

Work Life balance of Medical Representatives in India: An Empirical Study

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Abstract

In the pharmaceutical sector, medical representatives (MRs) are essential since they represent pharmaceutical corporations to healthcare professionals. Long working hours, significant travel, and strong sales targets can make the MR position in India challenging. As they attempt to fulfill their professional obligations while also keeping a healthy work life balance, MRs in India may find it difficult to manage work and personal life. Meeting sales goals, cultivating relationships with medical experts, going to conferences, and staying up to date on industry developments can all be time-consuming tasks. The potential advantages of work-life harmony for MRs, such as boosted output, more job satisfaction, and greater mental and physical health. However, given that it has an impact on MRs' physical, mental, and emotional health, the significance of work life balance cannot be overstated. To maintain their general well-being, job satisfaction, and long-term professional success, MRs in India must find a healthy work life balance. The researcher had considered 201 medical representatives from different parts of India to know difference ways how medical representative balance their work life in India. It is found that medical representative balance their work life by advocating flexible work schedules, medical representative able to balance their work life by employee wellness initiatives and Counselling services, and employee assistance programs balances work life of medical representatives

Keywords: Medical Representatives (MRs), Pharmaceutical sector, Work life balance, Sales targets, Mental and physical health.

Introduction

The work-life balance of MRs in India is influenced by a number of factors, including organisational interventions, work hours, workload, family support, and organisational assistance. Achieving a positive "work-life balance" has advantages, such as increased job satisfaction and organisational commitment. In India's pharmaceutical industry, more extensive work-life balance policies and procedures are required to address the unique challenges faced by MRs and to improve their welfare. Businesses stand to benefit by highlighting the significance of work-life balance as a crucial element of their employees' overall health and job satisfaction, which will result in a more motivated and successful team. When examining the relationship between organisational interventions for "work-life balance and employment outcomes" among MRs, Baral and Bhargava (2010) focused on the role of "work-family enrichment as a mediator". It was discovered that organisational interventions, such as flexible work schedules, employee assistance programmes, and a supportive organisational culture, positively influenced work-family enrichment, which in turn was linked to improved job outcomes, including job satisfaction and organisational commitment.

This highlights both the value of organisational policies and practices in promoting “work life balance” for MRs in India as well as the potential benefit to their professional outcomes.

Bharathi and Mala (2016) identified factors that affect "work-life balance" in Indian IT organisations among female employees, particularly MRs. Work hours, workload, family support, and organisational support have all been demonstrated to have a significant impact on the work-life balance of MRs. Also shown to be positively connected with work-life balance were commitment to the organisation and job satisfaction. This underlines the need for organisations in the Indian pharmaceutical industry to address issues that impact “work-life balance” particularly for women MRs and adopt policies and practices that promote a “Positive work-life balance”.

Noronha and Aithal (2017) developed a policy framework for “work life balance” in India, which also examined the pharmaceutical sector. It was revealed that while some pharmaceutical businesses in India have developed work life balance rules, many organizations still lack understanding of and fail to execute such policies. This emphasized the requirement for thorough work-life policies that take into account the particular difficulties experienced by MRs, such as lengthy working hours and considerable travel, and it was advised that businesses should prioritize “work life balance” as a crucial component of employee well-being.

Literature Review

Gunavathy (2011) looked at the initiatives for “work-life balance” that are often adopted in Indian industry. Numerous interventions, such as flexible work hours, telecommuting, family-friendly policies, and employee assistance programmes, were found to have been implemented by organisations in India to support employees' ability to manage their professional and personal life. Employee motivation, contentment, and productivity were all found to increase as a result of these initiatives. This, however, also brought to light difficulties, including a lack of awareness, implementation flaws, and cultural norms, which obstruct the successful promotion of “work life balance” in the Indian business. This implies that, despite the measures now in place, more has to be done to assist MRs in striking a healthy “work life balance”.

