



Generation-Y Employees and Their Perceptions of Work-Life Balance

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ABSTRACT

The objective of this study is to identify the perceptions of Generation Y employees regarding work-life balance practices. As increasing numbers of Generation Y enter the workforce, questions regarding how they perceive work, family and self-related issues, challenges and coping strategies in balancing personal and professional commitments became issues of interests for employers. This study uses interviews to collect data from six informants in Generation Y and the data were analyzed through content analysis. The results indicate that Generation Y employees do indeed have issues and challenges with balancing work and family. However, unlike the older generation of employees, Generation Y employees perceive managing work-life balance only through segmentation or separation strategies. This particular finding indicates that if organizations want to attract and retain these employees they should adapt a strategy specifically designed to target this employee group.

Keywords: Gen Y; work-life balance; issues and challenges; coping strategies; segmentation

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INTRODUCTION

Adaptability is a psychosocial construct that denotes an individual's resources for coping with current and anticipated tasks, transitions, traumas in their occupational roles that,

to some degree large or small, alter their social integration (Savickas, 1997). In this environment where change is constant, the external and internal demands on an individual to adapt become critical to success. Adaptability as a competency can be manifested into differing strategies such as the Work-Life Balance (WLB) concept or practices usually applied in today's organizations to attain cohesion between work and life domains. As such, WLB can be described as the individual's perception that work and non-work activities are compatible and hence promote growth in accordance with an individual's

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