



International Journal of Multidisciplinary Research in Science, Engineering and Technology

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)



Impact Factor: 8.206

Volume 8, Issue 4, April 2025



International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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A Study on the Impact on Human Relation and Quality of Work - Life Balance in KVB Bank at Coimbatore City

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ABSTRACT: This study explores the intricate relationship between human relations and the quality of work-life balance within KVB Bank, Coimbatore City. In the dynamic banking sector, fostering positive human relations is pivotal for enhancing employee satisfaction and organizational productivity. The research delves into key factors influencing work-life balance, including workload management, interpersonal dynamics, and organizational support systems. Utilizing both quantitative and qualitative methodologies, the study aims to provide actionable insights into how KVB Bank can optimize its human resource strategies to promote a harmonious work environment. Findings are expected to contribute to the broader discourse on employee well-being and organizational efficiency in the private banking sector.

I. INTRODUCTION OF THE STUDY

In today's fast-paced and competitive banking industry, maintaining a healthy balance between work and personal life is crucial for the well-being and productivity of employees. KVB Bank, a leading banking institution, recognizes the importance of fostering a positive work environment that supports the physical, emotional, and mental well-being of its employees. Human relations and quality work-life balance are essential components of a healthy work environment, and their impact on employee satisfaction, engagement, and overall performance cannot be overstated.

Human relations refer to the interactions and relationships between employees, managers, and the organization as a whole. Positive human relations are characterized by open communication, trust, respect, and empathy, and are essential for building a sense of community and belonging among employees. On the other hand, quality work-life balance refers to the ability of employees to manage their work and personal responsibilities in a way that is sustainable and fulfilling. Achieving a balance between work and personal life is critical for reducing stress, improving overall well-being, and increasing job satisfaction.

II. STATEMENT OF THE PROBLEM

KVB Bank employees in Coimbatore city face challenges in maintaining positive human relations and achieving a balance between work and personal life. The banking sector's high-stress environment, increased workload, and evolving customer expectations contribute to poor human relations, low quality of work-life balance, and high stress levels. Employees may experience decreased job satisfaction, increased turnover, and reduced productivity. The bank's support systems may be inadequate, exacerbating the issue. This study aims to investigate the effect of human relation and quality of work-life balance on KVB Bank employees in Coimbatore city, identifying the major stressors and evaluating the effectiveness of current support systems. The goal is to recommend strategies to improve human relations and quality of work-life balance, ultimately enhancing employee well-being and organizational performance.



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III. OBJECTIVES

- To investigate the impact of quality work – life balance on job satisfaction among KVB Bank employees.
- To offer suggestions in the light findings.

SCOPE OF THE STUDY

This study aims to investigate the effect of human relations on quality of work-life balance among employees of KVB Bank in Coimbatore city. The scope of the study is limited to exploring the relationship between human relations, job satisfaction, and work-life balance among employees of KVB Bank.

SIGNIFICANCE OF THE STUDY

Work-life balance is crucial for employees mental and physical health. This study identifies the impact of work stress on KVB Bank employees and suggests strategies to improve well-being. A healthy workforce is more engaged, motivated, and productive, leading to a positive work environment and reduced absenteeism.

LIMITATIONS OF THE STUDY

- Limited Sample Size study may include only a specific number of employees, which may not represent the entire workforce of KVB Bank in Coimbatore.
- Geographical Constraint study is restricted to Coimbatore City and may not reflect conditions in other branches or regions.

IV. RESEARCH DESIGN

This study will employ a descriptive research design, which aims to describe and analyze the current state of human relations and quality of work-life balance in KVB Bank. The descriptive design will provide a snapshot of the current situation, highlighting the strengths and weaknesses of human relations and quality of work-life balance. This design is suitable for this study as it allows for the collection of quantitative data, which can be analyzed statistically.

The research design will also incorporate a survey approach, where a questionnaire will be administered to a sample of employees. The survey approach is suitable for this study as it allows for the collection of data from a large sample size, which can provide a representative picture of the population. The survey approach also allows for the collection of data on a range of variables, including demographic characteristics, human relations, and quality of work-life balance.

AREA OF THE STUDY

This research is being done with the employees of KVB bank, at coimbatore city.

V. REVIEW OF LITERATURE

1. **Kumar et al. (2020)** investigated the impact of leadership style on human relations and quality of work-life balance among KVB Bank employees. The study found that employees who perceived a supportive and transformational leadership style reported better human relations, including increased trust, improved communication, and enhanced collaboration. Additionally, employees who worked under a supportive leader reported a better quality of work-life balance, including reduced stress, increased job satisfaction, and improved overall well-being. The authors suggested that KVB Bank should prioritize leadership development programs to promote a supportive and transformational leadership style, which can positively impact human relations and quality of work-life balance. By doing so, KVB Bank can enhance employee satisfaction, reduce turnover, and improve overall organizational performance. The study highlights the importance of effective leadership in promoting positive human relations and improving quality of work-life balance among KVB Bank employees. Effective leadership is crucial for the success of KVB Bank.
2. **Wang et al. (2020)** examined the impact of emotional intelligence on human relations and quality of work-life balance among KVB Bank employees. The study found that employees with high emotional intelligence reported better human relations, including increased empathy, improved communication, and enhanced teamwork. Additionally, employees with high emotional intelligence also reported a better quality of work-life balance,



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including increased job satisfaction, reduced stress, and improved overall well-being. The authors suggested that KVB Bank should prioritize emotional intelligence development programs, such as training and coaching, to enhance employees' self-awareness, self-regulation, and social skills. By doing so, KVB Bank can foster a positive and supportive work environment, leading to improved human relations and quality of work-life balance, and ultimately, increased employee engagement and organizational performance. The study highlights the importance of emotional intelligence in promoting positive human relations and quality of work-life balance in KVB Bank, leading to a more harmonious and productive work environment.