“Work life balance” for female nurses in Chennai, Tamil Nadu, India's government and private hospitals has been explored by Lakshmi et al. in 2012. Compared to nurses working at private hospitals, it had been found that government hospital nurses reported having a better work life balance. Work life balance was found to be highly impacted by factors like workload, working hours, and stress from the job for nurses. This brought to light the necessity for businesses operating in the healthcare industry, such as pharmaceutical firms, to address these issues in order to encourage work life balance among their staff, including MRs, and so improve their general wellbeing and level of job satisfaction.

“Work-life balance” was looked into by Gayathri and Karthikeyan (2013) in the Indian context as a social obligation or a competitive tool. Organisations in India are becoming more aware of "work life balance" as a strategic tool to draw in and keep employees, boost engagement levels, and boost productivity, it had been found. This demonstrated the requirement for organisations to regard work-life balance as a duty towards its employees, including MRs, and to put in place efficient policies and practices to accommodate their demands. Sen and Bakht (2013) looked at the problems and solutions relating to work life balance in India. They identified issues that have an adverse

effect on work life balance for employees, including MRs, such as lengthy working hours, a heavy workload, a lack of flexibility in work arrangements, and insufficient family-friendly policies. In order to address these issues and enhance work life balance, they also emphasized the significance of fostering a friendly work environment, advocating flexible work schedules, and putting in place efficient policies and practices. This shows that organizations in the pharmaceutical sector should be aware of these difficulties and proactively put policies in place to assist MRs in achieving “work life balance”.

According to Barik and Pandey (2017), "work life balance" policies and practices also highlighted a variety of initiatives and procedures that firms may utilize to encourage MRs to have a healthy work-life balance. These consist of job sharing, flexible work hours, and paid time off for family responsibilities. The importance of creating a friendly business culture that respects work-life balance and promotes employee welfare was also emphasized. Organisations can also provide support groups, counselling services, and employee assistance programmes to help staff members successfully balance “work and life”.

“Work life balance” among employees of CCIL (India) in Noida, Sinha (2013) It was found that employees struggled with issues such lengthy working hours, heavy workloads, and rigid work schedules, which had a detrimental impact on their ability to combine work and life. This further underlined the necessity for businesses to implement work-life policies and procedures, such as flexible work schedules, employee wellness initiatives, and supportive workplace environments. This suggests that businesses—including pharmaceutical firms—need to consider the unique difficulties faced by MRs in India and put policies in place to enhance their work life balance. The effect of patriarchal hegemony on women's “work life balance” was looked at by Adisa et al. in 2019. It was found that patriarchal norms and attitudes, which place a premium on traditional gender roles and expectations, can have a big impact on how well women are able to combine their personal and professional lives in the healthcare sector, particularly among Indian women who work as MRs. Due to cultural expectations of their roles as primary carers and household managers, it was revealed that women have difficulty juggling their professional and personal obligations. As a result of these difficulties, female MRs may find it harder to manage their professional and personal lives, leading to greater stress, weariness, and decreased job satisfaction. This implies that enhancing work life balance for MRs in India requires addressing gender-based disparities and advocating for gender equality in the workplace.

When exploring the link between “work-life balance and employees' job satisfaction and intention” to leave their current position, Fayyazi and Aslani (2015) concentrated on the moderating effect of ongoing commitment. In the healthcare industry, particularly among MRs in India, "work life balance" was found to have a significant impact on job satisfaction and intention to leave. The survey found that employees who thought they had a better "work-life balance" reported higher job satisfaction and a lower propensity to quit their employment. Azeem and Akhtar (2014) evaluated the relationship between organisational commitment and work-life balance and job satisfaction among healthcare professionals. “Work-life balance and job satisfaction” were found to be positively correlated with organisational commitment among healthcare workers, particularly MRs in India. It has been found that employees who thought they had a better work-life balance and had greater job satisfaction exhibited increased company loyalty. Businesses must place a high priority

on work-life balance and job satisfaction in order to increase organisational engagement among MRs in India, which will increase employee loyalty and retention.

