

Professed Executive sustenance in shaping Work-Life Balance for women in Construction Companies

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Abstract:

One of the most male-dominated industries is construction, where women still encounter several obstacles like strict work schedules, site-specific duties, gender bias, and a lack of Executive sustenance. All of these things make it more difficult for them to successfully manage their personal and professional commitments. In contrast to other industries where remote work and flexible scheduling are progressively becoming more popular, the construction sector provides few chances for these practices, making it challenging for female employees to maintain a positive work-life balance. Despite the fact that more women are joining the construction industry, there are still obstacles because there aren't any organized, gender-inclusive programs or HR regulations that are particular to their requirements. This study aims to identify the specific problems that affect women in the construction industry, probe the coping strategies they use, and assess how Executive culture and practices either sustenance or undermine their ability to manage work and personal life.

Keywords: Sustenance, Flexible work environment,

Introduction

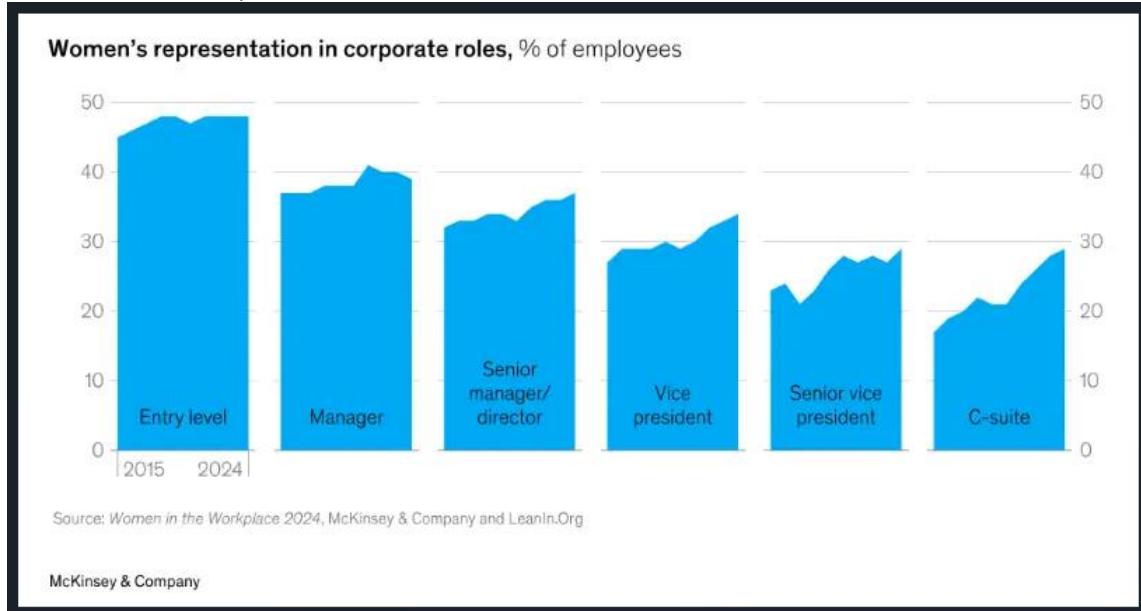
Construction industry is known for its dynamic environment and project-based operations, has conventionally been male-dominated. However, in recent years, there has been a noticeable increase in the participation of female professionals in various roles within construction companies—from architecture and planning to site supervision and project management. While this shift reflects positive progress towards gender diversity, it also brings to light several challenges, particularly in maintaining a healthy work-life balance for female employees.

Construction work is often associated with long hours, rigid schedules, frequent travel to remote project sites, and high physical and mental demands. These conditions make it difficult for any employee to strike a balance between personal responsibilities and professional duties. For women, especially those who juggle additional roles as caregivers or homemakers, these challenges are more intense and complex.

The construction industry, a traditionally male-dominated field, is experiencing a gradual increase in female representation, with women making up a growing percentage of the workforce. While women still face significant challenges and under-representation, particularly in senior roles and skilled positions, they are increasingly breaking barriers and demonstrating their capabilities in various roles. About 93% of construction workers in India are informal workers that undertake work without formal contracts and do not receive any form of social protection.

