

Abstract

Purpose: The purpose of this study is to examine the various dimensions affecting the work-life balance of women employees in the service sector, explore the impact of identified factors, and assess the influence of social media. The study also aims to suggest measures to improve work-life balance for women employees in major cities of Gujarat.

Design/Methodology/Approach: The study employs conclusive research (descriptive design), utilizing a sample of 483 female employees from service sectors in Gujarat. Data will be gathered through structured questionnaires and analysed using SPSS, employing descriptive statistics, t-tests, and ANOVA. The findings aim to provide actionable insights into improving work-life balance for women in the service sector.

Findings: The study found that family support positively influences work satisfaction, while a balanced work-personal life enhances both work environment and personal life satisfaction. Happiness boosts satisfaction in both areas. Excessive social media use and bringing work home increase stress, while time allocated for de-stressing reduces stress levels.

Conclusion: The study concludes that multiple factors, including personal responsibilities, workplace support, and social media, significantly impact the work-life balance of working women. To improve their balance, addressing stress caused by social media and implementing supportive workplace policies are essential. Practical measures are suggested to enhance work-life balance for women employees.

Originality/Value: This study provides original insights into the work-life balance challenges faced by women in Gujarat's service sector. By analysing the impact of social media and workplace factors, it offers valuable, evidence-based recommendations to improve the work-life balance of women employees.

Keywords: *Work-Life Balance, Women Employees, Service Sector, Quantitative Research, Statistical Analysis.*