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**COVID-19 ON EMPLOYEES UNDERSTANDING WORK-LIFE CONFLICT TO WORK-LIFE COUNTERBALANCE**

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**ABSTRACT**

*The objective of this research is to study the work-family conflict of employees in the insurance sector. The research was conducted among employees in the insurance sector concerning work-family conflict entails attaining equilibrium between professional work and other activities so that it reduces friction between work-family conflicts. Work-life Balance enhances efficiency and thus, the productivity of an employee increases. It enhances satisfaction, in both the job factors and family lives. The ultimate performance of any organization depends on the performance of its employees, which in turn depends on numerous factors. These factors can be related to career family or social supports. The relationships between work-family conflicts can be achieved through emotional intelligence. Better emotion management is necessary to accomplish the day-to-day objectives of personal factors in life. Organizational culture and work demands put employees at risk of role overload and work-to-family interference the two most important of this form of work-life conflict. The concept of work was viewed differently before a few decades back Corporates held the view their Work and Family were different entities. Which have no relation to the performance of an individual in an organization.*

**Keywords:** Demographical Variable, Competency, Social Support, Personal Factors, Work Family Conflict, Work-Life Balance, and Intention to Quit.

**INTRODUCTION**

Conflict can be understood as a collision or disagreement. Conflict can occur within an individual when his goals or events are incompatible. It can be between two individuals when one does not see another's eye and in that process, tries to block or frustrate the attempts of the other or in between two groups of an organization. Chug and Megginson define conflict as the struggle between incompatible or opposite values, ideas, interests, or people. Conflict arises when individuals or groups achieve goals that both sides cannot achieve satisfactorily. Although intra-personal conflict is not made explicitly in the definition, the first sentence also implies intra-individual conflict.

**STATEMENT OF THE PROBLEMS**

One of the largest modifications in employee pressure over the past decades has been an innovative progressive rise of households where both partners pursue a full-time career. These altering workforce demographics have made it difficult for people to lead work-family conflict in the content material of their families. Since they are emerging agencies, frequent hostilities arise from work and household

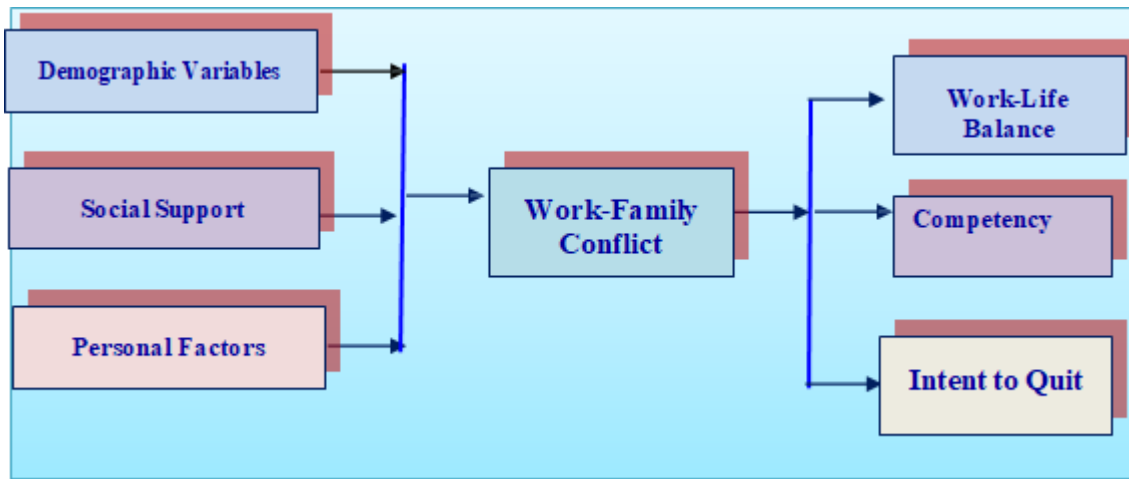
throughout of restrained assets and inflicting distress.

**OBJECTIVES OF THE STUDY**

- To identify the level of work-family conflict among employees in the food product.
- To discover the influence of demographic factors on work-family conflict among employees in the food product.
- To find out the relationship between social support and work-family conflict among employees in the food product.

**LIMITATIONS OF THE STUDY**

- This study affects predictors of work-family conflict on social support, personal factors, work-family conflict intent to quit, and work-life balance.
- This study does not cover in-depth the work factors of the respondents such as social support, personal factors, work-family conflict intent to quit, and work-life balance, etc.



