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WORK FAMILY FACILITATION AMONG DUAL EARNERS

Mamta Arora PG Department of Commerce and Management, DAV College Amritsar.

Abstract:

The study identified the presence of work-family facilitation. It is basically the idea that work and family are interdependent and complementary. In other words, participation in one domain may affect the functioning of the other domain positively and beneficially. Work-family facilitation is formally defined as: the degree to which the participation of a person in one life domain i.e. work/family produces benefits i.e., developmental, affective, capital, or efficiency that contribute to the improved functioning of another domain of life e.g. family/work). Work family. Work-family facilitation may be bidirectional, which means that work can provide gains that improve the family domain's functioning work-to-family facilitation or family can provide gains that improve the work domain's functioning family-to-work facilitation or FWF.

Key Words: Work family facilitation, Job satisfaction, Work-to-family facilitation or WFF, Family-to-work facilitation or FWF

Introduction:

Work-family facilitation occurs when each other benefits from participation in work and family roles. In other words, work-family facilitation illustrates the degree to which the participation of individuals in their job position makes it easier for them to fulfill their family role requirements and vice versa. Organizations and policy makers will be able to create programs and policies that will benefit from recognizing the role of work-family facilitation in working women's life. The workers and increase their productivity. In return, the workers will optimally represent the organizations in which they function. The goal of this paper is to examine the direct impacts on psychological stress of work-family facilitation and job satisfaction. Another aim of this paper is to test the mediation impact of job satisfaction on the link between facilitation of the work-family and psychological stress. Job satisfaction was found to be connected to positively flexible working hours (Scandura & Lankau, 1997) and organizational participation (Mowday, Steers & Porter, 1979) and to pressure and burnout (Ramirez, Graham, Richards, Gregory, & Cull, 1996). Employment satisfaction also serves as mediators between predictors and criterion variables in addition to its direct results. For instance, job satisfaction was found to be a mediator in organizational engagement between task overload and lack of career growth.

Work-family facilitation is basically the idea that work and family are interdependent and complementary (Werbel & Walter, 2002). In other words, participation in one domain may affect the functioning of the other domain positively and beneficially. Work-family facilitation is formally defined as: the degree to which the participation of a person in one life domain (i.e. work/family) produces benefits (i.e., developmental, affective, capital, or efficiency) that contribute to the improved functioning of another domain of life (i.e. family/work). Work-family facilitation may be bidirectional, which means that work can provide gains that improve the family domain's functioning (work-to-family facilitation or WFF) or family can provide gains that improve the work domain's functioning (family-to-work facilitation or FWF). While it is believed that facilitation of work-to-family and family-to-work are distinct (Frone, 2003), we now use the word "facilitation" to apply to the overall phenomenon, including all its directions. Our concept of facilitation has three core components: participation, benefits, and improved functioning. Engagement, which refers to the degree to which people engage themselves in domain-related activities, is necessary since the basis of facilitation is individual action. Through the active participation of individuals in a life domain, they experience advantages, rewards, or gains that can help the other domain work. Researchers from many fields (e.g., Crouter, 1984; Sieber, 1974; Stephens, Franks, & Atienza, 1997) have proposed multiple benefits for the individual worker/family member that work and family can bring. The conceptually recognized and empirically confirmed four large categories of Carlson, Kacmar, Wayne, and Grzywacz (2006) capture the major individual gains obtained in a life domain:

- (1) Developmental gains, or the acquisition of skills, knowledge, values, or perspectives
- (2) Affective gains, or alteration in moods, attitudes, confidence, or other aspects of emotion,
- (3) Capital gains, or the acquisition of economic, social, or health assets, and
- (4) Improvements in productivity, or the increased concentration or focus caused by multiple position responsibilities.

Facilitation occurs when gains earned in one domain are passed to another domain and ultimately improve its functioning. Improved functioning refers to changes in fundamental processes, such as problem solving or interpersonal communication, that are essential to domain success. Although others used the word "facilitation" (Frone, 2003; Grzywacz & Bass, 2003; Wayne, Musisca, & Fleeson, 2004), they did so interchangeably as the unit of study with positive spillover and work-family enrichment with a focus on the individual. For example, Greenhaus and Powell (2006) theorized how the presence of a person in a life domain positively affects his or her own output or effects through instrumental and affective pathways in another domain. An significant difference between positive spillover, enrichment of work and family.

How an organisation provide work life facilitation an organization may provide work life facilitation by using the following ways

- Social support of supervisor
- Flexible work schedule
- Child care centers

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Announcement

Artha Vinaya announces the institution of the Gopal Krishna Gokhale Memorial Prize, awarded in recognition of the paper of most outstanding merit appearing in Artha Vinaya irrespective of the author's age. This prize carries an award of 10,000, to be shared between all authors. In addition, Artha Vinaya announces the institution of the P. V. V. Memorial Annual Prize, awarded in recognition of the paper of most outstanding merit appearing in Artha Vinaya by a single author of below 40 years of age. This prize carries an award of 10,000.

