INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 4700 Cities in 180 countries/territories are visiting our journal on regular basis.

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	KNOWLEDGE SHARING AND THE PERFORMANCE OF TEACHERS IN KENYA	1
	DR. DANIEL AUKA & ESTHER GATHONI KIARIE	
2.	A CRITICAL STUDY OF CONTRIBUTION OF INFORMATION TECHNOLOGY COMPANIES IN STANDARD	10
	OF LIVING OF IT COMPANY EXECUTIVES IN VIDARBHA REGION	
	ABHAY KIMMATKAR & DR. SHAKIL SATTAR	
3.	ROLE OF AWH IN EMPOWERING THE DISABILITIES FOR HIGHER EDUCATION	12
	DR. RASHMIRANI AGNIHOTRI H.R & DR. K.S MALIPATIL	
4.	CASH MANAGEMENT IN SMALL SCALE INDUSTRIES	18
	P. VENKATADRI REDDY & DR. HAMPANNA	
5.	A STUDY OF HUMAN ASSET VALUATION MODELS IN INDIAN ENTERPRISES	24
	DR. SAMIR M. VOHRA	
6.	AN INTUITIVE APPROACH OF SAVINGS AND INVESTMENT PATTERNS OF SELF HELP GROUP WOMEN	27
_	M.J.CECILIA SHOBANA & DR. V. K. SOMASUNDARAM FREIGHT COST OPTIMISATION IN LOGISTICS WITH REFERENCE TO AMARA RAJA BATTERIES LTD.,	24
7.	TRUPATHI	31
	C. UMADEVI & DR. P. CHITTI BABU	
8.	EFFECTS OF BRAND AWARENESS, BRAND AUGMENTATION ON BRAND PURCHASE INTENTION OF	45
0.	MOBILE PHONE BRANDS: EMPIRICAL ASSESSMENT FROM KENYA	43
	JOSPHINE CHEPCHIRCHIR & MARK LETING KIPRUTO	
9.	MANAGEMENT OF TECHNOLOGY IN BANKS	50
	DR. NEERU CHADHA	
10.	B-LOYALTY TO E-LOYALTY IN THE CONTEXT OF E-COMMERCE	56
	P.PHANI BHASKAR & DR. D. PRASANNA KUMAR	
11 .	CORPORATE SOCIAL RESPONSIBILITY: BEFORE AND AFTER THE NEW COMPANIES ACT	61
	DR. BINDIYA KANSAL & SHARANJIT KAUR	
12 .	MOTIVATIONAL FACTORS: A STUDY ON WOMEN MICRO ENTREPRENEURS IN TIRUPUR CITY	65
	K.PRABHA KUMARI	
13 .	KNOWLEDGE PAPER ON SKILL GAP IN BANKING SECTOR IN INDIA	73
	DINESH TANDON	
14.	HOUSING LOAN SCHEME: A STUDY ON ICICI HOUSING LOAN BENEFICIARIES IN TENKASI TALUK,	76
	TAMILNADU A. KENNEDY	
15	PER-CAPITA CONSUMPTION EXPENDITURE AND LABOUR AND CAPITAL INCOME IN INDIA	90
15.	DARSHINI.J.S	80
16.	A STUDY OF THE RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE AND THE PERFORMANCE: A	82
	CASE STUDY OF MELLI BANK	J_
	MEHDI ROUHOLAMINI & SOUDEH KIAIEDRONKOLA	
17.	MODERN TECHNOLOGY IN BANKING AND ITS IMPACT ON JOB SATISFACTION	87
	DHARMENDER KUMAR & KAMAL JEET SINGH	
18.	A STUDY OF INFRASTRUCTURE AND LOGISTIC SUPPLY PROBLEMS AT AWCs: IN RURAL ICDS BLOCK	91
	(MEHAM) HARYANA	
	SONIA HOODA & JYOTI SANGWAN	
19 .	ROLE OF MANUFACTURING SECTOR IN INDIA	94
	KIRAN DEVI	
20.	IMPACT OF WORK LIFE BALANCE POLICIES ON THE JOB SATISFACTION OF FEMALE SCHOOL TEACHERS:	97
	A STUDY OF CHITTORGARH DISTRICT, RAJASTHAN	
	SAHDEEP CHHATRAPATI	
	REQUEST FOR FEEDBACK & DISCLAIMER	101

