

FAMILY-FRIENDLY BENEFITS –A LENDING HAND TOWARDS ORGANIZATIONAL COMMITMENT

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ABSTRACT

A benefit given by organizations attracts and retains employees from earlier days. Policies are framed by organizations to provide benefits to every employee through welfare activities and expect employee satisfaction, loyalty and commitment. But today employees are more attracted to the one which benefits their family life. Be it a monetary benefit like salary hike or non-monetary benefit like career break leaves, parental leave, flexible working it should be benefited for the family. This has taken a new insight in the name of “family-friendly benefits” or family policies. Employers today are aware of this and initiate more policies to attract a talent. Family friendly policies can be defined as those programs which are designed and implemented by the employer to help their employees to attain a balanced work-life. This empirical study reveals the relationship between these benefits and the employees and how it urges them towards organizational commitment. These measures may differ from sector to sector and this study focuses on broadcast media. It also provides a comparison on impact of family friendly policies in television & radio. Also a comparison has been made to know the commitment level between Men & Women. This study also entails the relationship of one's career and the utilization of these benefits. Thus, this study elaborates a detailed view on the family-friendly benefits available today and the measures to improve these benefits in the broadcast media.

KEYWORDS: Family Friendly Benefits, Organizational Commitment, Employee Commitment, Work-Life Balance, Broadcast Media