

A Study on Work-Life Balance in The Hybrid Work Environment of Accent Techno Soft With Reference To Coimbatore

R.Manisha¹, Dr.S.SenthilKumar², Dr.S.Prakash³

¹Dept of MBA

^{2, 3}Associate Professor, Dept of MBA

^{1, 2, 3} Vivekananda Institute of Information and Management Studies
Tiruchengode, Namakkal District, Tamil Nadu

Abstract- *The hybrid work environment has become a key practice for organizations after the rapid adoption of digital technologies and flexible work arrangements. This study aims to examine the impact of hybrid work environments on employees' work-life balance at Accent Techno Soft in Coimbatore. The research looks at employees' views on communication technology, organizational support, flexibility, emotional well-being, and family balance. The study uses descriptive and analytical methods with a structured questionnaire sent to 150 employees. Statistical tools like percentage analysis, Chi-square test, correlation, and ANOVA were used for data analysis. The findings show that hybrid work arrangements improve flexibility, family involvement, and employee comfort, while challenges persist in technological support and work-related stress. The study suggests that organizations should strengthen employee support systems, provide better technological infrastructure, and maintain effective communication to enhance work-life balance in hybrid settings.*

Keywords: Hybrid Work Environment, Work-Life Balance, Employee Satisfaction, Remote Work, Organizational Support, Technology Tools.

I. INTRODUCTION

Work-life balance has become a major concern for organizations due to shifts in work culture, advances in technology, and flexible work practices. Hybrid work environments combine remote and office work, allowing employees to balance their professional and personal responsibilities effectively. Many organizations have adopted hybrid work models to boost productivity, employee satisfaction, and overall performance.

Employees in hybrid environments face both benefits and challenges. Positive outcomes include flexible schedules, shorter commutes, and better family involvement. However, common difficulties include communication barriers, tech

issues, and emotional stress. Therefore, organizations need effective policies and support systems to maintain employee well-being and performance. This study focuses on understanding employee views about work-life balance in a hybrid work environment at Accent Techno Soft in Coimbatore.

Objectives of the Study

- To analyze employee perceptions of hybrid work environments.
- To examine how hybrid work affects work-life balance.
- To study the role of communication technology in employee productivity.
- To identify the support provided by organizations in hybrid work settings.
- To offer suggestions for enhancing employee work-life balance.

Scope of the Study

- The study examines employees in a hybrid work environment at Accent Techno Soft in Coimbatore.
- It looks at how hybrid work affects employees' work-life balance and job satisfaction.
- The research focuses on the role of communication technology and organizational support in employee performance.
- It identifies challenges employees face when balancing work and personal life.
- The study offers suggestions to improve employee well-being, flexibility, and productivity in hybrid work settings.
- The findings will help organizations, HR professionals, and future researchers create effective hybrid work policies.

II. REVIEW OF LITERATURE

Cole C Donald (2020) conducted a study to investigate the understanding, collection, diffusion and use of indicators in Software Organizations. The authors have concluded that increase in targeted Software organizations resources, inclusion of other indicators and greater integration with Software organizations management systems could all improve Software organizations decision makers' access to information relevant to nurse health.

Dargahi & Yazdi Sharifi (2020) discussed the need for high quality of work life for the clinical laboratories employees. Based on the empirical investigation they have concluded that the clinical laboratories nurses responding to the survey have a poor quality of work life and the authors suggested that the senior managers of the labs should devote significant resources ensure better conditions which in turn can result in a better motivated work place.

III. RESEARCH METHODOLOGY

Research methodology is a structured way to address the research problem. It involves steps that researchers typically follow while studying the problem and the reasoning behind them. This study took place at Accent Techno Soft, Coimbatore, to examine work-life balance in a hybrid work environment.

RESEARCH DESIGN

The study uses a descriptive research design. Descriptive research aims to outline the characteristics, behaviour, and opinions of employees about the hybrid work environment and work-life balance.

SAMPLING METHOD

The sampling method used for the study was convenience sampling.

SAMPLE TECHNIQUES

Convenience sampling technique was applied in the study.

SAMPLE SIZE

The total number of samples for the study is 150 respondents.

PERIOD OF STUDY

The researcher spent three months collecting and analyzing data on the hybrid work environment.

METHOD OF DATA COLLECTION

The study used both primary and secondary data.

Primary Data

Primary data were gathered directly from employees through structured questionnaires.

Secondary Data

Secondary data were collected from journals, books, websites, magazines, and prior research articles.

STATISTICAL TOOLS USED

- Simple Percentage Analysis
- Chi-Square Analysis
- Correlation Analysis
- ANOVA

IV. DATA ANALYSIS AND INTERPRETATION CHI-SQUARE ANALYSIS

NULL HYPOTHESIS

H₀: There is no significant relationship between educational qualification and the effectiveness of technology tools in improving job performance.

ALTERNATIVE HYPOTHESIS

H₁: There is a significant relationship between educational qualification and the effectiveness of technology tools in improving job performance.

	Value	df	Asymp. Sig. (2-sided)
Pearson Square Chi-	275.600	9	.000
Likelihood Ratio	248.412	9	.000
Linear-by-Linear Association	135.221	1	.000
N of Valid Cases	150		

a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .40.

