



Women are Better Managers in Balancing Work and Family

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Abstract

Today women are stepping out of their homes, their representation is increasing in all sort of professions. But with increasing needs, responsibilities, workload and demand in jobs, they are somewhere struggling to efficiently perform their duties at work and home as they are expected to meet the dual responsibilities. Importance of women is not only in the family but also have utmost importance in society. It is the women who creates, develops and control the family. Lot of works from economy to family building along with social system is not complete without women (Acharya, 2012). The study attempts to explore the work-life balance of women journalist working in Himachal Pradesh. For this study 30 women journalist were included in the survey. The study reveals that family and organisational support both are important to help and support working women in a positive way. Though women journalist is able to strike balance between work and family and are better managers. It is also seen from the findings that work life balance; flexible working hour policies are absent in media houses. Career opportunities and performance get affected with family responsibilities and sometimes women change their career or leave media industry. Research also suggests that organisations should understand the demand of their female employees to increase the women employability and retainability.

Keywords: gender; journalists; wheel; organisation; media