Ambition at Work, attachment at Home: Investigating the work life balance of Career Oriented Women

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ABSTRACT

In today's evolving professional landscape, career-oriented women are having to balance the demands of ambition at workplace and attachment at home. The study focuses on how career-related activities impact their personal and family lives; the current research helps to investigate the work-life balance of career driven women living in Bengaluru urban region. The study looks into the key challenges these women face in balancing personal duties and professional responsibilities. A Structured questionnaire will be used to collect primary data 70 working women across various sectors including It, education, healthcare, and finance, using stratified random sampling. This study seeks to test hypothesis Chi-square and Anova Identified key factors influence work-life balance of career-oriented women. It also aims to identify and investigate the factors that affect work-life balance, including career ambition, working hours, organisation support, family structure, role conflict, family support and also stress level. The findings are expected to contribute to policymaker and managers create a equal and balanced work environment for women.

Keywords: work-life balance, career ambition, family responsibilities, career-oriented women, role conflict.

INTRODUCTION

Work-life balance means being able to manage both professional life as well as personal life, such as family, children, and self-care in that way woman keeps both aspects by satisfaction and healthy. Most of the women are very serious about their career life, this balance can be difficult to face. Long working hours, deadlines, work stress and traveling can be little time consuming and it will affect their energy for family and personal needs.

In present days, more women are independent by taking incitive like leadership responsibilities in their fields. They are ambitious, dedicated, and want to exceed in competitive workplaces. At the same time, many women have more responsibilities as mother, daughter, wife and caretaker. Balancing these both important aspects of work life and as well as home can be very challenging and also stressful for women.

Women who are focused on their careers are most of the time experience pressure to perform well at work while also being available and helpful at home. Such pressures can cause stress, inadequate schedules, and emotional exhaustion. Whereas some companies are started to offering supports like flexible working hour and parental leave, many women continue to struggle to balance both work and family responsibilities equally.

This study helps to look into how women are dedicated to their careers and manage with responsibilities of home life. It tries to understand the challenges women face, what strategies and techniques they adopt, and how much support they receive from there family, employers and society. The goal is to provide insight into there daily life experience and the need for improved support systems for better working condition and home responsibilities. As a woman they will be having many goals to be achieved like, be in good position in their career life and as well as managing all the responsibilities at home.

By studying these issues, by investigating about workplace equality, and emotional well-being. It also aims to help employers, lawmaker, and families better understand how to help women focuses on healthy and fulfilling balance between both professional ambition and personal attachment in their life.

REVIEW OF LITERATURE

- **Ruksar Ali, Sujood, Ariba Naz, Mohd Azhar (2024)** focused on how women balance work-life plays a significant role in shaping women career by motivation aspect, satisfaction and progression. It also highlights how it impacts on their personal life. However, this research explores this relationship in the Indian context, especially among urban career-oriented women handling this both lives equally.

- **Pareek, R. (2024)** explored on work-life balance shows how it has grown from a basic employee welfare issue to a strategic HR concern, especially in light of shifting workforce demographics and technology advancements. According to studies, WLBPs are more common in areas like IT and services,

