



“DIGITAL TRANSFORMATION- A BANE FOR WORK-LIFE BALANCE (BASED ON SELECTED CASES)”

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ABSTRACT: Digital transformation, which has been taking place for centuries, is bringing benefits to balance the work-life of employees, and in another angle, it is also bringing demerits. Digital transformation on one side boosts innovation and increasing business activities, efficiency, and also on the other side, posing problems to employees and individuals, and is creating an imbalance in work-life. The improvement and growth of technology, the movement to work in remote areas, have removed the boundaries between personal and professional life of the employees. This paper emphasizes that how Digital transformation is adversely affecting work-life balance. It emphasizes constant connectivity and killing of personal life. Here, random sampling technique is used to collect samples. Case study method is used to analyze the collected data. Both primary and secondary data are used. Primary data tools like interviews, asking questions, were used, and other articles, inputs, and websites were used as secondary data.

Keywords: Digital transformation, work-life imbalance. Growth, problem, technology, bane.

1. INTRODUCTION: Nowadays, Digital transformation has redesigned the path of how the organization performs its business operations, increasing efficiency, creativity, and innovations all over the companies. The collaboration of advanced science and technologies such as cloud computing, business analytics, and artificial intelligence has improved the working conditions of the company. Simultaneously, the organization's working methods and processes have also found greater improvements. But in the other parlance, it has also started creating challenges for the imbalance in the work-life of employees. It has caused restlessness and snatched away the ME - TIME of the individuals.

2. MEANING OF CONCEPTS:

a) Meaning of Work-life balance: it describes that a position where both the professional and personal life components are in perfect harmony with each other.

b) Meaning of Digital transformation: it is the application and execution of digital technology by a company to generate new ones or change existing goods and services, and also their operations by the way of changing business work through digital mode.

3. OBJECTIVES:

- a) To know about the digital transformation.
- b) To understand work-life balance.
- c) To know the adverse effect of digital transformation on work-life balance.

4. LITERATURE REVIEW:

- a) Lee et al 2021 studies Digital transformation has developed in vast range in Economics and Finance and studied at Firms, industries and country levels.
- b) Vol check et. Al 2014 opined that Digital transformation plays vital role in the development of digital entrepreneurship.
- c) United Nation, 2019 stated that the quality of transactions run through digitally throughout the world for acquiring new innovations through technologies for upcoming new digital economy.
- d) According to Afawubo and Noglo 2022 and Niebel 2018, there is an impact of information and communication technology for the country's economic growth.
- e) Kapka, 2019, says that organization have to give proper facilities and training programs to their employees to enhance their performance.
- f) Masimo Ogunsanya, 2017, opined that work life balance is achieved when there are profits for both individuals and institution.
- g) Grim 2017 states that if employees maintain good health; lifestyles will lead to improved performance in an organization.
- h) According to Kim's 2014, there is a relationship between work-life balance and employee performance if employees have commitment.

5. SCOPE OF THE STUDY: This article focuses on examining the collaboration between digital transformation and its impact on work-life imbalance. It focuses on how the excess application of digital transformation affects the employee's capabilities to manage their personal and professional lives. This article makes an attempt to throw light on key areas like science and technology, advancements and their impact, remote work, flexibility, employee wellbeing, mental health. This stimulates other researchers to conduct the same in other fields.

6. CASE STUDIES

Case 1: This is Mr. Gopal working as Business development officer in one of the reputed private companies in Bengaluru. Their working hours for the company that is duty timings is from morning 10am to evening 5pm or 6pm. Completing of our duty timings when they used to go to their homes also, their higher authorities used to call the employees through phone, mail and sometimes they used to take conference calls, video calls for doing office works. Even on Sundays, they are made to be available through online mode and make them busier. Gopal perceives that if such technology was no there; then the employees would be available at office only during working hours. But the technology and digitalization has made our boundaries blur. There is no limit for work and the boundaries for professional and personal life has blurred. Though the employees are on leave, at home, they will be compelled to work; shrinking the personal time for family. In some situations, they are unable to peacefully spend time with their family and personal commitments leading to a gap in family and professional life. It is leading to imbalance in their work-life and posing stress, frustrations and leading to negative impact.

Case 2: Mr. Sarvesh is an IT employee in one of the renowned companies. His working time in the company varies from day to day depending on the meetings with the clients of abroad customers and companies. He got married 2 years before, he joined this company. His wife is very much particular about his presence in the house. Due to the meeting schedules in the company sometimes he could not be able to be in his house after his duty timings. After going home, his wife starts asking many questions as to why late, where were you etc., few days passed like this. Later on, one day when he was in office, his wife called him and asked where he was. On answering that he was at office; she cut the phone call and immediately made a video call asking him to show his office and his cabin to trace out whether he was really at office or was lying and cheating her. This made him very much embarrassed. This experience is not personally with him; many employees are facing such situations. Day by day as the transformation in digitalization has increased, the evil thoughts in the minds too are increasing. Digitalization on one hand has snatched the loyalty, peace of the employees. The trust, respect, care, concern that is supposed to be in married life or family and even in offices has vanished and the question of physical evidence has risen due to the negative thoughts. The relationship, bonding, and all other concerns have got converted into lies, doubts. There goes a saying; Doubt is the biggest evil and has no solutions. Sarvesh now feels, what stage we have reached? Digitalization is seen as breaking the bonding among the relationships and unbalancing the personal and professional life.

