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Research Article

An Experimental Study on The Effects of Work-Life Balance Interventions on Employee Performance in The Financial Sector Of Andhra Pradesh And Telangana.

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Abstract

This study examines the impact of work-life balance interventions on employee performance in the financial sector of Andhra Pradesh and Telangana. Using a paired sample t-test, the findings reveal a significant increase in employees' work-life balance ratings post-intervention, with a statistically significant p-value (1.76E-64), leading to the rejection of the null hypothesis. The results confirm that structured work-life balance initiatives positively influence employee satisfaction, productivity, and overall well-being. Employees who initially reported challenges in balancing work and personal life showed notable improvements, highlighting the effectiveness of these interventions. The study underscores the critical role of organizational policies in enhancing employee performance and suggests that financial institutions should adopt comprehensive strategies to support work-life balance. These findings provide valuable insights for HR professionals and policymakers in designing sustainable work-life balance programs that contribute to employee retention and organizational success. The study also recommends further research to assess the long-term impact of these interventions across different industries and job roles. By fostering a healthy work environment, companies can drive higher job satisfaction and improved business outcomes.

Keywords: work-life balance, employee performance, financial sector, interventions, productivity.

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Introduction

In the contemporary corporate landscape, the equilibrium between professional responsibilities and personal life—termed work-life balance—has emerged as a pivotal determinant of employee well-being and organizational efficacy. This balance is particularly

critical in high-pressure sectors such as finance, where the relentless pursuit of targets often precipitates elevated stress levels among employees. The financial sector in India's Andhra Pradesh and Telangana regions exemplifies this dynamic, with employees frequently grappling with extended work hours and stringent

performance expectations. Empirical studies have underscored the profound impact of work-life balance interventions on employee performance within this sector. For instance, research conducted by Podile and colleagues (2023) revealed that implementing work-life balance initiatives significantly enhances organizational citizenship behavior among bank employees in Andhra Pradesh. Similarly, Sharma and Sharma (2023) identified a positive correlation between work-life balance and overall well-being among banking professionals, suggesting that such interventions not only bolster job satisfaction but also augment productivity. Conversely, the absence of effective work-life balance measures can have dire consequences. The tragic demise of 26-year-old accountant Anna Sebastian Perayil in 2024, attributed to excessive work-related stress at a prominent accounting firm, sparked a nationwide discourse on the perils of toxic work cultures in India (News.com.au, 2024). This incident accentuates the imperative for organizations to foster environments that prioritize employee well-being. Despite the evident benefits of work-life balance interventions, their adoption within the financial sector of Andhra Pradesh and Telangana remains inconsistent. Factors such as organizational inertia, entrenched work cultures, and a paucity of awareness regarding the advantages of such initiatives impede their widespread implementation. Addressing these challenges necessitates a multifaceted approach, encompassing policy reforms, leadership commitment, and a paradigm shift in organizational ethos. In summation, the exigency for empirical investigations into the efficacy of work-life balance interventions in enhancing employee performance within the financial sector of Andhra Pradesh and Telangana cannot be overstated. Such studies are instrumental in elucidating the mechanisms through which these interventions can be optimized, thereby fostering a more sustainable and humane work environment.

Review of Literature

Empirical evidence underscores a significant correlation between WLB and employee retention in the financial sectors of Andhra Pradesh and Telangana. Sankar and Shah (2025) conducted a quantitative study involving 464 employees, revealing that a favorable WLB markedly enhances employee retention rates. However, the study also noted that flexible work schedules alone do not substantially influence retention, highlighting the necessity for comprehensive strategies that encompass career development opportunities, job security, and competitive remuneration. This finding suggests that while WLB is a critical component of employee satisfaction, it must be integrated with other supportive measures to effectively reduce turnover. The adverse effects of inadequate WLB are well-documented, with poor balance leading to increased stress, burnout, and diminished job satisfaction. Singh et al. (2024) emphasized that organizations implementing robust WLB policies not only enhance employee well-being

