

अनुसन्धान-प्रकाशन-विभागीया त्रैमासिकी शोध-पत्रिका

शोध-प्रभा

(A Refereed & Peer-Reviewed Quarterly Research Journal)

48 वर्षे तृतजियोऽङ्कः (जुलाई-सितंबर) 2023ई

प्रधानसम्पादकः

प्रो. मुरलीमनोहरपाठकः
कुलपतिः

सम्पादकः

प्रो. शिवशङ्करमिश्रः

सहसम्पादकः

डॉ. ज्ञानधरपाठकः



श्रीलालबहादुरशास्त्रीराष्ट्रियसंस्कृतविश्वविद्यालयः

(केन्द्रीयविश्वविद्यालयः)

नवदेहली-16

INDEX

1	A Study On Leveraging FINTECH Innovation – Students’ Preference Towards An Outcome-Oriented Education Financing	1- 5
	Dr.L.Meena	
2	NAI TALIM – A Gandhian Pedagogical Principle For Sustainable Developmentandglobal Citizenship Education (GECD)	6-12
	Dr.R.Vetrickarthick, Dr.N.Asha	
3	A Study On Effect Of Social Media Advertisement On Purchase Decisions	13-16
	Dr. R. Suganya, Dr.B. Jayanthi	
4	Exploring The Relationship Between Risk And Return In Share Rate atility: Implications For Stock Market Investors	17-22
	P.M.Shiyana, Dr.V.Kavitha	
5	A Study On Business Transition And Technology	23-28
	Dr.J.Salomi Backia Jothi, Dr.S.Lakshmi	
6	Impact Of Digital Marketing On Purchasing Decision Of Women Consumer	29-35
	Dr. D. Rengaraj	
7	Organic Food Values And Supportable Agriculture - A Revolutionary And Methodical Indication.	36-39
	Y. Esther Reetha, DR.A.Jesintha RANI	
8	A Study On Perception Of Tourists Towards Timeshare Hotels In Puducherry	40-44
	G.Jagannadh, DR. Kannan R	
9	Effectiveness Of Customer Relationship Management On Customer Satisfaction In Star Category Hotels In Bangalore City	45-48
	Senthamizhan P, Dr. Ahamed T Z	
10	A Research On Grammar Correction Tool With Casual To Formal Sentence Conversion	49-53
	Saritad.Deshpande, Pallavi N.Shejwal, Swapnas.Bhavsar, Yogita D. Fatangare	

42	Talent Retention Strategies: Accounting For Employee Turnover Costs In Human Resource Accounting Practices	229-232
	V.Padmavathy Dr.P.Uma Swarupa	
43	An Analysis Of User's Perceptions Towards Fintech In Tenkasi Area	233-237
	Dr.Ponsakthisurya	
44	A Study On Growth Of Women Entrepreneurship Through Micro Finance In Virudhunagar	238-242
	Dr.K.Prabhavathi Dr.J.Mahamayi	
45	A Study On Motivational Factors Of Women Entrepreneurs With Reference To Madurai District	243-247
	S.Ramzan, Dr. A.Hussain Syed Ibrahim	
46	An Analysis Of Entrepreneurship Development Process In India	248-251
	Sybil Margaret Naveena	
47	Harmonious Living – Work Life Blend	252-256
	Dr.P.Shyamala, Dr.M.Nagarenitha	
48	Green Businesses	257-259
	M.Sneka	
49	Prospectus And Performance Of Start-Up Of Entrepreneurship – A Special Reference Towards Young Entrepreneurs	260-265
	Dr. S. Chandrasekaran, M. Narayanan	
50	Tomatonomics: Finding The Fine Balance Between Famine And Feast	267-271
	Antony Babu.V, Dr. Lydia H Swamy	
51	Entrepreneurship, Innovations & Digital Skills	272-275
	Dr.K.Padmavathy	
52	A Prospective Research Study On The Entrepreneurs In Theni City	276-280
	Dr.S.Maria Nisha	

HARMONIOUS LIVING – WORK LIFE BLEND**DR.P.SHYAMALA**

Head & Associate Professor, Department of MBA, Fatima College, Madurai

DR.M.NAGARENITHAAssistant Professor, Department of MBA,
Fatima College, Madurai**ABSTRACT**

At present, women have more responsibility since they are maintaining Integrating work and life. With reference to women lecturers they feel that sometime their life is balanced and in other instances it is unbalanced. Since women lecturers are playing major roles especially the personal and professional roles it is highly difficult to live a balanced life. In the working Institutions women lecturers have to effectively manage the problems and maintain a cordial relationship with the staff members. An optimum level of balance is needed between personal and college work. When women lecturers experience more stress it affects their work life blend. Married women lecturers have more responsibilities as they have to attend to the family members' requirements as and when needed. But it is comparatively low with unmarried women lecturers.

The need for integrating work with family life is a part of everyday reality for majority of women lecturers. It provides an opportunity to discover the problems of women lecturers. Work life blend is increasingly being understood as an strategic issue in many organisations. Both educational institutions and lecturers have sensed that lecturers' personal life has a great impact on work quality for which the autonomous status is being awarded to eligible interested colleges in India. In Tamilnadu one hundred and thirty four colleges are offered with autonomous status. These colleges are really competitive by nature. This means the work of the lecturers is very difficult. Apart from these, the recent systems such as choice based credit systems and new job oriented courses are introduced in the colleges to empower the students from bondage they have in general and thereby make them self employed. These altogether increase the work load of women lecturers. As a spouse in a family women have to prove their effectiveness in the performance and maintain a balanced life in the society.

INTRODUCTION

Integrating work with life is the need of the hour. In a society filled with conflicting responsibilities and commitments, work life blend is the predominant issue to the women. It supports physical and emotional family health. It is about living a peaceful life. Integration of work with life refers to managing one's professional responsibilities and personal life.

Women lecturers have a feeling that sometimes their work is not integrated with life. An optimum level of integration is required between personal and college work. When women lecturers experience more stress it affects the integration of work with life.

In India, colleges with aided and self financing courses are emerging fast. The requirements of the colleges are also increasing faster. In this context women lecturers' are in a condition to introduce new pedagogies in their teaching. Updating knowledge is also important on the part of the lecturers and at the same time due care has to be given to the family members.. In case of joint families women Lecturers have to consider the elder members and also maintain a blend work with life. At the same time upgrading them with new technology and continuous learning is required in the working environment.