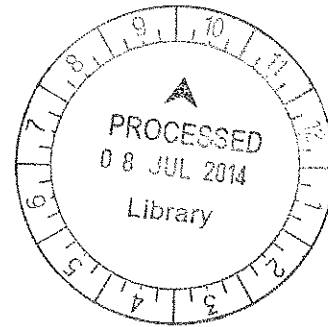


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MASTER OF BUSINESS ADMINISTRATION

A Study on the Work-Life conflict of the Malaysian working women in Sales and Service Industries.

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ABSTRACT

As per the statistics of Malaysian population, it seems that the women labor force have been drastically increasing in many industries especially in sales and service. Even though this increase is highly needed for the citizen but there are few questions that arise regarding the work life conflict. How Malaysian women balance their life between the work domain and life domain? Thus to identify these issues, the researcher has done a research to find out those factor/variables that influence them in the work life conflict. This particular study is being carried out in 2 main places of Malaysia where there are large number sales and service industries i.e. Melaka and Kuala Lumpur. The data are collected by distributing the questionnaires to the women respondents in sales and service industry. Than these data were analyzed by descriptive, reliability and factor analysis. Based on findings and data analysis the recommendation and conclusion are provided accordingly.

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CHAPTER 1

INTRODUCTION

1.0 Chapter Summary

In this research paper the work-life conflict of the women working in Malaysia is discussed especially in sales and service industries. The research is primary research which is done based on the questionnaires distributed among the Malaysian working women in certain places. The data are collected and analyzed through the SPSS. Certain theories are being used and supporting journals are well analyzed to give a support to this particular research paper.

1.1 Background

Why is it Malaysian working women? The main reason behind is that in Malaysia the women labor force as equal to men labor force. This research will help to identify how the Malaysia women try to balance between the work life and family life. Sales and Service industries are one of the common industries in Malaysia where the women labor force is higher rather than men.

There were times when family economy operated as a organized unit, every member in a family despite of their age were working in productive labor force (Tilly and Scott, 1978). Women apparently exchanged off work exertion and wage for additional time and vigor to give to household work (Becker, 1985). As the limits between the "differentiate circles" of home and work reduce, the working environment may have ended up friendlier to the family parts and obligations of both women and men (Silver and Goldscheider, 1994).

The doorway of women of all ages into the labour constrain in the second 50% of the twentieth century has made an alternate time of structural slack (Moen and Yu, 2010). Throughout times of significant social change, when old runs and schedules no more apply, distinct families may embrace different lines of acclimatization (Moen and Wethington, 2011). On account of double earner families, the center ought to be on couple-level lines of acclimatization and how they movement or, on the other hand, remain consistent over the life course (Han and Moen, 2012). ""Equalization"" is not essentially the arbitration of two contending parts (representative versus spouse/parent), in any case, for two-earner couples, the three-route juggling of his occupation, her employment, and their family objectives and obligations.

Right now, both created and creating nations are seeing consistent coming in demographical patterns that impact the organization of workforce. In Malaysia, the increment of women in the workforce is normal phenomena when it seems 53% of women are the significant benefactors to the workforce and out of these 61% are women who are in managerial and expert aggregation (PSD, 2010). Of this sum, about 70% of working women are wedded or having groups of their own and additionally helps the expanding number of families with double meets expectations in Melaka and Kuala Lumpur who are working from normal clerk till the manager level (Jamilah, et al, 2006).

As wedded couples, the shrewdness to harmony between the parts at home and at work is significant to guarantee the prosperity of the family (Sabitha, 2009). As per Noor (2006), in spite of being utilized, working women keep on being transcendently answerable for family matters and issues of parenthood (Cousins and Tang, 2004). Inarguably, troubles in equalizing the parts between work and family may cause issue or anxiety (Kahn et al, 1964), whilst in an alternate perspective, double parts of work and family might be gainful for mental health, physical health and execution (Greenhaus and Beutell, 2006). Thusly exertion to equalize the parts between work and family obligations is getting to be all the more testing in our day around working women in light of the fact that double parts can conflict with each other in a few regards and advance one another in different ways.

Also, one perspective that even now needs in the writing is the general orientation contrasts found in work-life conflict and how national connections and different work attributes sway men and women distinctively. In the gender part hypothesis, the parts provided for men and women through societal standards will affect how one discerns function family conflict (Guttek et al., 1991). Emulating this rationale, it is very likely that the components helping women's work-life conflict will vary from that of men's. In like manner, different strategies that give assets both at the national and organization level to address work-life offset issues might likewise affect men and women distinctively. This is because of the way that women still assume a bigger part in giving forethought and family unit undertakings and subsequently may profit from the backing more than men (Grönlund & Öun, 2010; Strandh & Nordenmark, 2006). In spite of the various experimental studies on work-life conflict, there is a shortage of near studies that concentrate on the issue of general orientation continues.

1.2 Problem Statement

Malaysian working women tends to make improper decisions when it comes to social expectation which is the main walls in their careers. This is mainly because the society considers women in a different view. Different kind of demands and much kind of family parts are put in front of them which make them in a difficult situation to handle the things in a proper way. Family caring often has become the main problem in work-life conflict for women. Work part and family part are the main reasons for work-life conflict (Greenhaus and Beautell, 2008). The conflicts becomes very intense in such a way that the women response towards the work reduces which eventually leads them to resign the jobs in which they are working or lose their interests in creating a career for themselves and stuck to the family life. The women career aspiration should be aroused from the family i.e. from the spouse or from the parents and should give a motivation for them to work which would to support the family in many ways. While working women should also get supports from the organization and assistance for childcare (Silver, 2009).