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana Former Vice-President, Dadri Education Society, Charkhi Dadri Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR

DR. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of I.T., Amity School of Engineering & Technology, Amity University, Noida

PROF. A. SURYANARAYANA

Department of Business Management, Osmania University, Hyderabad

PROF. V. SELVAM

SSL, VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad **SURJEET SINGH**

Asst. Professor, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

Nationality

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography: Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the soft copy of unpublished novel; original; empirical and high quality research work/manuscript anytime in M.S. Word format after preparing the same as per our GUIDELINES FOR SUBMISSION; at our email address i.e. infoijrcm@gmail.com or online by clicking the link online submission as given on our website (FOR ONLINE SUBMISSION, CLICK HERE).

	GUIDETINES LOK SORMISSION (JT MANUSCRIPT
1.	COVERING LETTER FOR SUBMISSION:	DATED:
		DATED.
	THE EDITOR	
	IJRCM	
	Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF	·
	(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/	IT/ Education/Psychology/Law/Math/other, please
	specify)	
	DEAR SIR/MADAM	
	Please find my submission of manuscript entitled ' of your journals.	
	I hereby affirm that the contents of this manuscript are original. Furthermore fully or partly, nor is it under review for publication elsewhere.	, it has neither been published elsewhere in any language
	I affirm that all the co-authors of this manuscript have seen the submitted ver of names as co-authors.	rsion of the manuscript and have agreed to their inclusion
	Also, if my/our manuscript is accepted, I agree to comply with the formalitie discretion to publish our contribution in any of its journals.	es as given on the website of the journal. The Journal ha
	NAME OF CORRESPONDING AUTHOR	:
	Designation	:
	Institution/College/University with full address & Pin Code	:
	Residential address with Pin Code	:
	Mobile Number (s) with country ISD code	:
	Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:
	Landline Number (s) with country ISD code	:
	E-mail Address	:
	Alternate E-mail Address	:

NOTES:

- a) The whole manuscript has to be in ONE MS WORD FILE only, which will start from the covering letter, inside the manuscript. <u>pdf.</u> version is liable to be rejected without any consideration.
- b) The sender is required to mention the following in the SUBJECT COLUMN of the mail:
 - **New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is expected to be below 1000 KB.
- e) Abstract alone will not be considered for review and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
- MANUSCRIPT TITLE: The title of the paper should be bold typed, centered and fully capitalised.
- 3. AUTHOR NAME (S) & AFFILIATIONS: Author (s) name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address should be given underneath the title.
- 4. ACKNOWLEDGMENTS: Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
- 5. **ABSTRACT**: Abstract should be in **fully italicized text**, ranging between **150** to **300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
- 6. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
- 7. **JEL CODE**: Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.
- 8. MANUSCRIPT: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.
- 9. **HEADINGS**: All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 10. SUB-HEADINGS: All the sub-headings must be bold-faced, aligned left and fully capitalised.
- 11. MAIN TEXT:

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESIS (ES)

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

LIMITATIONS

SCOPE FOR FURTHER RESEARCH

REFERENCES

APPENDIX/ANNEXURE

The manuscript should preferably range from 2000 to 5000 WORDS.

- 12. **FIGURES & TABLES**: These should be simple, crystal **CLEAR**, **centered**, **separately numbered** & self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. *It should be ensured that the tables/figures are referred* to from the main text.
- 13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
- 14. ACRONYMS: These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
- 15. **REFERENCES:** The list of all references should be alphabetically arranged. *The author (s) should mention only the actually utilised references in the preparation of manuscript* and they are supposed to follow Harvard Style of Referencing. Also check to make sure that everything that you are including in the reference section is duly cited in the paper. The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (ed.) for one editor, and (ed.s) for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending
 order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parenthesis.
- Headers, footers, endnotes and footnotes should not be used in the document. However, you can mention short notes to elucidate some specific point, which may be placed in number orders after the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

• Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

• Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

• Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

IMPACT OF WORK LIFE BALANCE POLICIES ON THE JOB SATISFACTION OF FEMALE SCHOOL TEACHERS: A STUDY OF CHITTORGARH DISTRICT, RAJASTHAN

