

Digital Work Culture and Work - Life Balance Among Nursing Staff: Evidence from Madurai District

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Abstract: The rapid growth of digital technologies has significantly transformed the work environment in the healthcare sector, especially for nurses. Digital work culture, including the use of electronic health records, online communication systems, and digital monitoring tools, has improved efficiency and patient care. However, it has also created new challenges in maintaining a balance between professional and personal life. This study examines the impact of digital work culture on the work-life balance of nursing staff in Madurai District. The research is based on primary data collected from nurses working in both government and private hospitals. The study identifies key factors such as workload, shift schedules, digital dependency, and stress levels that influence work-life balance. The findings reveal that while digital tools enhance job performance, they also increase work pressure and extend working hours, affecting personal well-being. The study suggests the need for proper training, supportive work policies, and effective time management strategies to help nurses maintain a healthy work-life balance in a digitally driven environment.

Key Words: Digital Work Culture, Work-Life Balance, Employee Well-being, Job Stress.

I. INTRODUCTION

In recent years, the healthcare sector has experienced significant changes due to the rapid advancement of digital technology. Hospitals and healthcare institutions are increasingly adopting digital systems such as electronic health records, telemedicine, digital communication tools, and automated monitoring systems. This shift has created a new form of work environment known as digital work culture. For nurses, who play a vital role in patient care, adapting to this digital work culture has become essential in their daily professional activities. Digital work culture has improved efficiency, accuracy, and speed in healthcare services. It helps nurses manage patient information more effectively, reduces paperwork, and enhances communication among healthcare professionals. However, the increased use of digital tools has also brought new challenges. Nurses are now required to handle continuous digital updates, extended screen time, and increased workload, which may lead to stress and fatigue.

Work-life balance is an important aspect of an individual's well-being, especially in demanding professions like nursing. Maintaining a balance between work responsibilities and personal life is often difficult due to irregular shifts, long working hours, and high job pressure. The integration of digital technologies has further blurred the boundaries between professional and personal life, making it more challenging for nurses to disconnect from work.

II. REVIEW OF LITERATURE

Dr. A.Vanitha (2022), undertaken a "Work-Life Balance: A Review of Women in the Service Sector" Work-life balance has ramifications in terms of physical, psychological, personal, health, and social management.

Work-life balance management among female employees varies depending on the situation. Women working in service industries are expected to make greater sacrifices and contributions at work, which can lead to problems in their personal, family, and social lives, as well as challenges with work-life balance.

Dr. Seema Verma and Rahul Singh Gautam (2022), study to measure “The Effect of Education on Working Women for Work-Life Balance” study suggest a positive and direct impact of education which leads to better work-life balance. Work-life balance is assisted by education which offers knowledge related to flexible work schedules, family events, and other activities that enable one to pursue more balanced lives easily. The educational conditions have prompt comportment on her development and Work-life balance.

R. Dinakar (2021) has conducted research on “Effectiveness of Work Life Balance (WLB) on Job Satisfaction of Employees working in Banks”. the outcomes likewise suggest that WLB, Organizational help, monetary help, and responsibility are fundamentally and emphatically affecting the work fulfillment of representatives in new private area banks. The results show that WLB strategies, workload, hierarchical help and monetary help are determinants of work life balance of employees in private banks.

III. STATEMENT OF THE PROBLEM

Digital technology has changed the working style of nurses in hospitals. It helps in improving work efficiency and patient care, but at the same time, it increases workload and stress. Nurses have to spend more time on digital systems such as electronic records and reports, which may extend their working hours. Nurses already face challenges like shift work, long hours, and job pressure. The use of digital tools makes it more difficult for them to balance their work and personal life. Many nurses find it hard to relax after work, which affects their health and family life. In Madurai District, there is a need to understand how digital work culture affects the work-life balance of nurses. Therefore, this study focuses on identifying the problems faced by nurses in managing their work and personal life in a digital work environment.

IV. SCOPE OF THE STUDY

This study focuses on examining the impact of digital work culture on the work-life balance of nurses in Madurai District. It covers nurses working in both government and private hospitals. The study mainly considers factors such as workload, use of digital tools, working hours, stress, and their effect on personal life. The research is limited to a selected number of nurses in Madurai District and is based on primary data collected through a questionnaire. It does not cover other healthcare professionals or regions outside the district.

V. OBJECTIVES OF THE STUDY

1. To examine the level of digital work culture among nurses in Madurai District.
2. To analyse the impact of digital work culture on the work-life balance of nurses.
3. To identify the major challenges faced by nurses in maintaining work-life balance in a digital work environment.

VI. RESEARCH DESIGN

The present study adopts a descriptive and analytical research design to examine the digital work culture on the work-life balance of nurses in Madurai District.

VII. SAMPLING

The study uses a convenience sampling method to select respondents, and a sample size of around 150 nurses is considered for analysis. Statistical tools such as percentage analysis, mean, standard deviation.

VIII. DATA COLLECTION

Primary data is collected from nurses working in government and private hospitals through a structured questionnaire. The questionnaire includes questions related to digital work practices, workload, stress, working hours, and work-life balance.

Secondary data is collected from journals, books, and online sources to support the study.

IX. LIMITATIONS OF THE STUDY

1. The study is limited to nurses in Madurai District, so the results cannot be generalized to other areas.
2. The sample size of 150 respondents is relatively small.
3. The study is based on self-reported data, which may include personal bias.
4. Time constraints affected the depth of the study.
5. The study considers only limited factors and does not include all possible variables affecting work-life balance.