## CONCEPTUAL FRAMEWORK OF THE STUDY

Conceptual Framework of the Study

## REVIEW OF LITERATURE

### Competency

Vigneshwaran, D and Dr.S.Mohankumar (2020). This article attempts to clarify the theoretical understanding of the relationship between entrepreneurial competency and work performance. This theory provides insight into the best practices carried out in organizations that are implemented to

achieve better work performance. Considering this theory can support organizations in understanding their performance entrepreneurial.

**Competency Mapping** -Vigneshwaran, D and Dr.S.Mohankumar (2020). In this highly competitive world, HR managers face many challenges as they recruit the skills and knowledge of new employees. However, it is very difficult to find the skills gap between employees skills mapping is a very important tool for HR managers to know their employees' talents and weaknesses. So, in this study, the researchers look at the first skills mapping studies analyze the variables they took for their study, and find the research gap for future research. **Career Family Balance** - Vigneshwaran, D and Dr.S.Mohankumar (2020). The goal of this research is to learn about the career household balance of ladies' personnel in the monetary sector. The research was once performed among employees in the financial region concerning Chennai. Career-family balance entails attaining equilibrium between career and family so that it reduces friction between professional and family life. Career family stability enhances efficiency and thus, the productivity of ladies workers increases. It enhances satisfaction, in each career and household life. The ultimate performance of any business enterprise depends on the performance of its employees, which in turn depends on numerous factors.

- Vigneshwaran, D and Dr.S.Mohankumar (2020). In this highly competitive world Food processing is the transformation of agricultural products into food, or of one form of food into other forms. Food processing includes many forms of processing foods, from grinding grain to make raw flour to home cooking to complex industrial methods used to make convenience foods. Primary food processing is necessary to make most foods edible, and secondary food processing turns the ingredients into familiar foods, such as bread. **Intention to Quit** -Vigneshwaran, D., Mohankumar, S., & Vimala, B. (2021). The intention to quit has drawn attention in the context of employee attrition, with a focus on its antecedents. A related aspect that requires attention is the outcome of the intention to quit, where little research has been done, especially in the Indian context. The present study explores social benefit support, personal factors, work-family conflict, and work-life balance as results of the intention to exit the food product of the Food product. These factors become critical in the context of because employees who want to quit can become less productive or even dysfunctional for the organization. Interviews and a questionnaire- based survey were used in this research. The survey was conducted using software professionals with less than four years of work experience, with results based on 650 responses. The first results show that, as assumed, the intention to quit leads to lower performance. This woman is understood to the Social support, personal factors, work-family conflict, and work-life balance clear pattern of the organization. Furthermore, exploration using structural equation modeling shows that performance orientation

mediates the relationships between the intention to quit and social support, personal factors, and work-family conflict, as well as between the intention to quit and the balance between work and private life. The findings of this study imply that organizations need to understand that employees with a strong intention to quit can prove costly from multiple dimensions.

**Vigneshwaran, D., Mohankumar, S., & Vimala, B. (2022).** The intention drew attention in the context of employee attrition, with a focus on its antecedents. A related aspect that requires attention is the outcome of the intention to where little research has been done, especially in the Indian context. The present study explores social benefit support, personal factors, work-family conflict, and work-life balance as results of the intention to exit. These factors become critical in the context of because employees presenteeism who want to exit can become less productive or even dysfunctional for the organization. Interviews and a questionnaire-based survey were used in this research. The survey was conducted using software professionals with less than four years of work experience, with results based on 650 responses. Total find out infinite population -1200, Confidence levels =95%, Margin of Values

