

# Digital Transformation in Commerce and Management

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Sub Theme: Digital Transformation in Human Resource Management

The Importance of Work - Life Balance: Creating a Healthy and Productive Lifestyle

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**Abstract:** *Healthy work life balance refers to maintain a harmonious relationship between the work and personal life. It involves consciously managing time and energy to meet both professional and personal commitments while prioritizing self - care and wellbeing. It is a key part of a healthy and productive work environment. An individual who achieves this balance successfully dedicates an equal amount of time to work related tasks and personal matter without experiencing stress or becoming overwhelmed. Work life balance involves the minimization of work-related stress, and the establishing of a stable and sustainable way to work while maintaining health and general wellbeing. Maintaining a healthy work life balance can help to avoid “burnt out” and support good physical health and mental steadiness. To improve work life balance, it is necessary to set boundaries and work hours. We Should be realistic about what can be achieved in the time we set. By taking breaks, improving time management, work from home, making schedules flexible, practicing self - compassion. Planning vacation days in advance, consider volunteering, Digital transformation is the incorporation of computer-based technologies into an organization’s product, process and strategies. It is the process of adoption and implementation of digital technology by an organisation in order to create new or modify existing products, services and operations by means of translating business processes into a digital format. Organizations undertake digital transformation to better engage and serve their workforce and customers, and thus improve their ability to compete. This saves commute time and expense, reduces pollution, improves productivity and increases flexibility. Workers can perform their tasks from anywhere at any time. When employees feel that their wellbeing is valued, they are more likely to thrive. Work life balance ensures that individuals have time for family, personal pursuits and rest, promoting physical and mental health. The paper focuses on importance of work life balance. The objective of the paper is to study about the different challenges in work life. It aims to create a healthy and supportive environment where individuals can thrive both professionally and personally, leading to increased satisfaction, productivity and overall well - being.*

**Keywords:** Supportive environment, prioritizing, productivity, satisfaction

## 1. Introduction

“You will never feel truly satisfied by work until you are satisfied by life”

- Heather Schuck.

- Topic:** Digital Transformation in Human Resource Management - work life balance
- Statement of the Problem:** This paper relates to the importance of work life balance, effects of poor work life balance and how to maintain work life balance.
- Scope of the study:** The topic selected is Work life balance which means how the employees should maintain harmonious relationship between work and personal life. This study will help the employees to perform qualitatively and satisfactorily by blanching their work and life in their professional life as well as personal life. It also helps the organisations to implement the mechanism so that the employees should work to improve the product and for the support for process and the strategy of the business.
- Objectives of the study:**
  - To understand the concept and importance of work life balance
  - To detect the effects of poor work life balance
  - To suggest the appropriate measures to improve the work life balance

- To encourage the employee to have a healthy work life balance

- Research Methodology:** The methodology used in this study is by collecting information through website and of my personal experience.

## 2. Executive Summary

Work life balance is the state of balancing personal life and professional life. It is a tough task to maintain the work and family in this fast business world. It is important to balance the time spent outside the work that includes the family, relationships, other personal interest and hobbies. It is about creating and maintaining supportive and healthy work environments, which will enable to have balance between work and personal responsibilities and thus strengthen employee loyalty and productivity.

To improve work life balance, have to set boundaries and work hours. We should be realistic about what can be achieved in the time we set. By taking breaks, improving time management, work from home, making schedules flexible, practicing self - compassion, Planning vacation days in advance, consider volunteering etc.,

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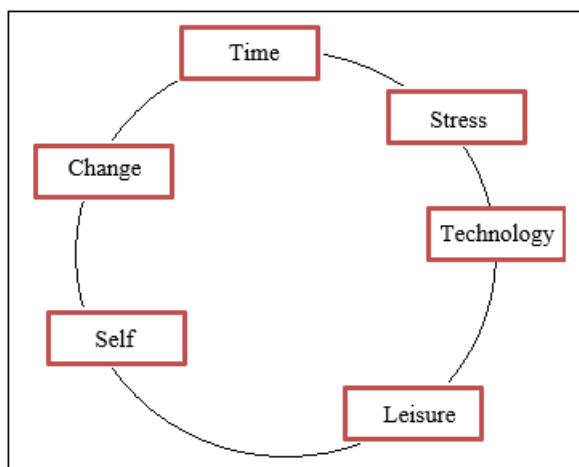
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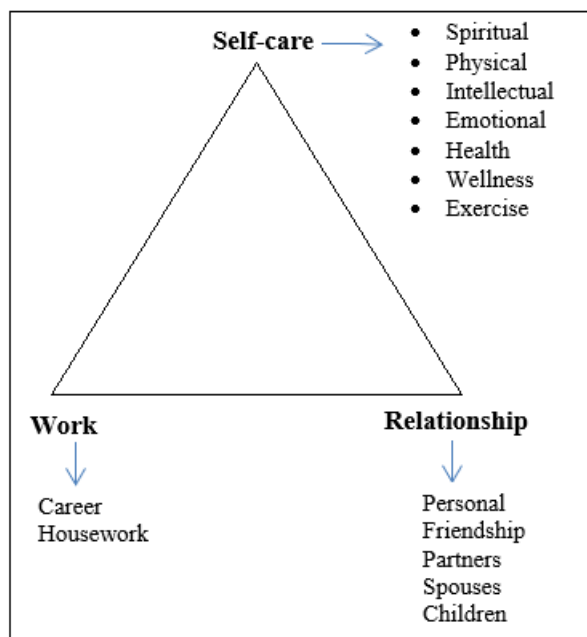
and strategies. It is the process of adoption and implementation of digital technology by an organisation in order to create new or modify existing products, services and operations by means of translating business processes into a digital format. Organizations undertake digital transformation to better engage and serve their workforce and customers, and thus improve their ability to compete. This saves commute time and expense, reduces pollution, improves productivity and increases flexibility, Workers can perform their tasks from anywhere at any time.