In India, 88.5 percent of working women are employed in the informal sector, as per the PLFS 2023-241 In the construction sector, specifically, which is India's second-largest employer after agriculture and a significant source of livelihoods in urban locations, women's participation is notably low; they constitute 11 percent of the total construction workforce in India, but only 7 percent in urban areas. This under-representation can be attributed to several challenges faced by women in the construction industry, such as wage discrimination, irregular payments, sanitation challenges, lack of safety equipment and amenities, gender stereotypes and biases, risk of sexual harassment, lack of childcare support, and limited provisions for taking leave.

According to research by McKinsey & Company, around 13% of construction companies now have females in construction management positions, with participation in skilled trades having increased by 20% over the last decade. The same study indicates that teams with a mix of genders are 25% more likely to outperform their peers in innovation and output.



As in many other parts of Asia, the construction sector in India displays a mix of formality and informality. On one hand, it is governed by a set of laws closely scrutinizing land development and employment of high skilled workers [engineers, architects, planners], on the other, it is heavily dependent on semi-skilled [masons, plumbers, electricians and carpenter] and unskilled workers [manual workers, stone breakers, cleaners] that are employed informally. About 93% of construction workers in India are informal workers that undertake work without formal contracts and do not receive any form of social protection. Among women, 98% are employed informally.

The construction sector workforce is mostly comprised of seasonal or temporary migrants from socially disadvantaged groups such as Scheduled Castes (SC), Scheduled Tribes (ST) and the Other Backward Classes (OBCs). Women from these social groups are more likely to migrate in comparison to other social groups in order to maximize earnings to overcome material deprivation, landlessness and lack of income opportunities in the source regions.

Women construction workers must be encouraged to form savings groups and open their own bank accounts, which are important steps toward financial independence and resilience. They should also be sustenance in joining or starting self-help groups, where they can collectively access small loans, learn new skills and improve access to government schemes. In addition, women should be encouraged to join or form unions so they can protect their rights and demand better wages and working conditions. Despite laws mandating fair wages, social security, workplace safety and maternity benefits, weak enforcement has left these laws ineffective. Practical, result-driven solutions are urgently needed to ensure women workers — the 'invisible backbone' of India — receive the respect, protection and rights they deserve. Through strict labor law enforcement, mandatory worker registration, gender-sensitive workplace policies, legal literacy and real-time wage monitoring, a more just, inclusive and equitable construction sector can be made.

Strengthening the labor office at the district level, building awareness among contractors and construction companies about labor laws and conducting regular legal audits and social audits are imperatives to protect women construction workers' rights and prevent exploitation. Employers violating the relevant legislation

should be charged with strict penalties, heavy fines and/or legal action. Implementing a centralized digital monitoring system where workers can report grievances and violations in real-time can improve accountability.

Work-life balance is a key part of a healthy and productive work environment. An individual who achieves this balance successfully dedicates an equal amount of time to work-related tasks and personal matters without experiencing stress or becoming overwhelmed. It identifies six key components: self-management, time management, stress management, managing change, managing technology, and managing leisure time. Maintaining work-life balance is important as it reduces stress and improves mental and physical health.

In a corporate construction environment, where meeting deadlines and staying on-site for extended hours is common, female employees often find it difficult to manage both career advancement and family well-being. Lack of flexible working hours, limited maternity sustenance, inadequate workplace facilities, and underrepresentation in leadership roles further add to their stress.

Factors Influencing Work Life Balance of Employess

- Workload and working hours
- Equitable job distribution
- Family and Personal Responsibility
- Job role, position, and industry type
- Personal Coping Strategies and Time Management

Female Work Life Balance in Construction Industry:

The number of women working in the construction sector has been gradually increasing in recent years. The fight for a healthy work-life balance among female employees is one of the most important issues raised by this change, even though it represents progress toward gender diversity in a historically male-dominated industry. In contrast to many other businesses, construction frequently requires long workdays, frequent site changes, physically demanding jobs, and tight deadlines, all of which can make it difficult for a person to balance their personal and professional obligations.

These obstacles can be much more significant for female employees, particularly those who balance being a professional, a caretaker, and a homemaker. In order to maintain their well-being and advance their careers, many women in the construction industry struggle to obtain flexible work schedules, maternity sustenance, or sufficient on-site amenities. With an emphasis on how they handle conflicting demands, what Executive sustenance networks are available, and how current procedures might be enhanced, this study intends to investigate the work-life balance tactics used by female employees in the construction sector. This study looks at their lived experiences in an effort to offer insights that can help improve legislation, increase gender parity, and help women stay and grow in the construction industry.