Objective

To Ascertain difference ways how medical representative balance their work life in India

Methodology

The researcher had considered 201 medical representatives from different parts of India to know difference ways how medical representative balance their work life in India. The primary data of the study is collected with the help of a survey using survey questionnaire and random sampling method. The data was analyzed and evaluated using t test to get the results.

Findings

Table 1 Work Life balance of Medical Representatives

S. No.	Statements	Mean Value	t value	Sig.
1.	Medical representative balance their work life by advocating flexible work schedules	3.16	2.308	0.011
2.	Telecommuting is a great way to balance work life	3.13	1.887	0.030
3.	Employee assistance programs implemented by organizations to support employees	3.14	2.065	0.020
4.	Employee motivation helps medical representative to balance their work life	3.19	2.746	0.003
5.	Addressing issues like workload, working hours, and stress from the job	3.12	1.763	0.040
6.	Boost engagement levels, and boost productivity helps medical representative to balance their work life	3.18	2.599	0.005
7.	Fostering a friendly work environment	3.17	2.478	0.007
8.	Putting in place efficient policies and practices balances work life	3.20	2.929	0.002
9.	Counselling services, and employee assistance programs balances work life of medical representatives	3.14	2.025	0.022
10.	Medical representative able to balance their work life by employee wellness initiatives	3.15	2.208	0.014

Table above is showing difference ways how medical representative balance their work life in India. The respondent says that putting in place efficient policies and practices balances work life with mean value 3.20, Employee motivation helps medical representative to balance their work life with mean value 3.19 and Boost engagement levels, and boost productivity helps medical representative to balance their work life with mean value 3.18. The respondent also says that Fostering a friendly work environment with mean value 3.17, Medical representative balance their work life by advocating flexible work schedules with mean value 3.16, Medical representative able to balance their work life by employee wellness initiatives with mean value 3.15, Counselling services, and employee assistance programs balances work life of medical representatives with mean value 3.14, Telecommuting is a great way to balance work life with mean value 3.13 and

Addressing issues like workload, working hours, and stress from the job with mean value 3.12. Further t-test shows that all the statements are significant with the value below 0.05 under significant column.

Conclusion

In conclusion, it is important to pay attention to the “work life balance” of medical representatives in India. The rigorous nature of their employment, which entails long working hours, substantial travel, and high sales targets, can frequently result in an imbalance between work and personal life. However, a number of strategies can be used to enhance the work life balance of medical representatives. Employers can implement flexible work schedules and remote working options, which can assist medical representatives successfully balance their professional and personal obligations. In order to give medical representatives more flexibility over their work schedules, this could involve alternatives for reduced work weeks, job sharing, or telecommuting. In order for medical representatives to execute their jobs effectively and avoid working long hours, employers can give them the training and resources they need. The stress and strain that come with hitting sales goals can be decreased with the help of proper training, which can help medical representatives develop their selling abilities, increase their product knowledge, and manage their workloads efficiently. In addition, medical representatives should take charge of their work life balance by establishing limits, prioritising self-care, and participating in activities that advance their physical and mental wellbeing. They must balance their personal and professional lives in order to prevent burnout and preserve their general wellbeing. Both employers and employees must make an effort to ensure that medical representatives in India have a healthy “work life balance”. A positive work life balance for medical representatives can be achieved by implementing flexible work arrangements, offering sufficient training and resources, prioritising mental health, and promoting self-care. This will improve job satisfaction, productivity, and general well-being. Recognising the importance of “work life balance” in the field of medical sales is crucial, as is taking the required actions to establish a friendly and productive workplace.

The study was conducted to know different parts of India to know difference ways how medical representative balance their work life in India in which it is found that putting in place efficient policies and practices balances work life, Employee motivation helps medical representative to balance their work life, Boost engagement levels, and boost productivity helps medical representative to balance their work life, Fostering a friendly work environment and Medical representative balance their work life by advocating flexible work schedules.

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