#### Components of work life balance:

- Time management
- Stress management
- Self - management
- change management
- Technology management
- Leisure management



### 3. Work Life Triangle



#### 4. Reasons for work life imbalance:

- 1) **Long working hours:** Excessive working hours, including overtime, extended shifts, or constant availability outside regular work hours, can disrupt the

balance between work and personal life. The pressure to meet work demands and expectations can lead to a lack of time for personal pursuit's relaxation and spending quality time family and friends.

- 2) **High workload and job demand:** Heavy workloads, tight deadlines, and a constant stream of tasks can make it challenging to achieve a healthy work life balance. When the demands of work outweigh available time and resources, individuals many find themselves sacrificing personal time and activities to keep up with work obligations.
- 3) **Lack of boundaries:** Blurred boundaries between work and personal life, such as bringing work home constantly checking emails or work-related messages or being expected to be available outside or regular work hours, can disrupt the balance. Without clear boundaries, individuals may struggle to disconnect from work, resulting in a constant state of being on call and limiting personal time.
- 4) **Career aspirations and ambition:** A strong drive for career success ambition and the desire to advance professionally can lead individuals to prioritize work over personal life. This can result in working longer hours, taking on more responsibilities, and sacrificing personal time and relationships to achieve career goals.
- 5) **Organisational culture and expectations:** The work life balance challenges can be influenced by organizational culture and expectations. A company culture that values long hours, excessive workloads and a lack of support for work life integration can contribute to work life imbalance. High pressure work environments and limited flexibility can make it difficult for individuals to maintain a healthy equilibrium.
- 6) **Technology and constant connectivity:** Technological advancements and constant connectivity have made it easier to stay connected to work, but they have also blurred the boundaries between work and personal life. The expectation to be available and responsive at all times can disrupt personal time, limit relaxation, and increase the pressure to constantly be engaged with work related matters.
- 7) **Lack of support and resources:** Insufficient support from employers, such as limited access to flexible work arrangements, inadequate resources, or a lack of support for work life balance initiatives, can make it challenging for individuals to manage their responsibilities effectively. Without necessary resources and support, achieving work life balance becomes more difficult.
- 8) **Personal factors and choices:** Individual factors such as personal priorities, perfectionism, fear of missing out or a strong sense of dedication to wok, can contribute to work life imbalance. Personal choices, such as taking on additional responsibilities or not setting boundaries, can also impact the balance between work and personal life.

#### 5. Advantages of work life balance

- 1) **A motivated employee:** Work life balance increases the motivation of employees and helps them perform better at job.
- 2) **Flexibility and boundaries:** Work life balance often involves creating flexibility and establishing boundaries

between work and personal life. While it may not be possible to completely separate the two settings, boundaries and allocating time for personal activities can help create a healthier integration.

