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Reframing Work-Life Balance Through Strategic HRM: Evidence from Indian Higher Education Institutions

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ABSTRACT The intensification of academic workloads, performance expectations, and digital teaching demands has increased work-life imbalance experienced by faculty members within Indian higher education institutions. While prior studies largely conceptualise work-life balance as an individual concern, the present study examines it as an outcome of strategic HRM initiatives. Drawing on the Work Demands-Resources framework, the study investigates how strategic HRM initiatives affect work-life equilibrium and work effectiveness through work demands and work resources. A quantitative, cross-sectional research design was adopted, and data were collected from faculty members teaching in commerce and management colleges in Gujarat, India, using a structured questionnaire. The questionnaire comprised standardised scales measuring strategic HRM practices, job-related requirements, and available job-related resources, work-life equilibrium, and job effectiveness. Data were analysed with the help of descriptive statistics, correlation, regression, mediation analysis, along with structural equation modelling. Results indicate that strategic HRM strategies enhance work-life equilibrium by reducing work demands along with strengthening job resources, thereby improving faculty job effectiveness.