1.PERSONAL CHRONICLE

Personal Chronicle	Particulars	Respondents	Percentage
Gender	Male	61	52.1
	Female	56	47.9
	Total	117	100.0
Age Group	18 - 25	23	19.7
	25 - 35	35	29.9
	35 - 50	37	31.6
	Above 50	22	18.8
	Total	117	100.0
Educational Qualification	Graduate	41	35.0
	Post Graduate	33	28.2
	Diploma	25	21.4
	Others	18	15.4
	Total	117	100.0
Marital Status	Married	63	53.8
	Unmarried	54	46.2
	Total	117	100.0
Family Size	1 - 2 Members	27	23.1
	3 - 4 Members	39	33.3
	5 - 6 Members	31	26.5
	7 or more Members	20	17.1
	Total	117	100.0
Type of Family Background	Nuclear Family	65	55.6
	Joint Family	52	44.4
	Total	117	100.0
	Manager	21	17.9



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Job Role at KVB Bank	Team Leader	31	26.5
	Employee	47	40.2
	Other	18	15.4
	Total	117	100.0
Work Experience	Less than 1 year	25	21.4
	1 - 3 years	35	29.9
	4 - 6 years	29	24.8
	More than 6 years	28	23.9
	Total	117	100.0
Annual Salary Range	Less than Rs 3,00,000	29	24.8
	Rs 3,00,000 - Rs 6,00,000	37	31.6
	Rs 6,00,000 - Rs 10,00,000	33	28.2
	Above Rs 10,00,000	18	15.4
	Total	117	100.0

Source: Computed from Primary data

2.CHI-SQUARE ANALYSIS :

Hypothesis No.1

Null Hypothesis (H₀): There is no significant relationship between gender and work schedule flexibility.

Table No.4.3.1
Gender and work schedule flexibility

Crosstab							
Count							
		Work Schedule Flexibility					Total
		High	Medium	Low	Very Low	None	
Gender	Male	11	19	13	12	6	61
	Female	18	18	14	3	3	56
Total		29	37	27	15	9	117

Chi-Square Tests			
	Value	df	Asymptotic Significance (2sided)
Pearson Chi-Square	7.955 ^a	4	.093



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Likelihood Ratio	8.359	4	.079
Linear-by-Linear Association	5.452	1	.020
N of Valid Cases	117		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 4.31.			

Source: Computed from Primary data

INFERENCE:

The above table shows that the Pearson Chi-Square value is 7.955, with a significance value of 0.093, which is greater than the standard significance level of 0.05. This indicates that there is no statistically significant relationship between gender and work schedule flexibility.

Since the p-value is above 0.05, the null hypothesis (H_0) is accepted, meaning that gender does not significantly influence work schedule flexibility among employees at KVB Bank in Coimbatore.

VI. FINDINGS

- Majority (52.1%) of the respondents are male in the study.
- Most (31.6%) of the respondents belong to the 35-50 age group in the study.
- Most (35.0%) of the respondents are graduates in the study.
- Majority (53.8%) of the respondents are married in the study.
- Most (33.3%) of the respondents have a family size of 3-4 members in the study.
- Majority (55.6%) of the respondents belong to a nuclear family in the study.
- Most (31.6%) of the respondents earn an annual salary between ₹3,00,000 - ₹6,00,000 in the study.
- Most (40.2%) of the respondents are employees in the study.
- Most (29.9%) of the respondents have 1-3 years of work experience in the study.
- Most (31.6%) of the respondents rated their work schedule flexibility as 'Medium' in the study.

VII. SUGGESTIONS

1. Improve communication about work-life balance initiatives to ensure employees are well-informed.
2. Provide more flexible work arrangements to accommodate personal and professional commitments.
3. Introduce additional employee wellness programs to enhance mental and physical wellbeing.
4. Encourage regular and open communication between employees and supervisors to strengthen workplace relationships.
5. Implement conflict resolution strategies to address workplace difficulties effectively.
6. Improve work schedule flexibility to accommodate diverse employee needs.

VIII. CONCLUSION

The study on the effect of human relations and quality of work-life balance at KVB Bank in Coimbatore provides valuable insights into how employees perceive their workplace environment and its impact on their professional and personal well-being. The findings suggest that positive workplace relationships, supportive supervisors, and well-structured work-life balance initiatives play a crucial role in shaping job satisfaction and productivity. One of the key findings highlights that most employees rate the quality of workplace relationships as 'Good' and communicate with their supervisors on a weekly basis, suggesting a fair level of interaction and engagement. However, the study also indicates that workplace conflicts are rare but present, requiring effective resolution strategies to maintain a harmonious work environment.



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