Building on this, the study also considers how Executive Sustenance, management sustenance, and government policies influence the work-life balance of women in the construction sector. Many women report challenges such as lack of childcare sustenance on-site, inadequate leave policies, and limited female role models or mentors in leadership roles. These factors can create an environment that is not only physically but also mentally exhausting, leading to burnout, reduced productivity, and high attrition rates among female employees.

In recent years, the construction industry has slowly begun to recognize the value of a diverse workforce. However, true inclusivity goes beyond hiring practices—it requires creating an environment where female employees can thrive personally and professionally. For women, especially those in field roles or supervisory positions, balancing work with family responsibilities often becomes an ongoing challenge. This is exacerbated by the nature of construction work, which is largely site-based, time-sensitive, and physically intensive.

The lack of gender-responsive infrastructure and policies such as safe transportation, hygiene facilities, and equitable promotion opportunities further widens the gap between male and female employees in terms of career progression and job satisfaction. Despite these challenges, many women continue to remain committed to their roles, often adopting creative strategies and sustenance systems to maintain balance.

As the construction industry continues to expand and evolve, the inclusion of women is not just a matter of gender equality but also of economic and operational strength. Diverse teams are proven to be more innovative, productive, and adaptable. However, unless the challenges faced by female employees particularly in balancing their professional and personal lives are acknowledged and addressed, this potential remains underutilized.

Challenges Faced by Women in Construction: Despite the growth in numbers, women in the construction sector often face significant challenges that prevent them from fully participating and growing professionally in the industry. Among the most significant barriers are gender discrimination and workplace culture. According to a 2023 report from the Institute for Women's Policy Research (IWPR), 26.5% of tradeswomen reported significant levels of workplace harassment or discrimination. In countries like Bolivia, female construction workers face widespread sexism, abuse, and unequal pay, earning 38% less than their male counterparts. These barriers often lead to high turnover rates among female workers in the construction sector.

Construction sites have also traditionally been male dominated, creating environments in which women battle for acceptance, equal opportunities, and fair treatment.

Another significant concern is a lack of representation in leadership positions and skilled professions. For example, in the United States, females account for around 14% of the construction workforce, but just about 4% work on-site. Women are underrepresented in hands-on and decision-making jobs, which restricts mentoring opportunities and professional progress. Furthermore, poor workplace rules, such as a lack of appropriate safety equipment tailored for females and insufficient maternity leave alternatives, continue to create barriers for long-term career growth.

Despite these hurdles, organizations such as the National Association of Women in Construction (NAWIC) are actively working to support and advocate for women in the sector, offering resources for career growth and development.

Work-life balance (WLB) is the ability to properly manage both work and personal responsibilities. WLB is a growing concern in urban, time-intensive professions due to greater workforce diversity, dual-income households, and career-oriented women. Poor WLB can cause stress, burnout, absenteeism, decreased productivity, and high attrition, particularly among female employees.

Investing in their employees' well-being and work-life balance means that employers can create a more positive and productive workplace and have a more engaged and satisfied workforce. Some of the strategies to encourage work life balance through setting organization Sustenance are

1. Offer flexible work arrangements
2. Provide Paid Time Off
3. Encourage Employees To Take Breaks
4. Create A Positive Work Environment
5. Promote Work-Life Balance Awareness

Executive Sustenance has a significant impact on work-life balance. Executive Sustenance refers to the shared values, beliefs, and behaviors that shape how people work together and interact within an organization. It encompasses the unwritten rules, norms, and practices that influence employee behavior, communication styles, and overall work environment. Essentially, it's the personality of a company and how things get done.

Challenges to a Good Executive Sustenance

Leadership Alignment: The term "leadership alignment" describes the coherence and unity of values, messaging, and conduct among leaders at all levels. Leadership is the foundation of a successful corporate Sustenance, and when leaders are misaligned or convey conflicting messages, it confuses staff members and shatters the cultural fabric.

Diversity and Inclusion: Employee disengagement or feelings of loneliness may result if diversity is not accompanied by true inclusion. Executive Sustenance can be strengthened and a sense of belonging can be created by sustenanceing diverse leadership, fostering inclusive decision-making, and appreciating individual diversity.

Work-Life Balance: Respecting employees' personal time, promoting flexibility, and promoting mental and emotional health are all aspects of a positive workplace Sustenance. This balance can be substantially improved by initiatives like paid time off, wellness programs, family sustenance policies, and remote work options.