Case 3: Mrs. Vijayakumari is working as an Assistant in a private company. She is married and has two small kids aged about 3 years and 5 years. She lived in a joint family with her in laws. Her husband also works in a govt., office. Previously there was no practice of bio metric system of attendance. They used to go to office and do manual signatures. Sometimes it would be late by 15-20 minutes. This problem was due to traffic and sometimes due to taking care of household. Since her father and mother in laws are aged, they could not take care of their grandchildren. Somehow, she used to manage the personal and professional lives. Even higher authorities were co-operative to family issues. But the management recently introduced the biometric attendance to which all leaves and salaries were linked. Stringent rules are made stating that if not punctual, day's salary was cut by the management. 15-20 minutes of flexibility was removed. Bio-metric showed exact timing of our presence at office and led to more complexities. This was identified by our higher authorities and they strictly warned me to maintain the punctuality else salary was deducted. This introduction of Biometric system has put my life to panic. Daily I am put to tension to be on time to duty. This has increased my stress of taking care of in-laws, children, and punctuality. Daily her morning time seems to be hectic and tensed. Now she feels frustrated as why this digitalization has come into existence. This has made her life imbalance. She remarks that this digitalization has snatched her work-life balance.

Case 4: Mr. Praveen completed his P.U. due to family circumstances he could not continue his education. They have their house situated beside to the main road in city. His parents carry on provisional stores and the business went successfully. Later on, their parents getting aged, he himself started to look after the provisional store and all its activities. For safety purpose he got installed CCTV camera so that it would be helpful and keep an eye on anything that may go wrong. His house and shop were near the main circle. Their neighbors for each and every incident of theft, quarrels that happened near their house started visiting him to show CCTV footage. Since it is so near to circle, any sort of robberies, accidents, thefts took place, his CCTV had become a source of evidence and dependence on him increased. Even for few accidents that took place, the police took the footage of this CCTV. And sometimes they asked him to personally submit the information. The decision of installing CCTV camera has put him in guilt position. He is regretting now as to why did he install it. He is now put in such a position where his family and business are not able to be focused. Emphasis on CCTV activities is increasing and his time is wasted on it. Even it is impacting on his family. If such cases occur, he is called though he is at some other places on his work. He is not able to find leisure for his family and business. Now he is thinking to remove the CCTV due to its frustration.

Case 5: Mr. Santosh completed his degree and is working in a private office. He got married 7 years back and has two kids aged about 6 years and 4 years. Since he works in private office, his wife too helps me financially by running a business in the house. Due to office work, he daily comes home late. Day long his wife only manages the house and business. She only has to care of children after they come from school, get their home works done. In this household chores she gets frustrated, and initially gave mobile phone in the hands of kids during holidays and kids' vacation; so that she would be free in managing the business and other household chores. Now it has become a habit for both

children to that extent that they eat, sleep and play with it, without mobile phones it is difficult for them to spend a day. He shares about his childhood where they as kids used to go out to play and was spending whole day out of house playing with friends. His parents used to wander looking where they used to play. But, due to advent of technology though the parents force kids to go out and play; children are not stepping out of house. This mobile phone, computer have put a break to emotions, happiness, adjustment among kids, caring, understanding. They lack sensitivity and are prone to nonsense activities. This digital transformation has ruined the life of kids and family too. He is also busy in phone for his work, kids too depend on mobile phone for fun as well school tasks. There is no boundary for usage of mobile phones and it seems that though all are in one roof, all are separate. The emotional gap is increasing.

Case 6: Mrs. Bhoomika aged around 45 years is a housewife. Her husband is a bank employee and both are blessed with a girl. They had greater love, affection on their daughter. They decided to give all that her daughter sought. They never disappointed her. Due to covid pandemic she was given with mobile phone to get the updates of classes. This she started using and slowly started to view Reels, TikTok etc. and others. She got interested in it more than her studies. One day she performed a dance and posted in it. She got likes and comments for it. Due to this she became crazier towards these activities and making publicity of her personal details. She and her husband had lots of hopes on her and dreamt her to become and Class 1 officer. But her daughter lost interest in studies and now is more habituated and interested in these activities. Even after many counselling, explaining her what life is etc., she is not turning up and has taken life as jovial. This has disappointed the couple. Digitalization is spoiling the life of children. It has become a wall among kids and parents. Her husband is thinking day and night of her daughter as to what he can make to bring her back to normal. This is causing unhappiness, stress in the family.

7. FINDINGS AND SUGGESTIONS: -

- a) From the 1st response, it is found that the employee will be 24/7 available to the higher authorities because of using a smart smartphone through WhatsApp, email, Google Meet, etc., even after duty hours. He is finding difficulty in giving time to his family.
- b) In the 2nd employee's view, the employee will be frustrated because of going late to the house and his wife used to call through video call to make clarification.
- c) From the 3rd response we know that the employee feels happy in working before the biometric but now it is difficult to maintain time.
- d) In this respondent's view, because of CCTV installed in his house and business, as his shop is close to the main road circle, neighboring shops and police used to come always for looking to safety and sometimes ask for footage download and submit to the station. With this, he feels embarrassed to have CCTV.
- e) From the 5th case, we came to know that the respondent is facing difficulty as their small children are addicted to mobiles as they were given mobiles to make their free time to look after the business.
- f) In the 6th case, we came to know that the parents show greater care and affection, and before she got addicted to mobiles, she was a topper, and now because of familiarity, she does reels on YouTube and Facebook.

8. CONCLUSION: It is observed from the above case studies that Digital transformation has brought drastic change in the lives of individuals. But still, it is a danger to the society. We human beings are never satisfied with what we have. This greediness, unsatisfaction has taken us to such a level where there is no importance for emotions, feelings. The future generation is put at risk. It's better to use digital transformation in a limited sense to add sense to human lives with a well-planned, balanced work-life.

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