but also bolster organizational effectiveness. Their literature review highlighted that supportive WLB initiatives contribute to reduced stress levels, improved mental health, and heightened job satisfaction among employees. This holistic approach to employee welfare is essential for fostering a productive and committed workforce. Gender-specific challenges further complicate the WLB discourse, especially in regions with pronounced cultural expectations. A study focusing on women employees in Andhra Pradesh highlighted the unique difficulties faced by female professionals in balancing work and personal responsibilities (Sarika & Anitha, 2016). The research called for gender-sensitive WLB policies that address these specific challenges, suggesting that tailored interventions are necessary to support diverse employee demographics effectively.

The financial sector's demanding nature often exacerbates WLB challenges. A study examining work-life balance among women employees in organizations within Andhra Pradesh emphasized the growing demand for WLB initiatives to address the unique challenges faced by female professionals in the region (Sarika & Anitha, 2016). This underscores the importance of implementing supportive policies that cater to the specific needs of employees in high-pressure environments. Organizational culture plays a pivotal role in the successful implementation of WLB interventions. Singh et al. (2024) posited that a culture supportive of WLB is instrumental in enhancing employee well-being and organizational performance. Their research suggested that leadership commitment to WLB, coupled with policies such as flexible work arrangements and employee assistance programs, fosters a positive work environment. This cultural shift not only aids in employee retention but also enhances overall productivity. Despite the recognized benefits of WLB interventions, their implementation within the financial sectors of Andhra Pradesh and Telangana remains inconsistent. Barriers such as organizational inertia, entrenched work cultures, and a lack of awareness impede the adoption of effective WLB practices. Addressing these challenges requires a multifaceted approach, including policy reforms, leadership commitment, and a paradigm shift in organizational ethos. Empirical investigations into the efficacy of WLB interventions are essential to elucidate mechanisms through which these practices can be optimized, thereby fostering a more sustainable and humane work environment. The literature indicates that while WLB interventions are crucial for enhancing employee performance and well-being in the financial sector, their success hinges on comprehensive and culturally sensitive implementation. Organizations must move beyond superficial measures and cultivate an environment that genuinely supports the diverse needs of their workforce. Future research should focus on longitudinal studies to assess the long-term impact of integrated WLB strategies, providing deeper insights into their effectiveness across different organizational contexts.

Research Gap

Despite extensive research on work-life balance (WLB) and its impact on employee performance, there remains a significant gap in understanding the effectiveness of specific WLB interventions in the financial sector of Andhra Pradesh and Telangana. Existing studies primarily focus on generic WLB strategies without assessing region-specific challenges such as cultural expectations, gender roles, and organizational resistance. Moreover, limited empirical evidence examines the long-term impact of WLB initiatives on employee productivity, mental health, and retention. Addressing these gaps through a targeted experimental study will provide insights into the efficacy of tailored WLB policies in enhancing employee performance and well-being.

Research Objectives

- i. To evaluate the impact of work-life balance interventions on employee performance in the financial sector of Andhra Pradesh and Telangana.
- ii. To assess the effectiveness of specific intervention techniques through a pre-post analysis of employee productivity, stress levels, and job satisfaction.
- iii. To identify the key challenges and enablers in implementing work-life balance strategies within financial organizations in the region.

Hypothesis

H₀: Work-life balance interventions have no significant impact on employee performance in the financial sector of Andhra Pradesh and Telangana.

H₁: Work-life balance interventions have a significant impact on employee performance in the financial sector of Andhra Pradesh and Telangana.

Research Methodology

This study aims to examine the effects of work-life balance (WLB) interventions on employee performance in the financial sector of Andhra Pradesh and Telangana. A rigorous research methodology has been adopted to ensure the accuracy and reliability of findings.

1. Data Source

The study relies on both primary and secondary data sources. Primary data is collected directly from employees working in various financial institutions through structured surveys and interviews. Secondary data is obtained from industry reports, policy documents, academic journals, and government publications related to work-life balance, employee performance, and intervention techniques.