Communication Breakdowns: Inadequate feedback systems, a lack of openness, or hierarchical hurdles can all contribute to poor communication. Two-way communication promotes trust, alignment, and a feeling of inclusion by ensuring that staff members are informed and heard.

Resistance to Change: Leaders must engage stakeholders in the process, offer training and assistance, and clearly communicate the need for change in order to overcome this. A Sustenance that values adaptation and ongoing development will be better able to manage changes in the future.

Literature Review

1. Garg and Dawra (2022), in their study titled "Work-Life Balance and Women Employees", investigated the impact of professed Executive and supervisory sustenance on the work-life balance (WLB) of female employees. According to their findings, women show higher levels of engagement, work happiness, and mental health when they believe their employer sustenances them. The authors came to the conclusion that women's WLB difficulties can be greatly reduced by cultivating a Sustenance of trust and sustenance, especially from managers and HR executives. They also suggested that HR practices, including as flexible scheduling, remote work choices, family leave, and leadership development programs, be modified to better meet the unique requirements of female employees.
2. Kumar and Chaturvedi (2020) presented their study "Work-Life Barriers for Women in Site-Based Construction Jobs", published in the Indian Journal of Construction Management, with a focus on the structural and cultural barriers that prevent women from maintaining a satisfactory work-life balance in the construction sector. The research highlighted that women in site-based roles often face challenges that are not prevalent in office-based jobs—such as unpredictable site hours, poor sanitation, safety concerns, and rigid workplace hierarchies.
3. Manivannan et al. (2022), in their research "Stressors and Their Impact on Work-Life Balance in Engineering Firms", published in the International Journal of Human Resource Studies, explored how occupational stressors disrupt the work-life balance of employees in technical roles, particularly among female engineers. The study proposed that work stress, driven by long working hours, pressure to meet deadlines, and lack of Executive sustenance, contributes directly to reduced WLB.
4. Priya and Anandh (2024) examined gender disparities in work-life balance, quality of work life (QWL), and emotional intelligence in their study titled "Gender Differences in Work-Life Balance and Emotional Intelligence", published in the Indian Journal of Gender Studies. The study aimed to determine whether gender-based perceptions and experiences around workplace satisfaction and personal life integration significantly differ, especially in male-dominated fields such as construction and architecture. The

study concluded that incorporating gender-sensitive HR policies, promoting flexible hours, and providing childcare sustenance are essential to bridge the gender gap in professional well-being.

5. Priya et al. (2023), in their paper "The Role of Emotional Intelligence and Workplace Flexibility. In Enhancing Work-Life Balance", published in the South Asian Journal of Management, explored how individual psychological traits and Executive practices together influence the ability of female employees to achieve work-life integration. The outcome highlighted that organizations can substantially improve employee well-being by creating environments that promote flexibility, trust, and psychological empowerment key ingredients for work-life harmony.
6. Kurup and Raj (2022) conducted a longitudinal study named "Work-Life Balance of Working Women in Changing Times" that looked at how women's work-life balance attitudes changed over time, particularly after changes like pregnancy, promotion, or job relocation. The outcome emphasized that WLB strategies must be dynamic and personalized, and HR policies should reflect the evolving priorities of female employees through different career phases.
7. Mahima Kapoor and Vivekanand Pandey (2024) conducted a cross-sectional study to examine how key Executive Sustenance traits—adaptability, mission, and involvement—affect work-life balance (WLB) across the IT, healthcare, and education sectors in India. The study highlights the importance of building a sustenanceive and flexible Sustenance to enhance employee well-being across sectors.
8. Kaushik (2023) investigated the psychological and Executive motivators that influence the work-life balance of female construction professionals in her study "Motivational Drivers and Work-Life Balance of Women in the Construction Sector". The findings revealed that women who felt appreciated by their business, had professional development chances, and were emotionally committed in their employment had greater WLB. The outcome suggested that psychological fulfillment, coupled with Executive incentives, plays a crucial role in helping women maintain work-life harmony.
9. Bhadana (2022) presented a research piece titled "The Impact of Stress and Work Environment on Work-Life Balance of Women Employees" that focused on identifying environmental and emotional stressors that impede WLB among working women. The results concluded that a toxic or unsustenanceive work environment exacerbates stress, which in turn deteriorates work-life balance. The study recommended holistic interventions including better infrastructure, women-friendly policies, and mental wellness programs.
10. In their paper "A Comparative Study of Work-Life Balance among Engineers in Office and Work- from-Home Modes during COVID-19", Saxena and Prakash (2022) investigated how work. The findings showed that while women generally face more work-life challenges, the shift to WFH significantly improved WLB for both genders, especially in terms of time saved from commuting and increased flexibility. The outcome emphasized that remote work can act as a balancing tool for professionals if sustenanceed by the right Executive policies.
11. Ahmad and Wani (2020) did a study titled "Perceived Executive Sustenance and Work-Life Balance of Women Faculty Members in Higher Education Institutions" that focused on the crucial function of institutional sustenance systems in improving the work-life balance of female professors in universities.. The study concluded that institutions that actively sustenance women in navigating work and life demands are more likely to retain high-performing female staff.
12. Rajesh Kumar and Vinita Agrawal (2020) published a narrative case study titled "Work-Life Balance Challenges of a Working Woman Post-Marriage in Delhi" in the Psychosocial Rehabilitation Journal. The outcome underscored the often-invisible burden placed on married women professionals, emphasizing the need for spousal sustenance, equitable division of household labor, and employer flexibility to achieve true work-life integration.