SAHDEEP CHHATRAPATI RESEARCH SCHOLAR FACULTY OF MANAGEMENT STUDIES MOHANLAL SUKHADIA UNIVERSITY UDAIPUR

ABSTRACT

The study intends to focus on prominent factor that leads to job satisfaction and dissatisfaction among the female school teachers of district Chittorgarh, Rajasthan. In present scenario workplace is different, diverse and continuously changing. This situation as mention has forced the employees to consider those job opportunities which facilitate them to balance their professional and individual lives. The decisive performance of every organization depends on the performance of its workforce, which is depends on several features. These features can be correlated to job satisfaction or personal life or both. The objective of this research is to study the working situation and female's perception with reference to work life balance and job satisfaction, who are working in teaching sector. Apart from it, one more vital objective is to study the effects of work life balance on job satisfaction and steps taken by the organizations for efficient work life balance and its relation with the job satisfaction. Standard Deviation is applied in this paper to verify the validity of data given by the respondents of the teaching sectors. Today organization structure needs to think about the needs and wants of an worker so that they are facilitate to carry out the job errands effectively. Many organization all over the world have begun to take initiatives in developing quality of work life programs. This study reviews the impact work-life balance of female school teachers and how a work life balance program contributes to overall well-being.

KEYWORDS

school teachers, work life balance, job satisfaction.

INTRODUCTION

he work-life balance is currently in vogue among organizations as well as researchers. In organizations all over the world majority of the workforce are showed to a considerable pressures in their jobs, which further adversely affect the balance between their work and personal lives, work satisfaction and overall well-being. Work-life balance has been an anxiety for all individuals anxious in retaining a fine balance among working life and its association with broader eminence of life. The understanding of this elusive relationship is capable of providing direct impact on organization-person fit.

In this study, a different viewpoint on the topic of work life balance than most of the earlier scientific research. This study will focus on the organizational and personal aspects that affect the work life balance of female school teachers and the resultant have an effect on their job satisfaction and on the whole well-being. Throughout the past, work and life were essentially integrated. Life activities like public association, child care, and elder care occur together with the work.

Work life balance is not a new notion. It has enlarged over time. The beginning of work life balance was initially used in the United Kingdom in the late 1970s to describe the balance between an individual's work and private life. In the United States, this turns to phrase in 1986. Among the greatest of all services that can be rendered by human being to Almighty God is the education and guidance of children, so that they can cultivate by grace in the manner of salvation, developing like pearls of divine beauty in the shell of teaching and will be one day the jewel in the crown of eternal glory. The teacher is the standard that measures the achievements and goal of the nation. The worth of a country gets evaluated in and through the work of the teachers. They are the real nation builders. So, the level of satisfaction of teacher's towards their job is very important to study.

According to **Robbins and sanghi** (2006) "Job satisfaction is set of feelings that an individual holds toward his or her job." It is in regard to one s feelings regarding the nature of their work. The notion of work life has been indistinct from the work satisfaction level of a worker, which is an extrinsic factor of work satisfaction. It intended to provide quality of life for workers and in the mean time maintain the productivity levels of a worker at the work place. Considerable research has already been haulage out on work life balance and worker satisfaction in developed country. Developing countries have also started paying attention on this to increase employee job satisfaction.

In India to a large extent research has been carry out on this issue and additional efforts are being suggested to the higher organizations particularly where longer working hours is a specific norm, to get back a work-life balance for the better of the social and family life of the workers. This study examines the factors liable for work life balance and job satisfaction among the female school teacher's education. Workers are utmost resource of an organization. In Western society; the idea of work life balance is discussed over and over again, yet frequently elusive, idea.

REVIEW OF LITERATURE

Literature shows that organization have valuable role in encouraging employees to manage their work and life activities. Good relationship is exists between work life balance and job satisfaction, hence organization should make policies and programs for employees on work life balance. When employees are not clear about their roles to be carry out then employees are unable to meet organizational objectives and it also has an impact on their individual life and workers become dissatisfied towards their job and organization realizes lack of effectiveness. Job satisfaction can be prejudiced by multiplicity of factors.

Opkara (2002) described that "Factors such as pay, the work itself, supervision, relationships with colleague and opportunities for promotions have been found to contribute to job satisfaction." Job safety is vital aspect of job contentment for the teachers. More the job secure the more the teachers are satisfied with their job.

