



RESEARCH PAPER

The influence of work-life balance policies on employee retention in the service industry

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Abstract : In the evolving post-pandemic professional landscape, work-life balance (WLB) has emerged as a crucial factor for both organizations and their workforce, particularly in the service sector. This paper aims to explore the influence of WLB policies on employee retention, focusing on flexible work options, mental well-being programs, and supportive organizational policies. Primary data collected from 150 employees across IT, education, healthcare, and banking sectors through a structured questionnaire will be analyzed using descriptive statistics, correlation, and regression techniques. The findings will inform HR practices and policy reforms in alignment with NEP 2020.

Key Words : Work-life balance, Employee retention, HR policies, NEP 2020, Service industry

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