

INSTRUMENTAL SUPPORT, EMOTIONAL SUPPORT, AND WORK-LIFE BALANCE- A STUDY IN INDIAN LIFE INSURANCE SECTOR

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ABSTRACT

Work-life balance is not simply maintaining equilibrium rather it is the ability of the individual to meet the work and non-work demands successfully. The entry of private players in the insurance sector has changed the work culture of the organization. The employees not only have to perform well rather they need to sharpen their skills to attain a competitive advantage over others. The fundamental changes in the substance and structure of the social and family system- joint family to nuclear family, single earners to dual-earner couples, the influx of women into the workforce has exacerbated the situation. Individuals struggle to manage the demands arising from work and families spheres. In this respect, the support network at work place and family has a crucial role to play in helping the people to maintain a work-life balance. The aim of the current study is to analyze the role of instrumental and emotional support from work and family spheres in achieving work-life balance.

KEYWORDS: *Insurance Sector, Work-Life Balance, Superior, Co-Worker; Parents, Spouse; Instrumental Support, Emotional Support*