1.3 Research Questions

In this research paper there are various research questions which are used to find the proper solution for the problems. The questions are as follows:

- Does the house hold responsibility has significant relationship with the Malaysian women's work life conflict?
- Does the work place environment have significant relationship with the Malaysian women's work life conflict?
- Does the financial need have significant relationship in women's work life conflict?
- Does women earning potential has a significant relationship in women's work life conflict?

1.4 Research Objectives

- ✓ To identify what are the factors influencing the daily life of a Malaysian working woman in Malaysia.
- ✓ To identify which factors affects are significant in women work life conflict in Melaka and Kuala Lumpur.
- ✓ To obtain a reason to show how women work life conflict and their variables can bring a change to various situations in work-life.

1.5 Significance of the study

The effect and noteworthiness of work-life conflict of women in the saving money segment in Melaka and Kuala Lumpur the main industry areas of Malaysia is tended to in this study. The explanation behind picking this subject is to pinpoint the issue of work-life conflict confronted by Malaysian women, which is a noteworthy problem which needs to be tended to, to create procedures that will give help for women who are adjusting work-life and family-life. Actually, there exists a hole that could be broke down and investigated further by examining the relationship between work-life conflicts what's more the double obligations of women. Additionally, a contention could be given for further diminishing this conflict since double procuring families are expanding in both streamlined and non-modern nations, where women at work are facing the same scrape around work-home issues. It is along these lines important to genuinely handle this issue to avoid it from turning into a predicament later on.

1.6 Limitation of the study

There are some limitations in this research which can affect the researcher to proceed with identifying the certain factors influencing in women work-life conflict. Time Constraint-the research design that can be done is cross-sectional which also knows as one shot studies. The budget allocated is also limited for the research to be done. With ample of effort placed in this research, it was done successfully.

1.7 Assumption

In this research, the author assumes that in the women work-life conflict certain factors supports them really especially in bringing up a good family with no difficulties but also the author tries to tell that in certain family the women working causing a lot of problem which leads to fight between the couples and leads to various solutions. On top of that, the results collected say that a woman working is very supportive to the family in various ways by fulfilling the certain needs together as couples.

1.8 Scope of the Study

The author chooses Melaka and Kuala Lumpur state to conduct the research. The author will choose the sales and service industries in both the states. The reason for choosing this industry is that the population of women working is nearly 40.2% in these industries (Trading Economics, 2013). The author has chosen sales and service industries because the working population of women is high and also to find out how the women manage with their time between work and home. Therefore, the author would like to find out the reason of these conflicts. Here in this research the author has selected nearly 20 companies where 200 will be employees and 50 will be higher level managers and thus brings up a sample size of 250.

1.9 Structure of the Study

This research contains five chapters which are:

- Introduction
- Literature Review
- Research Methodology
- Finding and Discussion, conclusion
- References

In the introduction section the author has described just an outline of about the Malaysian women labor force in sales and service industries, what kind of problems and what factors affect them at work or after work. It also discusses with an outline on the sample sizes which would help the reader to give a clear outline of what is going to be next sections. In the literature section there are various information describing about the Malaysian women labor force in Malaysia

from the past years until today in various industries. There are also other literature reviews describing how the women work force came into the industries, what kind of factors they affect them mostly. It also explains in the past years how these women working has led into various solutions. In the research methodology section there are research design, research framework, measuring instrument, and study population, unit analysis, sampling selection, development of questionnaires, sampling techniques and data collection together with analysis. In Chapter four data was collected and SPSS software was used to analyze the data. In Chapter five recommendation and conclusion are based on the findings and analyze of research.

CHAPTER 2

LITERATURE REVIEW

2.0 Chapter Summary

In these chapter the various literatures are being taken to support the study in various dimensions. They are also certain models that have been discussed to make an easy understanding of the study.

2.1 Women in Malaysia labor market

In the late 1970, women in Malaysia were working in plantation with 40% of women population where out of which 16% where of agriculture labor force (Boserup, 1970). Until the emergence of new economic policy in 1970 the agriculture remains to be the main economy for Malaysia. There were many side effects such as the job opportunities and also demand factors also increased with enthusiasm (Boserup, 1970). Educational activities also increased dramatically and change in attitude made a change in women participation towards the labor force (Siti Rohani Yahaya, Ariffrin, 2009). Earlier studies on the women labor force in Malaysia have stated that women have stated to work in sales and service and manufacturing industries. They were assigned to do assembly line jobs that made them repetitive, unskilled and also with less salary (Hirschman & Aghajanian, Ariffin, Jones, 2010).

During early change in the industrialization there were many countries with cheap labor force (such as Indonesia, China and India) but once there as a rapid industrialization in Malaysia, this created a tighter situation towards recruiting cheap labor forces which created in increasing high salary for the labor. Due to change in this structural changes the recruitment for the labor have changes from unskilled to skilled labors and low paid workers to high paid operation workers in various industries. During this time of change in the structural changes Malaysian labors were able to adapt and the country's education for the labors were the main back bones for the reason. Due these particular changes a change in the labor market has occurred where the low skilled labors are recruited in construction and domestic workplaces. On the other side manufacturing and sales & service industries became the main sectors in the way of job opportunities from the year 1985 until today (Manning, 2008; Jomo and Vijayakumari,2008).