X. ANALYSIS AND DATA INTERPRETATIONS

Table 1: Personal Profile of Respondents

Variables	Category	No. of Respondents	Percentage (%)
Age	Below 25	30	20%
	25–35	60	40%
	36–45	40	26.7%
	Above 45	20	13.3%
Gender	Male	45	30%
	Female	105	70%
Marital Status	Married	90	60%
	Unmarried	60	40%
Educational Qualification	ANM	10	6.7%
	DNM	70	46.7%
	B.Sc Nursing	50	33.3%
	M.Sc Nursing	20	13.3%
Type of Hospital	Government	65	43.3%
	Private	85	56.7%
Experience	Below 5 years	45	30%
	5–10 years	55	36.7%
	10–15 years	30	20%
	Above 15 years	20	13.3%
Shift	Day Shift	55	36.7%
	Night Shift	35	23.3%
	Rotations Shift	60	40%

(Source: Primary Data)

The above table shows that most respondents are in the age group of 25–35 years (40%), female (70%), and married (60%). A majority hold DNM (46.7%) and work in private hospitals (56.7%). Most nurses have 5–10 years of experience (36.7%), indicating a moderately experienced workforce. The majority of nurses (40%) work in rotational shifts.

Table 2: Digital Work Culture

Statements	Mean	SD
Improves work efficiency	4.4	0.68
Proper training is given	3.2	0.90
Reduces paperwork	4.1	0.82
Comfortable using digital tech	4.2	0.75
Digital communication is common	4.3	0.70
Digital tools are regularly used	4.5	0.62

(Source: Primary Data)

The highest mean score (4.5) shows that digital tools are widely used among nurses. However, the lower mean (3.2) for training indicates a lack of proper digital training. Overall, digital work culture is strong but needs better support.

Table 3: Work-Life Balance

Statements	Mean	SD
Able to balance work & life	3.1	0.95
Work does not interfere	2.9	1.05
Enough rest time	2.7	1.12
Feel relaxed after work	2.8	1.10
Time for family	3.0	1.02

(Source: Primary Data)

The mean values are below 3.2, indicating that nurses face difficulty in maintaining work-life balance. The lowest mean (2.7) shows lack of adequate rest.

Table 4: Impact of Digital Work Culture

Statements	Mean	SD
Increases workload	4.3	0.72
More screen time	4.5	0.60
Causes stress	4.2	0.80
Hard to disconnect	4.1	0.85
Faster but demanding	4.4	0.66

(Source: Primary Data)

High mean scores indicate that digital work increases workload and stress. The highest mean (4.5) shows excessive screen time as a major issue.

Table 5: Challenges Faced

Statements	Mean	SD
Lack of training	3.8	0.88
Technical issues	4.0	0.79
Continuous updates stress	4.2	0.74
Shift work difficulty	4.1	0.81
Health issues	3.9	0.86

(Source: primary Data)

The major challenge is continuous digital updates (Mean = 4.2). Technical problems and shift-related issues also significantly affect nurses.

FINDINGS

- The majority of respondents (40%) belong to the age group of 25–35 years, indicating a young and active workforce.
- A large proportion of respondents (70%) are female, showing that nursing is predominantly a female profession.
- Most of the nurses (60%) are married, suggesting that they have family responsibilities along with their professional duties.
- Nearly half of the respondents (46.7%) have DNM indicating a moderate level of education among nurses.
- A higher percentage of nurses (56.7%) are working in private hospitals compared to government hospitals.
- Most respondents (36.7%) have 5–10 years of work experience, indicating a moderately experienced group.
- The majority of nurses (40%) work in rotational shifts.
- The highest mean score (4.5) indicates that digital tools are widely used among nurses, showing strong adoption of digital work culture.
- A high mean score (4.5) also reveals that excessive screen time is a major issue faced by nurses.
- The mean score (4.4) shows that digital systems make work faster but also more demanding.
- A high mean score (4.3) indicates that digital work significantly increases workload among nurses.
- The mean score (4.2) highlights that digital work causes stress and fatigue.
- Continuous digital updates (Mean = 4.2) are identified as the most significant challenge.
- The relatively lower mean score (3.2) for training shows that lack of proper training is a key concern despite high digital usage.

SUGGESTIONS

- Hospitals must ensure that nurses receive adequate training to use digital systems effectively and confidently.
- Management should balance duties to prevent overload caused by digital tasks and documentation.

- Hospitals should implement fixed duty hours and allow nurses to disconnect from work after shifts.
- Reliable systems and quick technical assistance should be provided to avoid delays and frustration.
- Regular breaks, counselling, and wellness programs should be introduced to reduce stress and fatigue.

CONCLUSION

The study concludes that digital work culture has become an essential part of the healthcare system, especially among nurses in Madurai District. While digital technologies improve efficiency, accuracy, and communication in hospital work, they also increase workload, screen time, and job pressure. As a result, many nurses face difficulty in maintaining a proper work-life balance. The findings show that nurses experience stress, fatigue, and limited personal time due to digital work demands and shift schedules. Lack of proper training and technical issues further add to these challenges. Although digital systems make work faster, they also make it more demanding. It is important for hospital management to take necessary steps such as providing training, reducing workload, improving technical support, and promoting employee well-being. By implementing these measures, nurses can achieve a better balance between their professional and personal life, leading to improved job satisfaction and quality of healthcare services.

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