= 2.5%, Select Sample Size=650, Quota sampling the first results show that, as assumed, the intention to quit leads to lower performance. The first results show that, as assumed, the intention to exit leads to lower performance. This woman is understood to the social support, personal factors, work-family conflict, and work-life balance clear pattern of the organization. Furthermore, exploration using structural equation modeling shows that performance orientation mediates the relationships between the intention to exit and social support, personal factors, and work-family conflict, as well as between the intention to exit and the balance to the job. **Vigneshwaran, D and Dr.S.Mohankumar (2020).** This employee is the most important asset of the organization. It's a major challenge for the organization to retain its workforce as a lot of costs are incurred directly or indirectly. To have a competitive advantage over other organizations, the focus has to be on the employees. Ultimately the employees are the face of the organization as they are the building blocks of the organization. Thus their retention is a major area of concern. So an attempt has been made to reduce the Intention to quit rate of the organization. Therefore this paper attempts to review the various antecedents of intention to quit which affect the intention to quit intentions of the employees. **Personality factors - Vigneshwaran, Dr.S.Mohankumar, and Dr.B.Vimala (2022).** The personality factors influence every person's emotions, cognition, and behavioral patterns with differences among them. An individual's personality can be conceptualized with his/her personality traits which help an individual's characteristics explain his / her behavior in different situations. Personality has great influences on an individual's behavior as well as performance in any domain. A questionnaire-based survey was used here and conducted using the life insurance private sector of the Cuddler district experience, with results based on 649 employees' responses through their interviews. Individual personality traits play a crucial role in organizational parameters like work-life balance, work-family conflict, social support & intention to quit. This paper has tried to study previous literature on the association of personality traits with performance-based parameters and understand its associated relationship. The first results show that, as assumed, personal factors lead to performance. This woman is understood to the social support, personal factors, work-family conflict & work-life balance clear pattern in the organization furthermore, exploration with SEM (Structural Equation Modeling) indicates that performance orientation is connecting relationships between personal factors & intention to quit, and also between intention to quit & not balance between work and private life. The findings of this study confirm that Employers should analyze and understand every employee's strong personal factors from multiple dimensions.

**Social media - Vigneshwaran, D and Dr.S.Mohankumar (2019).** This article aims to reflect on the increasing momentum that social media have in the everyday life of our students and to investigate the uniqueness that this media offers to the process of education. The study investigates the benefits that Facebook and Twitter have as the leading technologically mediated spaces and their application to the learning habitat of the learner in public pedagogy. The article reflects on the opportunities that social media offers to avoid the self-created intellectual chamber by allowing educators to share and challenge ideas and concepts through the so-called non-traditional "great spare time revolution". **Work-family conflict- Vigneshwaran, D., Mohankumar, S., & Vimala, B.(2021).** The objective of this research is to study the predictors of work-family conflict among employees in food products. The research was conducted among employees in the food product in the Food product. Predictors of work-family conflict entail attaining equilibrium between professional work and other activities so that it reduces friction between work-family conflicts. Work-life Balance enhances efficiency and thus, the productivity of an employee increases. It enhances satisfaction, in both the job factors and family lives. The ultimate performance of any organization depends on the performance of its employees, which in turn depends on numerous factors. These factors can be related to career family or social support. The relationships between

predictors of work-family conflict can be achieved through emotional intelligence. Better emotion management is necessary to accomplish the day-to-day objectives of personal factors in life. This paper attempts to identify the various factor that helps to maintain predictors of work-family conflict among employees in the food product. **Vigneshwaran, D., Mohankumar, S., & Vimala, B. (2020)**. The objective of this research is to study the predictors of work-family conflict of employees in food products. The research was conducted among employees in food products concerning food product. Predictors of work-family conflict entail attaining equilibrium between professional work and other activities so that it reduces friction between work-family conflicts. Work-life Balance enhances efficiency and thus, the productivity of an employee increases. It enhances satisfaction, in both the job factors and family lives. The ultimate performance of any organization depends on the performance of its employees, which in turn depends on numerous factors. These factors can be related to career family or social supports. The relationships between predictors of work-family conflict can be achieved through emotional intelligence. Better emotion management is necessary to accomplish the day-to-day objectives of personal factors in life. This paper attempts to identify the various factor that helps to maintain predictors of work-family conflict among employees in food products. **Vigneshwaran, D., Mohankumar, S., & Vimala, B. (2022)**. This paper describes a study on work- family warfare among personnel in the insurance plan diagram sector. This teaches about work-family conflict is a section of an individual's everyday existence or organizational combat that has a tremendous effect on employee behavior, performance, and satisfaction. This examination of the capability to simultaneously manipulate existence with multi-field behaviors moreover affects the effectiveness of the organization. This chapter is committed to a different communication of the nature of the conflict, the degree of conflict, and the decision strategies. Towards the top of the chapter, we refer to the managerial implications of the conflict.