but their application in Indian industries is still unequal. To increase the efficacy of such programs, research also highlights the necessity of corporate commitment and contextual flexibility.
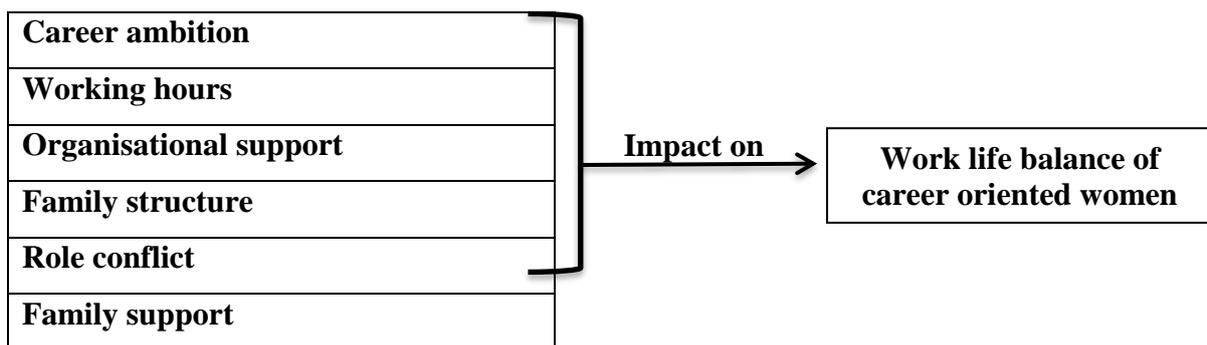
- **Vidani, J., Sharma, S., & Chauhan, S. (2024)** focused on how people balance work and family responsibilities are highlighted in the literature on work-life balance. Research identifies important determinants, particularly for women, such as workload, job satisfaction, emotional intelligence, and demographics. Research also highlights the increased difficulties women encountered during the COVID-19 epidemic, suggesting more organizational assistance to improve equity and work-life balance.

- **Khan, F., & Singh, D. B. (2024)** focused on how married women attending private academic institutions, particularly in the NCR, work-life balance, stress, and job performance

are significantly related. Research employing regression and correlation analysis shows that work-life imbalance and increased stress have negative impacts on job performance. Indian women have additional obstacles due to cultural norms, but data shows that they are strong and have made progress in a variety of professional fields.

RESEARCH GAP

Upon reviewing existing literature, while numerous studies have highlighted on work-life balance many focuses or organizational structure and external factors, with little consideration for the emotional and personal experiences of women. The particular difficulties career-focused women face in achieving a balance between attachment and ambition. The study aims to explore the actual experiences of women balancing ambition in work with managing connection at home.

FACTORS IDENTIFIED FOR THE STUDY

| Career ambition |
| Working hours |
| Organisational support |
| Family structure |
| Role conflict |
| Family support |

Impact on → **Work life balance of career oriented women**

RESEACH DESIGN
STATEMENT OF THE PROBLEM
Ambition at Work, attachment at Home: Investigating the work life balance of Career Oriented Women.

As more women enter the workforce, particularly in cities like Bengaluru, Many career oriented women are facing pressure to balance between their personal and family duties with their professional goals. Their work-life balance is frequently interrupted by

challenges like long working hours, rigid policies, cultural norms and lack of support systems, even through they are ambitious and dedicated at work. Because of stress it impacts on productivity and personal dissatisfaction might result from this imbalance. Therefore, in order to provide effective support strategies, it is important to look into career demands affect women's work-life balance and identify the major factors that influence this balance.

NEED FOR THE STUDY

The study is required to investigate how career will affect the work-life balance of women. Many women face challenges in managing both personal life and work-life. The findings will help in creating strong support system at home and as well as at workplace.

OBJECTIVES OF THE STUDY:

- To study the concept of work life balance among career-oriented women.
- To identify key factors that affect work-life balance among career-oriented women.
- To analyse how these important key factors affect working women's work life balance.
- To analyse the impact of work life balance of women on there career growth and advancement.

SCOPE OF THE STUDY

The current study explores how career affect both work-life and personal life of a working women in Bengaluru urban. It focuses on factors like working hours, family duties and company workplace support will affect their daily lives. This study aims to find out challenges and suggest to improve balance for professional women.

RESEARCH METHODOLOGY

TYPE OF RESEARCH: Descriptive Research

SAMPLING TYPE: Non-Probability Sampling - Convenience sampling

SAMPLE FRAME: Sample frame is considered with in few areas of Bengaluru Urban.

TARGET RESPONDENTS: Working women in Bengaluru urban

SAMPLE SIZE: 70 respondents

STATISTICAL TOOL: CHI-SQUARE TEST, ANOVA

DATA COLLECTION METHOD– Primary data and secondary is used for the study.