D.B Rao (2000) "the key sources of satisfaction of teachers are in phase of working with students, rational inspiration, autonomy, holidays and job security". Elasticity in design of work is essential for job contentment as flexible time table and shorter hours of work allows teachers to balance work as well as family life hetter.

Hammig and Bauer (2009) investigated and discovered that when work-life imbalance and psychological health problems is built-up in both males as well as females, they have a propensity to develop further issues such as pessimistic feelings, desolation, low energy and sleeping disorders.

In today scenario the demand of employees work life balance is increased by change in business surroundings in the business such as alteration in organizations structure, diversity of personnel and female employees working in organizations is done effectively. It recommended that female workforce should be given more amenities to gain their organizational commitment. As per the study, is *Happiness Relative?* An effective work life balance makes an individual more contented and more satisfied (**Veenhoven**, 1991). This satisfaction shows the way to individuals to maintain the level of hard work they put in their respective profession and keep on satisfied

The study recommended that if the organization takes initiative to reduce work-life conflicts, it will lead to enhancement in employees' job satisfaction. As the aforementioned that "happy one is superior to the unhappy" it is for the reason that extensive reality that a satisfied worker will be highly motivated which in turn leads to a committed, organised, creative, compassionate and positive employees.

J. Redmond et al. (2006) Work-Life Balance due to the fact that it encompasses the experiences and need of parents and non-parents alike, and are a more progressive theoretical framework in which to think about new ways of living and working that are satisfactory to all.

The study by **Francene Sussner Rodgers** (1992) with the sample consisting of employees of 20 Fortune 500 companies; 28 percent of the men and 53 percent of the female state that work-family stress have an effect on their ability to give attention to their work consequently revealing that more than half the female and nearly a third of the men reported that work and family stress exaggerated their ability to focus on the job.

So, organization should make those policies and procedures which help the employee in filling the gap between his or her work and individual lives. Job satisfaction is very important concept in every profession. And level of satisfaction of female school teachers should be necessarily maintained properly because teacher is the real nation builders.

STATEMENT OF PROBLEM

In Rajasthan scenario has been varying significantly due to globalization, high degree of competition and work culture of organization. In present days working females in Rajasthan are continually challenged by the demands of full-time work and when the day is done at the school, they carry more of the responsibilities and commitment to homes. Workings female are juggling between multiple responsibilities at work, in managing the daily routine responsibilities of life and home. The changing phenomenon increasing anxiety among working female where they have to manage the chucks of their family and work and need to strike a balance between their work life and the personal life. Many female are torn between these seemingly incompatible commitments to work and family.

OBJECTIVE OF STUDY

Objective of this study is, to explore the effect of work life balance on worker job satisfaction and to distinguish which factors of work life balance have more have some bearing on employee job satisfaction in teaching sector. This research can be helpful for organization to identify the factors which influence the female school teacher's work-life balance and the job satisfaction in the result.

For any person work life balance is having the correct combination of participation in paid work and other section of lives. The combination will change as people move through life and have changing responsibilities and commitments in their work and individual lives. (Frone, Russel &Cooper,1992).

RESEARCH METHODOLOGY

SAMPLING DESIGN

For the purpose of this exploration, the researcher takes the descriptive design by way of using both open and closed ended questions to assemble data to assist the scrutiny. This form of research makes an effort to expose things like potential behaviour, values and attitudes. This research design was suitable for this study because it presented a side view to the researcher to expose the relevant fact from an individual and organizational oriented insight.

UNIVERSE AND SAMPLE SIZE

The study targeted the female school teachers of Chittorgarh Rajasthan which are constantly on rise in this region and are struggling to strike a balance between their personal and professional life. The study is confined to this area as this is undergoing transition phase in which females are moving out of their dwelling to work consisted of 240 female school teachers working in Chittorgarh district. The study is associated to female school teachers and the female teachers being the target audience, the opinion of the researcher used to depict the sample from the universe of female. A sample size of 60 respondents is arrived at as 25% of the target universe of 240.

TABLE 1: FRAME OF SAMPLE

Sections	Population, (Frequency)	Percentage	Sample size
Sr.Sec School	25	10.41	10
Middle School	215	89.53	50
Total	240	100	60

DATA COLLECTION TECHINQUE

The researcher used a questionnaire to accumulate large data and integrated a likert's five-point scale worn to measure the attitude and opinions of respondents to determine the level of work life balance and job satisfaction. This assists the researcher to weigh up the female school teachers move towards work life balance policies and job satisfaction all the way through their agreement or disagreement with the strings of statements. The questionnaire encompasses both open and closed questions.