13. Goel (2022) published a paper titled "Gender Gap in Mobility outside the Home in Urban India: Implications for Women's Work-Life Balance" that used data from India's 2019 Time Use Survey. The findings were linked to factors such as child presence, life stage, household income, and education levels. The outcome underscored that limited physical mobility due to safety concerns and social norms directly restricts women's economic participation and overall WLB.
14. Pareek (2024) wrote the paper "Work-Life Balance in India: Perspectives and Challenges for Women across Industries," which provided a cross-sectional assessment of how women see and experience WLB in various areas such as IT, construction, education, and manufacturing. The study concluded that institutional commitment and sectoral sustenance largely influence the success of WLB implementation, and more effort is needed in traditional sectors to create inclusive environments.
15. Erbil and Aydin (2024) did a study titled "The Barriers Women Face in Architecture Careers Amidst Industry 4.0" with the goal of identifying the specific problems that women architects face as the technological demands of the current architectural profession evolve. The study concluded that unless firms adopt inclusive digital policies and provide up skilling access equally to women, the gender gap in architecture will widen further under the pressure of IR4.0.

Research Gap:

Even while work-life balance research has become more popular recently, the majority of studies that have been done so far have focused on corporate, IT, banking, and other white-collar industries. The construction and architectural sectors, where labor demands are physically demanding, scheduling is erratic, and workplace norms are controlled by men, have received very little attention. Although the literature currently in publication highlights elements like Executive policies, HR sustenance, and flexible work schedules, these conclusions are not entirely applicable to sectors where women encounter additional obstacles like inflexible hierarchies, masculine work practices, restricted flexibility, and a dearth of mentorship opportunities.. By examining how Executive sustenance affects the work-life balance of female employees, this study aims to close these gaps and advance more inclusive workplace policies and practices designed for historically male-dominated industries.

Research Objective

1. To understand the level of professed Executive Sustenance and work life balance of female employees at construction companies.
2. To recommend strategies to facilitate executive sustenance and work life balance of female employees at construction companies.

Scope of the Study: This study is conducted for the 104 female executives at construction companies in Bangalore. It focuses on understanding the organization Sustenance, work-life balance difficulties people confront, as well as analyzing the organization's initiatives and policies to help them.

Reseaech Methodology: In order to provide both quantitative and qualitative insights, a mixed-method approach has been used. In the quantitative phase, a structured survey is used to gather data from a representative sample of female employees in various roles. Working hours, flexibility, job stress, Executive sustenance, and satisfaction with WLB rules are among the topics covered in the questionnaire. To find patterns and trends in employee replies, the gathered data is examined using basic statistical techniques. Furthermore, a qualitative phase is incorporated to enhance the results. To do this, a small sample of participants will be interviewed in-depth to learn about their individual work-life balance expectations, struggles, and experiences.

Hypotheses

(H₁): "Professed Executive Sustenance at construction companies have a significant influences on the work life balance of female employees."

(H₀): "Professed Executive Sustenance at construction companies as no significant influences on the work life balance of female employees."

Limitations of the Study

- The study only comprises female executives, which excludes male viewpoints on work-life balance.
- The sample size is limited and may not accurately reflect the whole employee population.
- The study focuses on Bengaluru and may not be applicable to other regions.
- Time constraints prevented in-depth interviews or long-term data collecting.