RESULT

A Chi-Square test was conducted to examine the relationship between educational qualification and the effectiveness of technology tools in improving job performance among employees working in a hybrid environment.

The Pearson Chi-Square test showed a chi-square value of 275.600 with 9 degrees of freedom. The significance value (p-value) is 0.000. Since the p-value is less than 0.05, we reject the null hypothesis. This means there is a significant relationship between educational qualification and the effectiveness of technology tools in enhancing job performance. This suggests that employees with different educational backgrounds have varying opinions on technology effectiveness in hybrid work settings.

ANOVA

NULL HYPOTHESIS

H0: There is no significant difference in support received from supervisors and colleagues across different age groups.

ALTERNATIVE HYPOTHESIS

H1: There is a significant difference in support received from supervisors and colleagues across different age groups.

Age	Sum Squares	Df	Mean Square	F	Sig.
Between Groups	108.764	4	27.191	130.397	.000
Within Groups	30.214	145	.208		
Total	138.978	149			

RESULT

A one-way ANOVA was conducted to determine if there was a significant difference in support received from supervisors and colleagues based on age groups.

The analysis showed a statistically significant difference between the groups, $F(4,145) = 130.397, p < 0.001$. The between-group sum of squares was 108.764, while the within-group sum of squares was 30.214. Since the significance value (.000) is less than 0.05, we reject the null hypothesis. This indicates that respondents' views on support from supervisors and colleagues differ significantly across age groups.

CORRELATION

The table shows the relationship between monthly income and ease of accessing organizational data remotely.

Correlations

	Monthly Income	Ease of Data Access
Monthly Income Pearson Correlation	1	.851**
Sig. (2-tailed)		.000
N	150	150
Ease of Data Access Pearson Correlation	.851**	1
Sig. (2-tailed)	.000	
N	150	150

Correlation is significant at the 0.01 level (2-tailed).

RESULT

The Pearson correlation analysis was conducted to examine the relationship between monthly income and ease of accessing organizational data remotely.

The results showed a strong positive correlation between the two variables ($r = 0.851, p = 0.000, N = 150$). This means that employees who think hybrid work offers easier data access are more likely to feel satisfied with their work environment.

Since the p-value is less than 0.01, this relationship is statistically significant at the 1% level (2-tailed). Therefore, the study concludes that monthly income significantly affects the accessibility of organizational data in hybrid work settings.

V. SUGGESTIONS AND CONCLUSION

SUGGESTIONS

- The organization should provide advanced technological support to employees working in a hybrid environment.
 - The company should conduct regular training programs to improve employee communication and technical skills.
 - Management should reduce excessive workload and work pressure to improve employees' mental well-being.
 - The organization should encourage flexible work schedules to help employees maintain better work-life balance.
 - Team leaders and supervisors should provide emotional and professional support to employees regularly.
 - Employee feedback systems should be strengthened to identify and solve problems faced in hybrid work environments.
- [3] Stavrou, E., and Ierodiakonou, C. (2022), Organizational Support and Hybrid Work Environment, *International Journal of Business Research*, Vol. 14, No. 3, pp. 78–85.
- [4] Voydanoff, P. (2020), Work–Family Balance and Employee Well-being, *Journal of Organizational Behaviour*, Vol. 12, No. 4, pp. 55–63.
- [5] Rebecca, J. (2017), Improving Employee Satisfaction through Work–Life Balance, *Human Resource Management Review*, pp. 61–70.
- [6] Mohammed Niaz (2016), Relationship between Work–Life Balance and Quality of Life, *International Journal of Social Science Research*, Vol. 9, No. 1, pp. 44–50.
- [7] *Research Methodology – C.R. Kothari*, New Age International Publishers, New Delhi, 2004.
- [8] *Human Resource Management – Gary Dessler*, Pearson Education, New Delhi, 2017.
- [9] *Organizational Behaviour – Stephen P. Robbins*, Pearson Education, New Delhi, 2018.
- [10] Annual Report – Accent Techno Soft, Coimbatore.

CONCLUSION

The study aimed to analyze the work–life balance of employees working in a hybrid work environment at Accent Techno Soft, Coimbatore. The findings reveal that hybrid work arrangements provide flexibility, better family involvement, and improved employee comfort. Employees also receive considerable support from supervisors and colleagues in managing their work responsibilities.

However, the study also identified challenges such as emotional stress, communication barriers, and technological difficulties faced by employees in hybrid work settings. Effective organizational support, communication systems, and employee-friendly policies are essential for maintaining employee satisfaction and productivity.

The researcher concludes that hybrid work environments positively influence employee work–life balance when proper technological support, flexible work policies, and managerial guidance are provided. The suggestions offered in the study may help organizations improve employee well-being and create a productive hybrid work culture.

REFERENCES

- [1] Yadav, R.K., and Dabhabe, N. (2018), Work–Life Balance and Job Satisfaction among Employees, *International Journal of Management Studies*, pp. 45–52.
- [2] Varadharaj, V., and Vasantha, S. (2019), Work–Life Balance as a Source of Employee Motivation and Satisfaction, *Journal of Human Resource Management*, Vol. 6, No. 2, pp. 32–39.