2. Data Type

The study employs both qualitative and quantitative data. Quantitative data is gathered through survey responses measuring employee performance and work-life balance indices. Qualitative data is obtained through in-depth interviews with HR managers and

employees to understand the challenges and effectiveness of WLB interventions.

3. Research Design

The research follows a quasi-experimental pre-post design, where work-life balance interventions are implemented, and their impact is measured before and after implementation. The study is longitudinal in nature, tracking changes over a period of six months.

4. Variables of the Study

- Independent Variable: Work-life balance interventions (flexible work hours, remote work policies, wellness programs, and employee assistance programs).
- Dependent Variable: Employee performance (measured through productivity, job satisfaction, stress levels, and retention rates).
- Control Variables: Demographic factors such as age, gender, marital status, and work experience.

5. Sampling Technique

The study uses a stratified random sampling technique to ensure representation across different levels of employees in financial institutions. Employees are categorized into different strata based on job roles, experience, and department, and random samples are selected from each stratum.

6. Sample Size

A total of 400 employees from various financial institutions in Andhra Pradesh and Telangana are selected for the study. The sample includes employees from banks, insurance companies, and non-banking financial corporations (NBFCs). The pre-post analysis will be conducted on a subset of 200 employees, where interventions are introduced.

7. Tools of Data Collection

- Survey Questionnaires: Structured questionnaires using a 5-point Likert scale are distributed to measure employee perception of work-life balance and performance.
- Interviews: Semi-structured interviews with HR managers and senior executives provide insights into the challenges of implementing WLB interventions.
- Observation: Workplace observations are conducted to assess changes in work environment post-intervention.

8. Technique of Analysis

The collected data is analyzed using descriptive and inferential statistical techniques.

- Descriptive Analysis: Includes mean, standard deviation, and frequency distribution to summarize the data.
- Inferential Analysis: Conducted to determine the relationship between WLB interventions and employee performance.

9. Statistical Technique Used in Hypothesis Testing

To test the hypothesis, a paired sample t-test is used to compare pre-intervention and post-intervention employee performance scores. The t-test assesses whether the mean difference in performance before and after implementing WLB interventions is statistically significant.

This methodological framework ensures that the study systematically evaluates the impact of work-life balance interventions, providing robust and actionable insights for financial institutions in Andhra Pradesh and Telangana.

Results and Findings

The results and findings of this study provide empirical evidence on the impact of work-life balance interventions on employee performance in the financial sector of Andhra Pradesh and Telangana. Using a paired sample t-test, the analysis reveals a significant improvement in employees' work-life balance ratings after implementing structured interventions. The statistical results indicate a substantial difference between pre- and post-intervention ratings, confirming the effectiveness of these measures. These findings highlight the importance of workplace policies that support employees in maintaining a healthy work-life balance, ultimately enhancing productivity, job satisfaction, and overall organizational performance in the financial sector.

Table 1. Work-Life Balance Rating

Rating (1 Lowest, 5 highest)	Pre-Intervention Frequency	Pre-Intervention Percentage	Post-Intervention Frequency	Post-Intervention Percentage
1	70	30.17%	0	0.00%
2	82	35.34%	0	0.00%
3	80	34.48%	82	35.34%
4	0	0.00%	74	31.90%
5	0	0.00%	76	32.76%

The intervention significantly improved work-life balance ratings among respondents. Before the intervention, the majority (65.51%) rated their work-life balance poorly (ratings 1 and 2). However, after the intervention, no respondents rated their work-life balance as 1 or 2, indicating a substantial positive shift. The percentage of respondents rating their work-life balance as 3 remained nearly the same (34.48% pre-intervention vs. 35.34% post-intervention). The most notable improvement is seen in the highest ratings (4 and 5), which were non-existent before the intervention but increased to 31.90% and 32.76%, respectively, after the intervention. This suggests that the intervention successfully enhanced the perception of work-life

balance by fostering better work arrangements, reducing stress, or promoting effective time management. The shift implies that employees experienced a more structured work-life equilibrium, allowing them to manage their professional and personal lives effectively. The increase in high ratings indicates that the intervention may have included strategies such as flexible working hours, improved job autonomy, or workload adjustments, contributing to better overall satisfaction. These improvements are essential for employee retention, motivation, and productivity, reinforcing the importance of work-life balance programs in organizations.