- Primary data is collected from the structured questionnaire from the target respondents.
- Secondary data is collected from various research papers, articles.

LIMITATIONS OF THE STUDY

- This study area is limited only to the Bengaluru Urban.
- Limited sample size.
- Study is focused only on working women.
- Analysis is based on the respondents' responses.

DATA ANALYSIS AND INTERPRETATION:

Table 1: Demographic profile of respondents

DETAILS	RESPONSES	PERCENTAGE
AGE	18-24	10%
	25-34	22.9%
	34-44	50%
	45-54	17.1%
	55 and above	-
Education	Below 10th	2.9%
	10th-12th	21.4%
	Graduate	40%
	Post Graduate	28.6%
	Other	7.1%
Industry of work	Education	10%
	IT	24.3%
	Business	32.9%
	Government Administration	17.1%
	Private Administration	15.7%
Employment Status	Full time	90%
	Part time	10%
Year of experience	0-2 years	11.4%
	3-5 years	54.3%
	6-10 years	28.6%
	11-15 years	4.3%
	16 and above	1.4%

Table 2: Respondents opinion on identified factors

Career ambition	Achieving career has a significant impact on sense of self- worth.	Not at all	2	2.9%
		Rarely	9	12.9%
		Sometimes	26	37.1%
		Often	26	37.1%
		Always	7	10%

Working hour	Unpredictable working hours hinder personal planning	Strongly disagree	2	2.86%
		Disagree	16	22.86%
		Neutral	26	37.14%
		Agree	24	34.29%
		Strongly agree	2	2.86%
Organizational support	Organization supports mental health through wellness programs.	Strongly disagree	2	2.86%
		Disagree	12	17.14%
		Neutral	23	32.86%
		Agree	29	41.43%
		Strongly agree	4	5.71%
Family structure	Family structure affects ability to balance work and personal life.	Strongly disagree	3	4.29%
		Disagree	12	17.14%
		Neutral	24	34.29%
		Agree	25	35.71%
		Strongly agree	6	8.57%
Role conflict	Family plays a significant role in influencing career success.	Strongly disagree	4	5.71%
		Disagree	9	12.86%
		Neutral	28	40.00%
		Agree	22	31.43%
		Strongly agree	7	10.00%
Family support	Work-life balance impacts career growth and advancement.	Strongly disagree	6	8.57%
		Disagree	12	17.14%
		Neutral	19	27.14%
		Agree	29	41.43%
		Strongly agree	4	5.71%

HYPOTHESIS TEST:

CHI SQUARE TEST

Chi Square Test on Respondents opinion on: Work-life balance directly affects career growth and advancement.

- **H_0 (Null Hypothesis):** Work–life balance has *no significant influence* on women's career growth and advancement.

- **H_1 (Alternative Hypothesis):** Work–life balance has a *significant influence* on women's career growth and advancement.

Parameters	O	E (70/5)	O-E	$(O-E)^2$	$(O-E)^2/E$
Strongly Agree	7	14	-7	49	3.5
Agree	22	14	8	64	4.57
Neutral	28	14	14	196	14
Disagree	9	14	-5	25	1.79
Strongly Disagree	4	14	-10	100	7.14
Total	70	70			**31.00**

Degree of freedom = n-1=5-1=4, Level of significance= 0.05

Table value= 9.48; Value of 4 @ 0.05, Calculated value $\sum (O-E)^2/E = 31.00$

Interpretation

From the above chi-square test, the calculated value is 31.00 and the table value is 9.48. It is suggested that if the calculated value is greater than the table value; H_0 (Null Hypothesis) is rejected and H_1 (Alternative Hypothesis) is accepted.

Therefore, in this research, H_1 is accepted and H_0 is rejected and hence work-life balance impact on women's career growth and advancement.

ONE WAY ANOVA

Null Hypothesis (H_0): The identified key factors—Career Ambition, Working Hours, Organizational Support, Family Structure, Role Conflict, and Family Support—**do not have a significant influence** on the work-life balance of career-oriented women.