- 3) **Improved Physical and Mental Health:** Work and personal life balance can help achieving goals and will improve physical and mental health. It helps to reduce stress level and promotes better overall well - being. It allows individuals to allocate time for self - care activities, exercise and relaxation, which contribute to improving physical and mental health. This leads to reduced risks or burnout, fatigue, and related health issues.
- 4) **Well - being and satisfaction:** Prioritizing work and personal life balance can contribute to improved well - being, reduced stress levels and increased job satisfaction. Even small adjustments to better allocate time and energy to personal activities can have a positive impact on overall happiness and fulfilment.
- 5) **Increased creativity and Innovation:** Taking time away from work allows individual to recharge and engage in activities that inspire creativity and innovation. Pursuing personal interest and hobbies and spending time in different environments can stimulate fresh perspectives and ideas. Work life balance helps to achieve goals in life and thus nurtures a culture of innovation.
- 6) **Long term sustainability:** Recognizing the importance of work life balance can help prevent burnout and promote a sustainable approach to work. Consistently neglecting personal life in favour of work can lead to exhaustion, decreased productivity and strained relationships. Striving for balance can contribute to a more sustainable and fulfilling career.
- 7) **Organisational support:** Employers and organizations play a vital role in supporting work life balance initiatives. Organization that prioritizes work life balance by offering flexible work arrangements, supportive policies and fostering a culture that values work life integration can significantly contribute to employees well - being and satisfaction.
- 8) **Better work life integration:** work and personal life balance facilitates the integration between personal and professional life, helping to create a seamless connection between the two. This enables individuals to fulfil their responsibilities to achieve goals in life. It promotes a sense of harmony and satisfaction in managing multiple roles and responsibilities.
- 9) **Increase in productivity:** Companies can maximise productivity from an employee who is rejuvenated and refreshed as compared to a over worked employee. When individuals have a healthy work life balance, they are more likely to be focused, energized and motivated in their work, taking breaks, engaging in personal activities, and spending quality time with loved ones rejuvenates them and enhances their productivity and performance when they return to work.
- 10) **Decrease in absence due to sick and stress:** it helps people to relieve their stress as they can spend leisure time with their near and dear ones.
- 11) **Positive social impact:** When individuals achieve goals in life it benefits society as a whole. Balanced life for individuals is more likely to contribute positively to

their communities, engage in volunteer work, and participate in activities that promote social well - being. This leads to stronger families, healthier communities, and a more balanced in activities that promote social well - being. This leads to stronger families, healthier communities and a more balanced and fulfilled society.

#### How can achieve work life balance

- Take some break
- **Set priorities:** Often employees do not give priority to work and end up doing a lot of work at the last minute. Better planning can help employees save unnecessary time delays, which can be utilized by employees for personal work
- Do exercise everyday
- Spend time with family and friends
- **Take holiday trips:** relaxation provided better work life balance, and tends to improve productivity on the professional
- Maintain healthy diet habits
- Know when to say no
- Leaving work pressure at work
- Pursuing hobbies
- Leisure: when an individual has to schedule his tasks, and divide time appropriately so that he has allocated appropriate time to his work and his career development goals and at the same time allotted time for leisure and persona development.

#### How to improve work life balance:

- 1) **Plan ahead:** Plan ahead to combine work activities with leisure, social or fitness activities.
- 2) **Embrace the way your brain works:** Block out all other distractions, it will lead to make the most of the time.'
- 3) **Set blocks of time for different tasks:** designate a time to check messages, a time to take meetings, and a time to do mentally intensive work. It helps to anchor these tasks around the times that are personally more productive.
- 4) **End work at a certain time:** there's a saying that "work expands to fill the time allotted" and when you work from home it's even easier to let work spill over into personal time. Set a time to end work for the day, and reinforce it by powering down work related devices, locking your office or scheduling something afterward
- 5) **Enlist technology to help you unplug:** using an app to block distracting websites during the day and then block work tools after hours. If you can restrict work to one device or try to deep one work free device so you can disconnect completely
- 6) **Go out for lunch or enjoy lunch with co - workers:** Even if you are working from home, you can go out for your lunch break or connect with colleagues. The change of place will be refreshing and of course will remind you to actually eat something.
- 7) **Take time off:** when you are home all the time you tend to try to work through illnesses that certainly would have kept you home from the office. Time off, including sick time, personal time, vacations and bereavement are important ways to nourish the well - being.
- 8) **Practice mindfulness:** Mindfulness makes imbalance hard to ignore. When you practice mindfulness

techniques like meditation or breathe awareness you become more in tune with your emotions and physical sensations. Paying attention to these feelings helps you learn how to notice when you might be suppressing a need in order to work.

- 9) **Find something you love outside of work to engage in:** If you have something that you are excited about doing after work, it will make it easier to disconnect from work messages or end your day at a predetermined time. Our hobbies boost energy and vitality. When we play and feel creative, we bring our fresh selves back to work.
- 10) **Reconsider work that makes you yearn for balance:** If work feels completely unrelated to the activities that stir the interest, enthusiasm, energy and sense of meaning, it necessary to evaluate ourselves how we are working and how we can change the way of doing the work
- 11) **Communicate with your manager:** Poor work life balance is often exacerbated by the fear that were not doing enough, talking to higher officers or leaders can help prioritize where to utilise the time. If there really too much to do, it might be time to talk about hiring additional help or streamlining certain tasks.