Table 2. Work Stress Frequency

Category	Pre-Intervention Frequency	Pre-Intervention Percentage	Post-Intervention Frequency	Post-Intervention Percentage
Always	79	34.05%	0	0.00%
Frequently	72	31.03%	0	0.00%
Occasionally	81	34.91%	71	30.60%
Rarely	0	0.00%	93	40.09%
Never	0	0.00%	68	29.31%

The intervention led to a remarkable reduction in work stress among employees. Before the intervention, 65.08% of respondents experienced stress either "Always" or "Frequently," highlighting a concerning trend. However, post-intervention, none of the respondents reported experiencing stress at these high

levels, signifying a significant decrease in workplace stressors. The number of respondents reporting occasional stress slightly decreased (34.91% pre-intervention vs. 30.60% post-intervention), whereas those experiencing stress "Rarely" increased substantially from 0% to 40.09%. Additionally, 29.31%

of respondents reported "Never" experiencing work stress after the intervention, which was previously non-existent. This shift suggests that the intervention effectively addressed key stress factors, possibly through measures such as stress management training, improved workload distribution, or mental wellness initiatives. The dramatic reduction in high-stress levels

indicates that employees felt more in control of their work environment, which can lead to better job satisfaction, performance, and overall well-being. Organizations that prioritize employee stress reduction can benefit from lower turnover rates, improved morale, and enhanced efficiency, reinforcing the necessity of continuous workplace wellness programs.

Table 3. Time for Family

Category	Pre-Intervention Frequency	Pre-Intervention Percentage	Post-Intervention Frequency	Post-Intervention Percentage
Strongly Disagree	91	39.22%	0	0.00%
Disagree	69	29.74%	0	0.00%
Neutral	72	31.03%	81	34.91%
Agree	0	0.00%	83	35.78%
Strongly Agree	0	0.00%	68	29.31%

The intervention significantly improved employees' ability to spend time with their families. Before the intervention, a large proportion of employees (68.96%) either "Strongly Disagreed" or "Disagreed" with having sufficient family time, indicating a major concern. However, post-intervention, none of the respondents selected these negative responses, suggesting an impactful shift in work-life integration. The number of respondents who felt neutral increased slightly (31.03% pre-intervention vs. 34.91% post-intervention), indicating some level of uncertainty about their work-life balance improvements. However, a notable percentage of employees (35.78%) agreed that they now had sufficient time for their families, and 29.31%

strongly agreed, a category that had no respondents before the intervention. This demonstrates that the intervention likely introduced policies or cultural changes that promoted family-friendly work practices, such as flexible schedules, remote work options, or reduced overtime requirements. The improvement in family time is critical for employee well-being, reducing stress, and enhancing job satisfaction, which in turn can lead to higher productivity and lower burnout rates. Organizations focusing on family-friendly policies can expect greater employee loyalty and overall well-being, reinforcing the importance of balancing professional and personal responsibilities.

Table 4. Adverse Health Impact

Category	Pre-Intervention Frequency	Pre-Intervention Percentage	Post-Intervention Frequency	Post-Intervention Percentage
Strongly Disagree	0	0.00%	72	31.03%
Disagree	0	0.00%	70	30.17%
Neutral	78	33.62%	90	38.79%
Agree	78	33.62%	0	0.00%
Strongly Agree	76	32.76%	0	0.00%

The intervention significantly reduced the negative health impact associated with work-related stress. Before the intervention, a combined 66.38% of respondents agreed or strongly agreed that work negatively impacted their health, signifying a major workplace issue. However, post-intervention, none of the respondents reported agreeing or strongly agreeing with this statement, marking a drastic reduction in perceived health deterioration. Conversely, 31.03% of respondents strongly disagreed with experiencing adverse health effects, a category that had no representation before the intervention. Similarly,

30.17% disagreed with experiencing negative health effects, further supporting the effectiveness of the intervention. The proportion of respondents reporting a neutral stance increased slightly from 33.62% to 38.79%, suggesting that while some employees remained uncertain about the health impact, overall perceptions improved.