Alternative Hypothesis (H_1): The identified key factors—Career Ambition, Working Hours, Organizational Support, Family Structure, Role Conflict, and Family Support—**have a significant influence** on the work-life balance of career-oriented women.

Score \ Factors	Career ambition	Working hour	Organization support	Family structure	Role conflict	Family support
Strongly disagree (5)	2	2	2	3	4	6
Disagree (4)	9	16	12	12	9	12
Neutral (3)	26	26	23	24	28	19

Agree (2)	26	24	29	25	22	29
Strongly agree (1)	7	2	4	6	7	4

Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
Strongly disagree (5)	6	19	3.166666667	2.56666667
Disagree (4)	6	70	11.66666667	6.66666667
Neutral (3)	6	146	24.33333333	9.86666667
Agree (2)	6	155	25.83333333	7.76666667
Strongly agree (1)	6	30	5	4

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	2703.667	4	675.9166667	109.489741	0.000	2.75871
Within Groups	154.3333	25	6.173333333			
Total	2858	29				

Interpretation:

Since F (Calculated value=109.490) is greater than F critical value (Table value=2.75871), and p-value is less than 0.05, hence H1 is accepted and it is proved that the identified key factors—Career Ambition, Working Hours, Organizational Support, Family Structure, Role Conflict, and Family Support—have a significant influence on the work-life balance of career-oriented women.

FINDINGS:

- A considerable proportion of respondents (74.2%) reported that achieving their work goals either frequently or occasionally contributes positively to their sense of self-worth.

- Irregular work schedules were identified as a concern, with 37.2% of women agreeing that it affects their ability to plan personally, while an equal percentage expressed a neutral stance.

- Nearly half of the respondents (46.8%) agreed that the wellness initiatives offered by their organizations play a positive role in enhancing mental well-being.

- About 44.3% of respondents indicated that their family structure influences how effectively they can balance personal and professional responsibilities.

- While 41.4% felt that family-related factors influence their work performance, around 40% neither agreed nor disagreed, indicating uncertainty or mixed experiences.

- A significant portion (47.1%) agreed that their career advancement and growth are directly shaped by how well they manage their work-life balance.

SUGGESTIONS:

- Organizations should offer flexible work arrangements—such as remote working options and adjustable schedules—to support women in managing work and family responsibilities.

- Policies that cater specifically to women with caregiving duties, including special leave provisions or dedicated time-off benefits, should be implemented to reduce stress and enhance productivity.

- Skill development initiatives, leadership programs, and mentorship opportunities should be strengthened to help women progress in their careers without compromising personal commitments.

- Workplaces must promote a culture that values balance, where managers acknowledge employees' personal needs and avoid imposing unnecessary long working hours.

- Mental health support—such as counseling services, wellness programs, and stress-management workshops—should be made easily accessible to help women cope with the dual demands of home and work.

CONCLUSION

The study highlights the ongoing struggle that career-oriented women in Bengaluru urban face in balancing their professional aspirations with personal and emotional responsibilities. The findings indicate that key factors—including career ambition, working hours, organizational support, family structure, role conflict, and family support—play a significant role in determining how effectively women manage their work and personal lives. Although many respondents expressed strong career ambitions, their responses regarding overall balance reflected ambiguity, signalling persistent challenges in harmonizing both domains.

While organizations have begun introducing supportive measures such as wellness programs and flexible work options, their effectiveness appears uneven. Many women still encounter irregular work hours, extended workloads, and limited assistance in managing caregiving responsibilities. Traditional gender expectations and rigid workplace norms continue to restrict the attainment of genuine

work-life balance, despite emotional support from families.

Overall, the study underscores the need for deeper organizational commitment and more inclusive workplace policies that truly address the unique challenges faced by women professionals. Cultivating a supportive culture, combined with family and societal encouragement, is essential in enabling women to advance in their careers without compromising their personal well-being. Only through the collective efforts of workplaces, families, and communities can sustainable and meaningful work-life balance be achieved.

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