Analysis and Interpretation

Reliability Analysis

Cronbach's Alpha was calculated for the 19 research items in order to assess the questionnaire's internal consistency. The reliability data are shown in Table 4.3.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.837	.871	19

Interpretation

When standardized, the Cronbach's Alpha value was 0.871, while it was initially 0.837. Both results are substantially over the acceptable threshold of 0.70, showing that the scale has good reliability. The instrument's 19 items show good internal consistency, guaranteeing the validity and reliability of the data gathered via the questionnaire for additional statistical analysis.

Hypothesis testing

Correlations

		POS_Overall	WLB_Overall
POS_Overall	Pearson Correlation	1	.552
	Sig. (2-tailed)		.000
	N	110	110
WLB_Overall	Pearson Correlation	.552	1
	Sig. (2-tailed)	.000	
	N	110	110

correlation is significant at the 0.01 level (2-tailed).

The Pearson Correlation analysis was conducted to examine the relationship between Professed Executive Sustenance (POS) and Work-Life Balance (WLB). The formula for Pearson Correlation is given as:

$$r = \frac{\sum(x_i - \bar{x})(y_i - \bar{y})}{\sqrt{[\sum(x_i - \bar{x})^2] * [\sum(y_i - \bar{y})^2]}}$$

Where x_i = values of the first variable (POS), y_i = values of the second variable (WLB), and \bar{x} , \bar{y} = means of the variables. This measures the linear relationship between the two variables by dividing their covariance by the product of their standard deviations.

Interpretation: From the above correlation table it can be seen that the Pearson's Correlation Coefficient is 0.552 at the Sig. (P) value at 1% significance level is 0.000 indicating that there is a significant positive correlation between POS and WLB. It can be said that as POS increases, WLB also increases for the female employees at Construction companies. Hence H_0 is rejected.

Findings: From the analysis it is proved that

(H_1) is accepted: "Professed Executive Sustenance at construction companies a significantly influences the work life balance of female employees."

(H_0) is rejected: "Professed Executive Sustenance at construction companies as no significant influences on the work life balance of female employees."

Suggestions:

- Implement official sustenance policies such as flexible working hours, remote work choices, and leave policies to promote work-life balance.
- Encourage open communication channels for female employees to share personal and professional challenges without hesitation.
- Provide regular workshops or counseling sessions on stress management and work-life integration.

Strategies Recommended:

1. Improve Workplace Flexibility to assist women in juggling their home and professional obligations, more flexible schedule choices should be made available, such as reduced workweeks, staggered hours, or hybrid work models.
2. Develop a Culture of Sustenance in the Organization Provide managers and team leaders with training that fosters empathy and understanding for the work-life demands of female employees, making sure that flexibility is valued and not discouraged.
3. Upgrade Family Sustenance and Childcare Facilities In addition to family-friendly leave policies, offer on-site childcare or collaborate with local daycare facilities to lessen stress for working mothers.
4. Frequent Evaluations of Workload to avoid burnout, keep an eye on and balance the distribution of your workload. Make sure that responsibilities are distributed equitably, particularly when you are dealing with personal or family issues.
5. Counseling and Wellness Initiatives to address employees' emotional well-being, provide stress management classes, mental health workshops, and private counseling services.
6. Acknowledgment and Incentives Establish award programs to honor supervisors and divisions that are actively sustenanceing efforts to achieve work-life balance.

7. Networking and Mentoring Possibilities Create mentorship circles headed by women to offer advice, chances for professional advancement, and the exchange of work-life management techniques.
8. Mechanisms of Periodic Feedback To assess the success of work-life balance initiatives and make the required adjustments, conduct frequent surveys or feedback sessions.

Conclusion:

According to the study female executives' overall job satisfaction and work-life balance are significantly improved by professed Executive sustenance. It is evident from the acceptance of alternative hypotheses that workers are better equipped to handle their personal and professional obligations when they feel appreciated, sustenance, and understood by their company. Stress reduction, increased productivity, and sustained employee engagement are all directly impacted by a sustenanceive corporate culture that is marked by empathy, adaptability, acknowledgment, and inclusivity. The findings emphasize how crucial it is to keep funding initiatives for employee well-being, leadership development, and sustenanceing policies. In the end, the results highlight that creating and maintaining a strong culture of sustenance is not only a human resources tactic but also a business necessity for attracting and keeping outstanding women workers, advancing gender equality, and propelling Executive success.

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