#### **How managers can support their employees work life balance:**

Taking the necessary steps to develop a healthy work life balance can be difficult. As a manager and an empathetic leader, help the employees by building pathways for them to make these changes. Here are few ways managers can help their employees build good work life balance

- 1) **Remind the team to unplug:** Encourage the team to leave their laptops and work phones at home when they go on vacation. It will appreciate the explicit permission.
- 2) **Give employees space to connect:** When employees connected to their colleagues, they are more likely to feel motivated and engaged at work. Positive relationships at work can improve both mental and physical health. Social connectivity programs like birthday parties, outdoor and indoor games, organize virtual happy hours, book clubs, and other opportunities to connect socially.
- 3) **Educate employees on their benefits.** Remind employees that sick leave and PTO (Paid time off) are part of their compensation.
- 4) **Check in with direct reports:** Make time during check ins to ask about employee wellbeing. Missed deadlines or a lack of responsiveness can indicate overwhelm.
- 5) **Set an example for your team:** Take meetings while walking, introduce them to your kids on zoom or space out meeting so they have some breathing room.
- 6) **Be aware of company culture and norms:** Try not to normalize an instant messaging culture. Make it clear that messages sent on off hours don't require immediate attention, and avoids interpreting responsiveness as engagement.
- 7) **Respect working hours:** Don't schedule meetings before or after work hours. This can be tricky when working across different time zones. Encourage your employees to end work at a designated time each day,

and check in with anyone you notice consistently working after hours. er

#### **Some other common supports**

- Recognize that each employee is different
- Offer flexible work schedules and hybrid working
- Focus on productivity rather than long hours of work
- Insist on breaks
- Allow free time for volunteering and giving back
- Support parents
- Offer useful benefits
- Prioritize your employee's physical health
- Provide mental health resources
- Support occupational well being
- Crate boundaries between personal and workplace technology

#### **6. Best Work Life Balance Initiatives from by Top Companies**

There are various life balance initiatives companies are taking to make sure that the employees are working in a healthy environment, such as offering flexible work schedules, offering a non - traditional work schedule, providing telecommuting options, and offering benefits such as paid time off. By offering these types of work life balance initiatives, can see greater productivity, less turnover and happier employees.

- 1) **Provide Travel Stipend Like Evernote and Moz:**  
Evernote offers 1000 dollars as travel stipend along with unlimited PTO whereas Moz is going further and offering 2000 dollars with 21 plus vacation days and other great benefits.
- 2) **Unlimited Work From Home Policy Like Atlassian And Zapier**  
Atlassian and Zapier are both companies that have an unlimited work from home policy. Both of these companies have been rated as one of the best places to work for years in a row, and both focus on being innovative and creative. The benefits of this initiative is huge, research shows that 64% of Atlassians would not quit for better pay while 88% feel happy to show up for work every day.
- 3) **Educational Support Plan for Employees Like Webflow**  
Webflow offers an educational support fund of \$1000 as a learning stipend along with career coaching for employees. This plan will help employees stay up - to - date with the latest trends and learn the skills they need to progress in their career. The goal of this type of plan is to help your employees learn from more knowledgeable individuals and become better at their job. This initiative not only helps employees with the bigger picture of achieving work - life balance but also makes them more loyal and engaged.
- 4) **Providing Volunteering Options to Employees Like Salesforce And IBM**  
Organizations like Salesforce and IBM are giving their employees opportunities to volunteer at different organizations in order to give back to society. This is a great way for employees to feel appreciated at their jobs. It also provides an opportunity for employees who may be interested in volunteering but not have time on

their own, as well as for organizations that need help with various projects. Employees who volunteer are more likely to be engaged in their work, which can lead to increased productivity and better customer service. Volunteering has been shown to improve physical health by reducing stress levels, and combat feelings of depression or isolation that some people experience in their jobs. This is more than just a work life balance initiative; it allows employees to develop skills outside their normal work environment.

#### 5) **Unlimited Paid Time Off Like LinkedIn and Netflix**

Top companies like LinkedIn and Netflix are offering unlimited paid off to improve employee's work life balance. This not only makes employees happy but also productive and more loyal to their companies.

LinkedIn said that policy helps their employees bring their best self to work while allowing them to meet their personal needs. Apart from this LinkedIn also offers parental leave and Week - long paid shutdown.

## 7. Conclusion

Improving work life balance means making an effort to find the best way to spent time so you thrive at the office and home. Fair and reasonable rules and policies always maintain a good organisational culture. It should not burden to employee rather it should be guideline to achieve organisational goals and mission. Practices like flexible work arrangements, employee friendly absence or vacation policy, imparting education or training, promoting fitness and healthy living, and creating fun committees are some of the more common work life balance examples today.

Work - life balance supports individual well - being and contributes to a happier and more productive life. It is important to recognize these factors and take proactive steps to address work life imbalance. Employers can play a significant role in promoting work life balance through supportive policies, flexible work arrangements, and fostering a culture that values well - being. Individuals can also prioritize self - care set boundaries, and communicate their needs to achieve a healthier balance between work and personal life.

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