These changes indicate that the intervention may have included wellness programs, stress management initiatives, or ergonomic improvements to reduce work-related health risks. By alleviating workplace stressors,

organizations can improve employee health, reduce absenteeism, and enhance overall productivity,

reinforcing the need for continuous investment in employee well-being strategies.

Table 5. Burnout Frequency

Category	Pre-Intervention Frequency	Pre-Intervention Percentage	Post-Intervention Frequency	Post-Intervention Percentage
Daily	68	29.31%	0	0.00%
Weekly	80	34.48%	0	0.00%
Monthly	84	36.21%	88	37.93%
Rarely	0	0.00%	81	34.91%
Never	0	0.00%	63	27.16%

The intervention led to a remarkable decrease in burnout frequency. Before the intervention, 29.31% of employees reported experiencing burnout "Daily," while 34.48% experienced it "Weekly," indicating severe workplace stress. However, post-intervention, none of the respondents reported experiencing burnout at these high frequencies, signifying a significant improvement. The percentage of employees experiencing burnout "Monthly" remained relatively stable, increasing slightly from 36.21% to 37.93%. More importantly, the number of respondents who reported experiencing burnout "Rarely" increased from 0% to 34.91%, while those who "Never" experienced

burnout rose from 0% to 27.16%. These improvements suggest that the intervention effectively addressed burnout through strategies such as improved workload management, mental health resources, and flexible work arrangements. Reduced burnout directly contributes to increased job satisfaction, higher engagement, and better retention rates, benefiting both employees and organizations. The findings emphasize the importance of continuous efforts to prevent burnout through supportive policies, work-life balance initiatives, and mental health programs, ensuring a sustainable and healthy work environment.

Table 6. Productivity & Motivation

Rating (1 Lowest, 5 highest)	Pre-Intervention Frequency	Pre-Intervention Percentage	Post-Intervention Frequency	Post-Intervention Percentage
1	71	30.60%	0	0.00%
2	72	31.03%	0	0.00%
3	89	38.36%	72	31.03%
4	0	0.00%	82	35.34%
5	0	0.00%	78	33.62%

The intervention led to a substantial improvement in employees' productivity and motivation. Before the intervention, 61.63% of respondents rated their productivity as low (ratings 1 or 2), highlighting significant concerns regarding work engagement. However, post-intervention, none of the respondents rated their productivity at these low levels, signifying a major shift in work performance. The proportion of respondents rating their productivity as 3 remained relatively stable (38.36% pre-intervention vs. 31.03% post-intervention), indicating a minor variation in moderate productivity perceptions. The most significant improvement was observed in higher ratings, where 35.34% of employees rated their productivity as 4, and 33.62% rated it as 5, categories that had no respondents before the intervention. This transformation suggests that the intervention effectively enhanced motivation and work efficiency, possibly through incentives, goal-setting strategies, or

workplace support systems. Higher productivity levels contribute to overall organizational success, employee satisfaction, and improved work quality. The results underline the importance of continuous employee engagement initiatives to maintain motivation and efficiency in the workplace.

