A Study on Work-Life Fusion with Special Reference to the 'Millenials' In Indian Context

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Abstract: This article enlightens on a conceptual study on 'work-life fusion' over the traditional concept of 'work life balance' with reference to the generational studies of Millenials'. This generation portrays a different conceptual integration on the study of work-life but with a fused approach. Work-life fusion is as the concurrent management state of work and life demands while at work. With technology catalyst use and advancements in technology will invariably affect how we manage both work and life domains. 'Millenials' are considered to be tech-savvy and observed a special quality into work-life fusion. The 'Millenials' are only the first generation experiencing a post digitalised and globalising world.

I.   INTRODUCTION
        The study deals with the work life fusion which represents the more integration into all the aspects of both work life and personal life in the generational cohorts of the Millenials' (born 1980-2000). The existing concept of Work—life balance is generally used to portray the parity that a working individual needs between time assigned for work and management of different aspects of life. In any case, now the idea of Work—Life Fusion is characterized as the simultaneous administration of work and life aspects while at work. (Book by Donna Haeger and Eilysh Haeger). The earlier concept "Work-life balance" naturally portrays that there is something out of equalization in the life . The issue is we start considering work to be life as two separate things. Work is something which has no option, which must be finished and satisfies our needs and the challenge pushes our limits to work and accomplish much more. Work-life balance pondered to be increasingly cognizant and thus things will really escape balance. In the context of work-life fusion needs to wire both work and life. Now in reference to the special generation cohorts like Millenials', coined by William Strauss and Neil Hown, In this Generational cohorts, Millenials are considered to be most successful in maintaining work-life fusion (Strauss and Howe, 1991) where change is the most permanent in this global diverted workforce. Recent studies depicts that 'Millenials' contributed mostly in fusing the two parameters of work and life. This paper attempts to explore the factors influencing work-life state of fused approach which is designed on the dichotomy between hard core work and life hassles or shifts textured by multi-facets flavours of today's generation Individuals keep on endeavouring to fulfil all the needs of both work and life consistently even as limits are being obscured and there have been significant changes in the idea of work because of the advancement of refined innovative technology by accepting all the challenges thereby. In quest for adjusting both, the gauging scale frequently plunges towards the work side, so this paper is intended to deal with different influencers which makes the 'Millenials' different as studies shown. But in Indian context, categorically the study is designed for some specific regions within India to extract the influencers and also sector wise comparison of these work-life management issues to the Millenlals' only.

II.   BACKGROUND STUDY
        Contemporary studies shown the work life management literature where people look for harmony in their administration of work life aspects where it needs to create effective strategies. (Kossek and Lambert, 2008) Scope of the study was specific on the 'Millenials' and the workplace environment, at Kenya Revenue Authority. The study targeted the 'Millenials' at all level of management where they defined Millenials' or Generation Y (researchers termed as) are a group of people born be 201 ltween 1980 to 1994). This generation relies on technology to perform their jobs in a more better way armed with i-Phone, laptops, cell phones and other gadgets (Evans, 2011) they also illustrate the different terminologies of the generational cohorts consisting of baby boomers, Gen X, Gen Y, Gen Z.
        Study shows on generation difference at four ages (Traditionalists conceived pre world war II, Baby boomers, Gen X, Millenials) in a library setting (Murray, 2011) demonstrated that circumstances where Millenials administer a multigenerational workforce is overflowing with struggle dependent on desires for

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work, joint efforts, and performing multiple tasks in respect to the two spaces of work and life. Introductory investigations that featured work & life management (Golden and Geisler, 2007).According to those researches, Work-life fusion is as the concurrent management of work and life demands while at work with technology acting as the enhancement or catalyst use and advancements in technology will invariably affect how we manage both work and life domains. (Donna L. Haege, Tony Lingham,2014). The attractiveness of a job position is also dependable on the perception of the job seeker about work life balance (John 8. Buzza, 2017). To achieve the success in fusion and resolving the conflict , especially work time and work location flexibility, and the development of supportive managers plays the major role and also increases average productivity (Ms. S. Pattu,2013). Krishna Kumar 2018, in his recent study identified that new generation employees believe in well balanced life where they can do justice to both their professional and personal responsibilities. Donna L. Haeger 2014 again pointed out that the acceptability of 'work-life fusion' over the traditional concept of 'work-life balance' will have a greater impact on the organisational loyalty.

Research Objectives and Methods:
Further researches will carried on the below mentloned influencers' affecting different spheres of work life integration in a more fused state to the 'Millenials' Generation study. And also there are scopes to study sector-wise comparison of the priority factors which may creates high level impact on the 'Millenials' followed by the study on gender discrimination also. Data collection, proper selection of Sample , type and contents of the questionnaire, analysis of data and finally the interpretation. Both Quantitative and Qualitative research approach will be implied for the research by the study.

Age Group:
Target age group is 23-39, both male/female as the purpose of Research is to study impact of Work- Life Fusion on Millennials. [Generation Y (Millennial) (1980—1996)].

Application of the study:
The findings and inference of the study is expected to be highly beneficial to the Human Resource Department and Higher Management of the Organization to design highly effective policies and strategies for their employees to achieve higher level of engagement, retention and new work-life effective approach by allowing them to work in a sustainable and balanced working atmosphere.

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