

ASSESSING THE IMPACT OF WORK LIFE BALANCE ON ORGANIZATIONAL PRIDE AND JOB SATISFACTION: A STUDY ON EMPLOYEES IN THE BANKING SECTOR OF KARACHI

By

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ABSTRACT

Purpose: The research focuses on assessing the impact of work life balance on organizational pride and job satisfaction of employees in the banking sector across Karachi. Work life balance in this study mainly comprises of supervisor work life balance support and employee work life balance. The topic of work life balance has been discussed over the years but the implementation is not taking place as such. With the rise in mental health problems and increasing stress levels both at home and workplace it is essential to give crucial importance to this concept of work and life balance. Hence, through this research we can learn the importance of maintaining a balance between personal and professional life as well as the pride associated with organization and its positive impact on job satisfaction level.

Methodology & Design: The study is quantitative in nature and the data was collected through a well-structured questionnaire. Data was collected from different banks across Karachi such as HBL, Allied Bank, UBL, Meezan Bank and Bank Alfalah. A total of 410 responses had been collected. The respondents were approached through emails and use of google docs. This study is an explanatory research and a deductive approach has been used for this research since the aim was to test the already established and tested hypothesis. SPSS software was used to analyze and evaluate the data by conducting various tests.

Findings: All of the four hypothesis in the research were statistically proven and accepted. The variables that are present are all reliable and the results identified are consistent with the hypothesis. Regression test was used to analyze the data. As a result, regression test show that there is positive relationship between the variables.

Practical Implications: The research implies that work life balance which consists of two aspects that are supervisor work life balance support as well as employee work life balance is crucial for both personal and professional life. Autonomy and Organizational pride are also tools which are related to balance between work and life and contribute to attaining job satisfaction. So it is essential to implement policies and procedures that help in the attainment of needs of both personal and professional life in order to maintain good mental and physical well-being.

Keywords: Autonomy, Organizational Pride, Job satisfaction, Supervisor WLB Support