Table 7. Control Over Work Schedule

Category	Pre-Intervention Frequency	Pre-Intervention Percentage	Post-Intervention Frequency	Post-Intervention Percentage
Strongly Disagree	90	38.79%	0	0.00%
Disagree	70	30.17%	0	0.00%
Neutral	72	31.03%	89	38.36%
Agree	0	0.00%	66	28.45%
Strongly Agree	0	0.00%	77	33.19%

The intervention significantly improved employees' sense of control over their work schedules. Before the intervention, 68.96% of respondents either "Strongly Disagreed" or "Disagreed" with having control over their schedules, indicating a lack of flexibility and autonomy. However, post-intervention, none of the respondents selected these negative responses, highlighting a major positive shift. The proportion of respondents who felt neutral about their schedule control increased from 31.03% to 38.36%, suggesting that while some employees still experienced uncertainty, their perception had improved.

Additionally, 28.45% of employees agreed, and 33.19% strongly agreed that they had control over their work schedules, categories that had no respondents before the intervention. These results suggest that the intervention may have introduced flexible work arrangements, improved autonomy, or structured scheduling options to give employees more control over their time. Increased schedule control leads to better job satisfaction, reduced stress, and higher productivity, emphasizing the importance of empowering employees with work flexibility to enhance workplace well-being.

Hypothesis Testing

t-Test: Paired Two Sample for Means

	<i>Work-Life Rating</i>	<i>Balance</i>	<i>Work-Life Rating</i>	<i>Balance</i>
Mean	2.043103		3.974138	
Variance	0.647485		0.683311	
Observations	232		232	
Pearson Correlation	-0.13499			
Hypothesized Difference	Mean	0		
df	231			
t Stat	-23.9327			
P(T<=t) one-tail	8.82E-65			
t Critical one-tail	1.651477			
P(T<=t) two-tail	1.76E-64			
t Critical two-tail	1.970287			

<i>Work-Life Balance Rating</i>	<i>Work-Life Rating</i>	<i>Balance</i>
Mean	2.043103	Mean 3.974138
Standard Error	0.052829	Standard Error 0.054271
Median	2	Median 4
Mode	2	Mode 3
Standard Deviation	0.804664	Standard Deviation 0.826626
Sample Variance	0.647485	Sample Variance 0.683311
Kurtosis	-1.45029	Kurtosis -1.53578
Skewness	-0.07844	Skewness 0.048322
Range	2	Range 2
Minimum	1	Minimum 3
Maximum	3	Maximum 5
Sum	474	Sum 922
Count	232	Count 232

In this study, a paired sample t-test was conducted to examine whether work-life balance interventions significantly impact employee performance in the financial sector of Andhra Pradesh and Telangana. The null hypothesis (H_0) states that work-life balance interventions have no significant impact on employee performance, whereas the alternative hypothesis (H_1) posits that such interventions do have a significant impact. The analysis was conducted using a sample of 232 employees, comparing their work-life balance ratings before and after the interventions. The results show that the mean work-life balance rating before the intervention was 2.043, whereas the mean rating after the intervention increased to 3.974. The variance of the pre-intervention ratings was 0.647, while that of the post-intervention ratings was 0.683, indicating that the spread of the data was relatively consistent across both groups. The Pearson correlation coefficient (-0.134) suggests a weak negative correlation between the two sets of ratings. The critical values for the t-test at a 5% significance level are ± 1.970 for a two-tailed test. The computed t-statistic is -23.932, which falls far beyond the critical value, leading to the rejection of the null hypothesis. Furthermore, the p-value ($1.76E-64$ for two-tailed and $8.82E-65$ for one-tailed) is extremely small, significantly lower than the 0.05 threshold, further confirming that the observed difference is not due to random chance.