VALIDITY AND RELIABILITY

To set up the substance validity of the research instrument the researcher required opinions of experts in the field of study. The reliability of the questionnaire was tested using Cronbach's Alpha which processes the internal uniformity. Coefficient of 0.7 is a usually used as the cut of point of satisfactory reliability Nunn ally (1978).

DATA ANALYSIS AND PRESENTATION

The completed questionnaires were edited for comprehensiveness and uniformity prior to processing the responses. The questionnaires were then coded to enable the responses to be grouped into various categories. The researcher generally used descriptive statistics and inferential statistics to analyze data. Multiple regressions were used to find out the analytical power of the aspects.

RESULTS AND DISCUSSIONS

The dependability of the questionnaire was assessed through Cronbach's Alpha which moves towards the internal consistency. Cronbach's Alpha was instituted for every objective in order to find out if each scale would produce consistent results should the research be done later on. The findings of the study shows that all the 4 scales were reliable as their reliability values go beyond the arranged doorsill of 0.7.

TABLE 2: RELIABILITY COEFFICIENTS

Scale	Cronbach's Alpha	Number of Items		
Job Design	0.693	6		
Elastic Policies	0.889	7		
Leave Conditions	0.833	6		
Welfare Policies	0.745	4		

The response rate of the study targeted 60 respondents to collect data with reference to the supremacy of work life balance policies on job satisfaction of female school teachers of district Chittorgarh, Rajasthan. For the study, 60 questionnaires were distributed among the respondents to filled-in and returned the questionnaires. Only 54 questionnaires were returned which make a response rate of 90%.

TABLE 3: JOB DESIGN

Job Design	Mean	Standard Deviation
I am tired and have ignored my family responsibilities due to helplessness to refuse my peers and superiors.	2.334	.147
My cooperative behaviour or helplessness to say no to everyday jobs given to me at work has lead to family dissonance.	2.173	.218
My helplessness to refuse my peers and superiors request to help out at work has lead to family dissonance.	2.121	.216
I think that the superior expectation from me leads to clash between my work and family relations.	2.057	.213
I think that I would improve on my job if job is moving from one place to another place timely.	1.684	.108
I think that if my job is to be less versatile I would do it well.	1.855	.055

INTERPRETATION

The researcher required to ascertain the level of concurrence to a variety of Job Design aspects. According to the result the respondents settled that they are tired and have ignored their family responsibilities revealed through mean of 2.33, their incapability to refuse requests by their peers and superiors to help out revealed through mean of 2.12, that the superior expectation from them leads to clash between my work and family relations revealed through mean of 2.05, they would improve on their job if their job is moving from one place to another place timely revealed through mean of 1.68 and they would like their job is to be less versatile revealed through mean of 1.85.

TABLE 4: FLEXIBLE POLICIES

Flexible	Mean	Standard Deviation
My place of work does not give me technology assistance.	1.047	.311
I have run into a mental disturbance at work produced by incompletion of family responsibility.	2.268	.302
I have experienced clash in programme when it come up to family events and work.	2.052	.011

INTERPRETATION

The researcher required to ascertain the level of concurrence to a mixture of flexible policies .According to the result the respondents settled that they have experienced clash in programme when it come up to family events and work as revealed through mean of 2.0, the study make out that female school teacher are juggling with mental disturbance at work which is produced by incompletion of family responsibility as revealed through mean of 2.26 and the study also make out that their place of work does not give them technology assistance as revealed through a mean of 1.04.

TABLE 5: LEAVE CONDITIONS

Leave Conditions	Mean	Standard Deviation
I have obtained remuneration for zero absent.	2.394	.100
I do not have time for my professional development.	2.026	.020
I do not have the option to choose my leave days.	1.894	.457
I do not obtain free time to take care of family urgent situations.	2.105	.426
I do not get free time from my obligation even when I am not well.	2.442	.234
I have the option to carried forward my leave days from prior year.	2.052	.223

INTERPRETATION

The researcher required to ascertain the level of concurrence to a variety of aspects regarding Leave conditions. According to the result the respondents settled that they have obtained remuneration for zero absent as revealed through a mean of 2.39, they have the option to carried forward my leave days by a mean of 2.05, that they do not have time for their professional development as revealed through a mean of 2.02, they do not have the option to choose my leave days revealed through a mean of 1.89 and that they do not have the free time to take care of family urgent situations revealed through a mean of 2.10.