**Vigneshwaran and Dr.S.Mohankumar (2020)**. This paper describes a study on work-family conflict among personnel in the insurance plan sector. This teaches that work-family hostilities are a part of an individual's everyday existence or organizational combat which has a vast effect on employee behavior, performance, and satisfaction. This examination of the capacity to simultaneously manipulate existence with multi-field behaviors additionally affects the effectiveness of the organization. This chapter is committed to a distinctive dialogue of the nature of the conflict, the level of conflict, and the decision strategies. Towards the top of the chapter, we refer to the managerial implications of the conflict. **Vigneshwaran, D and Dr.S.Mohankumar (2020)**. This paper is desirable in labor work-family conflict among employees. This family work conflict study involves examining the level of satisfaction with work-life balance to simultaneously manage life behaviors. Job and family satisfaction can be determined by a multitude of factors, it is chosen as a result variable due to its relationship with the family-work conflict. **Vigneshwaran, Dr.S.Mohankumar, and Dr.B.Vimala (2021)**. The consequences of the Covid 19 pandemic, several businesses, and government organizations require an effort after a home-based (WFH) policy for their presenteeism employees. At all times, workers feel comfortable at home with their families, particularly in unexpected situations. On the other hand, because of workplace and domestic tasks at the same time, the workload starts growing automatically. Whether professional concerns interfere with personal life or vice versa, this can lead to conflict. Working from home makes it difficult to strike a work-life balance (WLB). Work-life balance requires to be explored extensively in previous studies; however, this study aims to examine work-life balance completes the covid 19 epidemic. The goal research remained near to see in what way work-life balance affects people. This study also focuses on employees working in the insurance job satisfaction sector. **Vigneshwaran, D and Dr.S.Mohankumar (2021)**. The literature review on Work-life Balance has been framed because of its gained popularity with the major aim to have the prosperity of society and the realization of fulfilling lives for its employees by supporting the growth of every employee and the further development of the companies. The literature identifies its effect on various quality life conditions i.e. Job Satisfaction, Work Stress, Career Growth, Turnover, Absenteeism, Appreciation, and competitive environment in context with Work-life Balance and its practices/policies. In this paper, an endeavor has been made to provide an overview of various aspects of Work-Life Balance through the review of existing literature. The sources referred to include various journals, books, doctoral theses, working papers, reports, magazines, internet sites, newspapers, etc, and have been reflected as references at the end. **Dr.Subbulakshmi Somu Dr. Roopashree Rao & Dr. D. Vigneshwaran (2025)** The vast landscape of the metaverse evokes interest from all spheres, academic and corporate alike. Despite various studies prevalent, there exists a gap in the knowledge in dealing and understanding the nuances of cognitive dissonance in the nonphysical scenario. This study aims to investigate the negative aspects of the metaverse, focusing on the complex relationship between cognitive dissonance and areas such as self-concepts, persona branding, social commerce, and impulsive purchase. This research explores the hitherto untapped area of cognitive dissonance in the metaverse, providing insight into its complex forms and consequences. **Rajagopal, R., Lakshmi, S. G., Nagarajan, S., Vigneshwaran, D., Gowri, L. S., &**

**Lamba, J. (2025)** Communication strategies, decision making, and social dynamics have alike been changed by the integration of Artificial Intelligence (AI) to organizational management. The intent of this research is to examine how AI driven technologies, particularly machine learning, natural language processing (NLP), social network analysis (SNA), predictive analytics influences workplace efficiency and leadership effectiveness. The study analyzed AI's role in optimization of customer relationship management (CRM), human resource management (HRM) and knowledge collaboration through the use of four AI algorithms, Random Forest, Long Short-Term Memory (LSTM), Graph Neural Networks (GNNs) and Reinforcement Learning (RL). Experimental results show that 60% reduction in communication errors, 35 percent increase in customer satisfaction and 50 percent improvement in employee performance are achieved by the use of AI based decision support systems

### RESEARCH DESIGN

The search design specifies techniques and techniques for obtaining the desired records to do research. It represents the best planning of the strategies to be adopted for the assemblage of the applicable facts and the analytical methodologies that will be employed analysis. This lookup graph helps the researcher prepare thoughts in a shape that lets him appear for flaws and adequacy. The research roughly establishes

the element for conducting the research. An applicable search chart will make certain that HRM lookup is accomplished successfully and efficiently.

