



www.arseam.com
Impact Factor: 3.43

Cite this paper as : Priyanka S (2017) “Importance of Quality of Work Life and Job Satisfaction in Indian Industries” *International Journal of Marketing & Financial Management*, Vol. 5,(Issue 11, Nov -2017), pp 01-11

IMPORTANCE OF QUALITY OF WORK LIFE AND JOB SATISFACTION IN INDIAN INDUSTRIES

Ms. Priyanka Sharma

Sunrise University-Alwar, Rajasthan, India

ABSTRACT

The quality of life is gaining increasing attention by organizations. Quality of life encompasses the sum total of healthy experiences that individuals experience in the various facets of their life. A big component of the quality of life is the quality of life experienced by organization members, at the work place. The quality of working life is particularly important and worthy of investigation since individuals do not compartmentalize their lives but carry over their satisfaction or dissatisfaction experienced at work where they spend the major part of their time, their home. Thus the quality of life at work spills over to the quality of life experienced in the family. The key objective of the Organizational Development (OD) is to improve the quality of working life. The commonly measured indices of the Quality of Working Life (QWL) of employees is the extent of their job involvement at work, their sense of competence and job satisfaction, the supervision, coworkers pay, promotional opportunities etc. OD efforts are intended to enhance the QWL, not only from the employee’s point of view, but also from the organizational and social perspective.

Key-Words: OD, QWL, Work Life, Job Satisfaction