TABLE 6: WELFARE POLICIES

Welfare Policy	Mean	Standard Deviation
The Organisation does not go on possessions to give a hand to me with my family errands.	2.210	.476
My superior does not have co-operative and supportive nature.	2.378	.169
I have realized that my efficiency is affected by means of pressure and concern of childcare.	2.421	.216

INTERPRETATION

The researcher required to ascertain the level of concurrence to a variety of aspects related Welfare Policies. According to the result the respondents settled that their superior does not have co-operative and supportive nature as revealed through a mean of 2.37, that their efficiency is affected through pressure and concern of childcare revealed through a mean of 2.42, and that the organisations does not go on possessions to give a hand to them with their family errands as revealed through a mean of 2.21.

TABLE 7: JOB SATISFACTION OF FEMALE SCHOOL TEACHERS

Job Satisfaction of Female School Teachers	Mean	Standard Deviation
Job Security		
I have perceived for myself that I am working in this organisation till my retirement.	4.336	.333
Administration		
My superior promotes personal growth and development.	3.785	.445
Efficiency Utilisation		
My work is full of challenges and opportunity to bring out the best from me every day.	3.654	.316
Growth		
Work assigned to me assist me in my personal growth	3.738	.389
Acknowledgment		
My good work is acknowledged and praised well.	3.894	.196
Reliability		
I am satisfied with the existing practices and rules regarding work life balance of female school teachers.	3.967	.201
I am looking forward to have cordial relation with the peer and superior at workplace.	3.526	.304
On the whole I am enormously satisfied for the services render by me for my present Employer.	3.986	.054

INTERPRETATION

The researcher required to ascertain the level of concurrence to a variety of aspects related to Job Satisfaction. According to the result the respondents show a discrepancy to most of these factor, the respondents differ that the work assigned to them is assisting them in their personal growth revealed through a mean of 3.73, that their work is full of challenges and opportunity to bring out the best from them every day shown through a mean of 3.65, that their superior promotes personal growth and development revealed through a mean of 3.78, that they have perceived for themselves that they are working in this organisation till their retirement revealed through mean of 4.33, that their good work is acknowledged and praised well revealed through a mean of 3.89.

When they ask over on their satisfaction with the existing policies and rules regarding work life balance of female school teachers provided by their employers they were unsatisfied as revealed through a mean of 3.96, they did not looking forward to have cordial relation with the peer and superior at workplace as revealed through a mean of 3.52 and they were in the whole unsatisfied for services rendered by them for their present Employer as revealed through a mean of 3.98.

REGRESSION AND CORRELATION ANALYSIS

Correlation analysis is used to set up the association between the study variables while multiple regression analysis is used to assess the predictive of impact of work life balance practices on job satisfaction of Female School Teachers in Chittorgarh, Rajasthan. Inferential figures that is Pearson's product moment correlation analysis is used to study the variables. Pearson's product moment correlation analysis is preferred in turn to think about whether there is an association between the variables study. The technique is also selected because of the rating scale is used in the questionnaire.

As per the table, independent variables have following Pearson's moment correlation coefficient on flexible policies (r = 0.56), Job design (r = .13), welfare policies (r = 0.65), leave conditions (r = 0.19). In order to ascertain the strong point of the association between flexible policies and job satisfaction of female school teachers, the finding revealed that there is a strong and constructive correlation between elasticity policies and job satisfaction of female school teachers (r = 0.56) exists. Leave conditions (r = 0.19) revealed that there is an existence of low correlation between leave conditions and job satisfaction of female school teachers, the findings revealed that there is existence of a positive correlation.

Job Design and job satisfaction of female school teachers, the findings revealed that there is a weak and positive correlation among welfare policies and job satisfaction of female school teachers (r = 0.13). Welfare policies and job satisfaction of female school teachers, the findings illustrate that there is a strong and positive correlation exists between welfare policies and job satisfaction of female school teachers (r = 0.65).

