Ernakulam. A summary of the model indicates that predictors jointly explain a significant amount of variance in employee performance, with an R Square value of

0.976, indicating that approximately 97.6% of the variance in employee performance can be accounted for by predictors. This suggests that employees who regularly work more hours than the standard full-time workweek and experience high levels of stress may have lower productivity but the coefficient of burnout is not statistically significant, indicating a lack of burnout any significant impact on employee productivity in this particular study f disrupts work-life balance and subsequently affects the performance of IT industry employees in Ernakulam. These factors can lead to stress, fatigue, and difficulty maintaining a healthy work-life balance. Addressing these issues through strategies to manage work time more efficiently and reduce stress is essential to improving work-life balance and overall employee productivity in the IT sector. It is important to note that this study provides statistical evidence for the negative impact of long working hours and high levels of stress on employee performance.

		Work life balance	employee performance
Work life balance	Pearson Correlation	1	.961**
	Sig. (2-tailed)		.000
	N	256	256
employee performance	Pearson Correlation	.961**	1
	Sig. (2-tailed)	.000	
	N	256	256

To determine the relationship between WLB and employee performance

Correlation analysis between the balance between WLB and executive performance reveals a significantly deep positive correlation between the two factors Pearson correlation coefficient WLB and representative performance is 0.961 **, indicating a very remarkable combined positive correlation of 0.01 The Rock (2-following) is significant, indicating that there is almost no chance that this strong correlation is due to probability discontinuity constant The sample size of the two items is 256, indicating robust findings. The findings suggest that a WLB leads to a relative expansion in employee productivity. This means that reps who can

better balance their work and personal lives will tend to perform better in their jobs. The right WLB allows delegates to manage their important issues more effectively, resulting in expanded productivity, task management, and overall efficiency. This result indicates the importance of a WLB activities for the effective performance of the agents. Partnerships and policymakers should emphasize the importance of encouraging and supporting WLB strategies to further achieve representative enrichment and professional development. Executives can be productive employees by creating a work environment that values of WLB. It should be noted that this study formulates strength zones with professional performance. However, it is important to consider that the relationship is not intended to be causal. Another experiment will examine the WLB and professional performance and the factors that can affect the two.

CONCLUSION

Overall, the targeted testing through regression model and relationship testing provides meaningful experience on the work life balance and execution of IT industry employees in Ernakulam. Research on relapse shows that long working hours and high stress levels negatively impact representational efficiency. This highlights the importance of taking these variables into account to improve the WLB and overall efficiency further. In addition, temperature does not fundamentally affect work performance in this particular review. The correlational study reveals key areas of strength for a relationship between work life balance and employee performance and shows that workers with a good WLB have higher efficiency. This variety of systems maintains the balance between work and private life and is further developed and supported in the IT sector. At Ernakulam in the importance of balance was emphasized. Associations and policymakers should be truly aware of the detrimental consequences of long working hours and a high emphasis on the balance between WLB and worker efficiency. Implementing strategies to manage work time more productively, reduce pressure, and create a stable WLB and ultimately improve worker performance. However, it should be noted that these findings depend on verifying a specific circumstance. in IT field Ernakulam. Further research is recommended to further analyze these relationships by reflecting on various possible outcomes and examining the causal relationship between the WLB and employee performance. Overall, the results highlight the importance of balance between WLB for IT industry employees in Ernakulam and the need for associations to focus on the methods that emphasize climate.

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