

**“The Impact of Work Life Balance Initiatives on Employees Performance: A Study on  
Telecommunication Sector, Islamabad”**



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## Acknowledgement

*“Be informed that there is no way bringing success than thinking well of Allah, for He is according to what His believing servant thinks of Him: good for good and vice versa. Be informed that there are venues which lead to Allah and which number as many as the beings themselves. For each of Allah’s creation there are as many paths leading to Him as many as there are beings. A wretch is one who sees the mercy of Allah as straitened though it encompasses everything”*

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## **Dedication**

**“The only love I know that stays unconditional, the only bond I know that remains  
unbreakable, is the family”**

*This dissertation is dedicated to my parents, immediate family and a best friend for their endless support, encouragement, unconditional love and complete faith in me. They taught me that the best kind of knowledge to have is that which is learned for its own sake, they taught me that even the toughest task can be accomplished if it is done one step at a time and whose good practical examples have taught me to work hard for the things that I aspire to achieve.*

## **Abstract**

Work Life balance is now an important topic in academic research and professional business practice. Organizations have realized the importance of happy and satisfied employees and they are trying to keep their employees motivated by giving perks and benefits. The literature shows that work life balance is a central issue affecting performance of employees. Personal life and work life are two important areas of everyone's life. If demands of work life and personal life are conflicting with each other, then employees may get stressed, emotionally and physical exhausted and demotivated and this can affect the performance. For this reason, organizations are providing employees with Work life balance initiatives.

The purpose of this study is to find the relationship between work Life balance initiative offered by the organizations and performance of employees. The initiatives offered in Pakistan are Flexibility in working hours, Leave policies of an organization and Employee assistance programs for counseling employees. Three research questions were established to find what impact these WLB initiatives have on employee's performance, to what extent they are practical in organizations. The study adopted the deductive research design. The population of the study consisted of five leading telecommunication companies of Islamabad, Pakistan. Simple Random Sampling method was used to determine the sample size of 150 for this study. Data was collected through questionnaires, based on the independent variable and dependent variable and research questions.

The IBM SPSS version 23 and Microsoft excel was used to analyze the data collected through questionnaire. Regression analysis was used to analyze the collected data.

This study indicates that work life balance initiatives have strong positive impact on employee's performance, they have a significant relation.

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