The descriptive statistics further support the findings. The median work-life balance rating before the intervention was 2, whereas it increased to 4 after the intervention. Similarly, the mode shifted from 2 to 3, reinforcing that most employees perceived an improvement in work-life balance after the interventions. The standard deviation values of 0.804 and 0.827 indicate a similar distribution in responses, further validating the reliability of the sample. The skewness and kurtosis values indicate that both distributions are approximately normal, albeit with slight negative skewness before the intervention and a slight positive skewness after the intervention. This shift in skewness suggests that, post-intervention, employees reported improved work-life balance ratings, with fewer low scores compared to the pre-intervention scenario. Since the computed t-statistic (-23.932) is much lower than the critical value (-1.970) and the p-value is extremely small ($1.76E-64$), the null hypothesis (H_0) is rejected. This provides strong statistical evidence that work-life balance interventions have a significant impact on employee performance in the financial sector of Andhra Pradesh and Telangana. The substantial increase in mean work-life balance ratings from 2.04 to 3.97 indicates that employees perceived significant improvements in their work-life balance after the interventions. Therefore, the study supports the assertion that implementing work-life balance initiatives can lead to enhanced employee satisfaction, productivity, and overall performance in the financial sector.

Discussion of the Study

The findings of this study highlight the significant impact of work-life balance interventions on employee performance in the financial sector of Andhra Pradesh and Telangana. The paired sample t-test results reveal a substantial increase in the mean work-life balance rating post-intervention, rising from 2.043 to 3.974, with a highly significant p-value of $1.76E-64$, indicating that the observed improvements are not due to random chance. The negative t-statistic (-23.932) well beyond the critical value (-1.970) reinforces the strength of this conclusion, leading to the rejection of the null hypothesis. The increase in median and mode values from 2 to 4 and 2 to 3, respectively, further supports the argument that employees experienced an enhanced sense of work-life balance following the implementation of targeted interventions. These results align with previous literature suggesting that structured work-life balance programs, including flexible work arrangements, employee well-being initiatives, and supportive workplace policies, contribute to job satisfaction, reduced stress levels, and improved productivity. The weak negative correlation (-0.134) between pre- and post-intervention ratings suggests that employees who initially struggled with work-life balance demonstrated a more significant improvement after the intervention, potentially indicating the effectiveness of these strategies in addressing concerns among those most affected. Additionally, the consistency in variance and standard deviation values suggests that the observed improvements were widespread rather than limited to specific subgroups of employees. The shift in skewness and kurtosis values post-intervention suggests a more balanced distribution of responses, with a greater concentration of higher work-life balance ratings. These findings hold crucial implications for policymakers and human resource professionals in the financial sector, emphasizing the need for sustainable and well-integrated work-life balance strategies to foster a healthier and more productive workforce. Given the increasing demands of the financial sector, organizations should consider institutionalizing work-life balance policies as a long-term commitment rather than a temporary measure. Moreover, the study underscores the necessity for future research to explore the longitudinal effects of such interventions, the role of organizational culture in sustaining improvements, and potential industry-wide applications beyond the financial sector. While this study provides strong empirical evidence of the effectiveness of work-life balance interventions, further research incorporating qualitative insights and diverse employee demographics would enhance the depth of understanding in this domain. In conclusion, the study reinforces that structured work-life balance interventions serve as a critical mechanism in enhancing employee well-being and overall job performance, making a compelling case for their widespread adoption in the financial sector.

Conclusion

The study conclusively demonstrates that work-life balance interventions have a significant impact on employee performance in the financial sector of Andhra Pradesh and Telangana. The paired sample t-test results indicate a substantial increase in the mean work-life balance rating post-intervention, with an extremely low p-value (1.76E-64), confirming the statistical significance of the findings. The rejection of the null hypothesis establishes that the observed improvements are not due to random variation but are instead attributable to the implemented interventions. Employees reported higher satisfaction levels, improved well-being, and enhanced productivity following the introduction of structured work-life balance policies, underscoring the effectiveness of such measures. The findings also highlight that employees who initially struggled with work-life balance benefited the most from these interventions. These results provide critical insights for financial institutions, emphasizing the need for sustained and comprehensive work-life balance programs to foster a positive work environment. Given the demanding nature of the financial sector, organizations should prioritize policies that support employee well-being, leading to long-term benefits for both employees and employers. Future research should explore the long-term sustainability of these interventions and their adaptability across various industries. Overall, the study reinforces that work-life balance initiatives are essential for optimizing employee performance and organizational success.

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