This survey works on household predictors of work-family conflict amongst structured . It is, for the most part, as stated by the "Descriptive Search" category. Descriptive lookup is usually greater formal and structured than exploratory research. It is primarily based on giant and consultant samples and the facts acquired are situation to quantitative analysis. Inquiry techniques have already been used because lookup was once labeled below descriptive research. This survey method for acquiring statistics is normally respondents on the grounds of questioning. This research is primarily based on a quantitative descriptive model. The model uncovered around quota sample of 648 respondents' permanent and temporary employees.

### Pre-testing of the Questionnaire

The questionnaire was pre-tested through the pilot study involving the respondents in the proposed sampling frame. This pilot study is mainly intended to test the degree of understanding of the meaning of the question, and difficulties in understanding the questions by the responses of employees in the food product. Also, check the meaning of the questions is conveyed correctly to the respondents.

Reliability Study			
S. No	Variables	Items	Reliability
1	Social Support	11	0.83
2	Personal Factors	58	0.78
3	Work-Family Conflict	17	0.89
4	Work-Life Balance	44	0.87
5	Intent to quit	4	0.91

**Source:** Primary Data Sample Collection for the 28.01.2021.

The pilot study sample size of 50 employees was selected from the food product in The collected responses to dependent variables, independent variables, and effect variables are treated statistically and treated for reliability. Credibility is the high reliability of the questionnaire set from 0.78 to 0.91 based on the results provided and the certificate that the questionnaire can be valid is called valid for the next stage of the final study.

Validity Study					
S. No	Variables	Items	Table Value	Calculated Value	Result
1	Social Support	11	0.273	0.288 to 0.631	Vad
2	Personal Factors	58		0.306 to 0.586	
3	Work-Family Conflict	17		0.344 to 0.725	
4	Work-Life Balance	44		0.296 to 0.688	
5	Intent to Quit	4		.413 to 0.697	

The calculated value is based on the correlation table value of 5% which is expected to be higher than the table value and all the corresponding calculated values for the five questions to express the validity at different levels

based on the pilot's results. The study is moved to the next process of data collection which is to run the question paper statistics.

Normality Test						
S.No	Variables	N	Skewness	SE of Skewness	Kurtosis	SE of Kurtosis
1	Social Support	648	-0.156	0.095	0.021	0.191
2	Personal Factors	648	0.518	0.095	0.673	0.191
3	Work-Family Conflict	648	0.542	0.095	-0.350	0.191
4	Work-Life Balance	648	0.310	0.095	-0.184	0.191
5	Intent to Quit	648	0.318	0.095	-0.191	0.191

*Source:* Primary data

Table 3.10.6 shows the normality test. The calculated Skewness values are from -0.156 to 0.542; hence, the calculated Skewness values are between -1.95 to 1.95. The calculated Kurtosis values are from -0.351 to 0.674; hence, the calculated Kurtosis values are between -1.95 to 1.95. The Skewness and Kurtosis values show the collected data are approximate and normally distributed. Hence, the researcher employed parametric tools such as descriptive statistics, one-way analysis of variance, independent sample t-test, correlation analysis, multiple regression analysis, and path analysis.

### MANAGERIAL IMPLICATIONS OF THE STUDY

This study focuses on employees in food products. The sector is turbulent. It will create ename stress towards employees. This study deals with social support, personal factors, work-family conflict, and work-life balance. This study deals with specific problems and prospects of employees. are the backbone of any society. So, these studies are highly relevant to societal concerns. employees working in the food product are stressed at work when they do not reach the target, and stress caused by work causes them to be unable to perform household responsibilities. employees share family responsibilities with family members to reduce stress.

### SCOPE FOR FURTHER RESEARCH

The study could further explore the relationship of predictors of work-family conflict with different

organizational outcomes like satisfaction with work-life balance and intention to quit, the study can also be social support and personal factors extended by exploring the influences of moderating and mediating factors as the case with work-related variables like organization support, working conditions, working relationships, job characteristics, and role ambiguity.

### CONCLUSION

The work-family conflict refers to an inter-role conflict that occurs between the work and family domains. The growing interest in understanding fully the interface of work and family roles and their antecedents has stimulated the development of a predictive model of work-family conflict. It is predicted that the expectations surrounding each of the different roles a person performs can generate inter-role conflict. The inter-role conflict occurs because the focal person can't satisfy all expectations of her work and family roles since each role requires time, energy, and commitment. This conflict perspective stems from the scarcity hypothesis which assumes that individuals have limited time and energy. Hence, the research tries to understand the predictors of work-family conflict among employees in the food product.

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