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Measuring Stock Market Awareness: Scale Development and Validation

Tina Vohra

Increased awareness and education of individuals have led to their increased involvement in financial activities. Now it is felt that economic development can be achieved by ensuring the participation of individuals in financial activities. With the development of the securities market in India, awareness of individual investors has become important to design financial education and awareness programmes that will help them to participate in the stock market. Therefore, an attempt has been made to develop and validate a scale for measuring investment awareness of individuals in Indian stock market. The data for the study were collected from primary sources. Factor Analysis and Confirmatory Factor Analysis have been used to analyze the data. The study revealed that investment instruments, sources of information, intermediaries involved, regulatory measures and risk management measures are important factors determining the overall awareness of investors about the stock market. Workshops, seminars and conferences should be organized to improve an investor's knowledge about the innovative instruments in the stock market. Reading financial newspapers such as The Economic Times and visiting stock market related websites can help an investor to gain insights into the new developments. Financial intermediaries as well as SEBI should try to create awareness among individuals so that they can make better investments.

I Introduction

An increase in the awareness and education of individuals has led to their increased involvement in financial activities as compared with the past. Now it is felt that economic development can be achieved by ensuring the participation of individuals in financial activities (Kabeer 2009).

Investment awareness enables people to make informed financial decisions, avoid losses and take necessary actions to improve their financial wellbeing (Schwab, *et. al.* 2008). It is also needed to face market competition, increase market efficiency and reduce regulatory intervention.

The review of literature brings out that the vulnerable sections of the society need investment awareness so that they are not discriminated.

Parikalpana

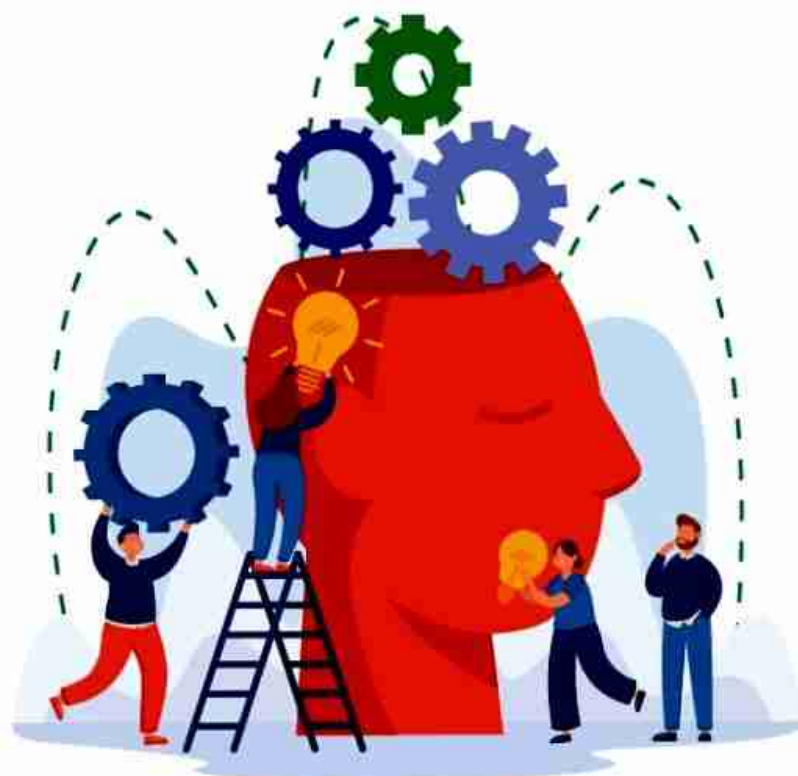
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Factors Affecting Green Marketing: An Empirical Study

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Abstract:

As green marketing has become an essential tool for business survival, so worldwide companies are adopting green marketing practices to achieve better business performance. Similarly, Indian consumer durables marketing firms are gradually adopting green marketing practices and ideologies. The inculcation of 'green marketing practices' in consumer durable goods foresee a long journey from product based certification to changes in features, supply chain, raw material choices, packaging based innovations and retail based advertising options. Hence, there are so many factors which affect green marketing. So, the current study is an attempt to shed light on the same issue. A questionnaire was framed based on review of literature and distributed among the manufacturers who have adopted green marketing practices in Punjab. Factor Analysis was applied on the collected information. 11 factors have been extracted and some suggestions were made with regard to the current study.

Keywords: Green, Marketing, Practices, Punjab, Companies

1. Introduction

Green marketing is a vulnerable issue which gained the attention of the consumers as well as the manufacturers few decades back. Earlier people were buying traditional goods with normal features which slowly and slowly created hazardous effects on the environment.

Many public and private organizations have shown concern about the danger of atmospheric deviation. This has driven organizations to reconsider their business concepts. As a result, associations had been propelling to adopt innovative concept which is recognized as "green commercialization" or