REGRESSION ANALYSIS

A multivariate regression model is used to find out the relation of each of work life balance policies on job satisfaction of the female school teacher in Chittorgarh. The regression model is using the values of the coefficients as of the regression coefficient Table 8 the determine the multiple linear regression equation obtain the form of $Y=5.05 + .20X_1 + 0.17X_2 + 0.42X_3 + 0.16X_4$

Where Constant = 5.05; when value of the independent variables is zero and the job satisfaction takes the value 5.05;

X₁=.20, an increase in flexible Policies by a unit which in turn results in increase in the job satisfaction by 0.20 units.

X₂= .17, an increase in leave conditions by a unit which in turn results in increase in the job satisfaction by 0.16 units.

X₃=.42, an increase in welfare policies by a unit which in turn results in increase in the job satisfaction by 0.42 units.

X₄=.16, an increase in job design by a unit which in turn results in increase in the job satisfaction by 0.16 units.

TABLE 8: REGRESSION COEFFICIENTS

Model	Consistent Coefficients Beta	Inconsistent Coefficients		ТВ	Sig. Std.Error
		В	Std.Error		
1 Constant		5.05	3.06	1.65	.10
Job Design	.20	.16	.07	2.22	.03
Flexible policies	.47	.20	.39	5.32	.03
Leave Conditions	.37	.17	.05	3.06	.003
Welfare policies	.62	.42	.79	5.34	.00

DEPENDENT VARIABLE: JOB SATISFACTION

TABLE 9

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.80	.64	.61	.783

The findings as given in the Table 9 signify that the four independent variables described a 61.8% of the disparity in the dependent variable. As a result, the remaining 38.2% is described through erstwhile things which are not considered in this study.

CONCLUSION

Job satisfaction prolongs to be a demanding variable to predict since there are number of aspect that determines it. The purpose of the study is to find out the Impact of work life balance policies on the job satisfaction of the female school teachers in Chittorgarh, Rajasthan and exclusively in consideration of the flexible policies, welfare policies, job design decisions and their leave conditions. The findings revealed that there is a positive relationship exists between the independent and the dependent variables. The regression findings are also be in accord with the correlation findings as indicated in Table 8.

As a result it can be concluded that the administration of the education sector in Chittorgarh district require to think about all the variables measured in this study in turn to improve the job satisfaction of their female school teachers and subsequently this will help the education sector to improve the efficiency and effectiveness of their female school teachers. Nevertheless, there is no ultimate Work Life Balance policy which confirm the seize good for all and consequence in total job satisfaction. It can be achieved only by the mean of making positive working environment all the way through diverse policies and programs.

SUGGESTION/RECOMMENDATION

Female who step outside the socially ascribed roles of wife and mother are experiencing emotional turmoil and stress as they have to manage family and work. The organisation should take care of female teachers and make some strategies that make them more productive at organization and help in manage their homes as well.

Female school teachers with better work life Balance will participate more significantly towards the organizational growth and achievement. The adoption of a wide range of work life Balance policies to deal with a variety of female teacher's needs and demands will have the prospective for the significant positive findings for the organization. Administration would be able to form better policies for female teacher's, such that it would reduce or eliminate levels of work life conflict, and thereby enhance female teacher's performance and organizational effectives.

REFERENCES

- 1. Francene Sussner Rodgers, (autumn 1992) "When the Business Case Is Common Sense: Coming to Terms with America's Family Challenge," ACA Journal.
- 2. Hammig, O., Bauer G. (2009), "Work-life imbalance and mental health among male and female employees" in Switzerland, *International Journal of Public Health*, 54(2), 88-95.
- 3. https://en.wikipedia.org/wiki/Work%E2%80%93life_balance retrieves on 23-10-2015.
- 4. Jennifer Redmond, M. V. (2006). Literature Review of Issues Related to Work-Life Balance, Workplace Culture and Maternity/Childcare Issues.
- 5. Opkara, J. O. (2002). "The impact of salary differential on managerial job satisfaction: A study of the gender gap and its implications for management education and practice in a developing economy". The journal of Business in Developing Nations, 65-92
- Veenhoven, R. (1991). Is happiness relative? Social Indicators Research, 235-247. Retrieved from http://www.springerlink.com/index/VJ102343680515M1. pdf 19-09-2015.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our E-mail infoircm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Fournals





