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WORK-LIFE BALANCE AS A FACTOR OF BUSINESS SUCCESS

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In the 21st century, we are witnessing significant changes in approaches to the organization of work. The fast pace of life, the blurred boundaries between personal and professional space, as well as the constant technological connection with the world of work lead to increased levels of stress and burnout. In such conditions, the issue of maintaining work-life balance becomes not only socially important, but also economically justified.

Work-life balance (WLB) - describes the state when an individual successfully balances their work responsibilities and personal needs, providing a sense of harmony and satisfaction in both areas. It is the ability of a person to effectively perform professional duties while having time and resources for personal development, rest, communication with loved ones, and health care. It is this harmony that allows you to avoid emotional burnout, maintain motivation, and increase overall life satisfaction.

From a business perspective, companies that support work-life balance reap significant benefits. These include: higher employee productivity, lower employee turnover, a positive employer image, and improved team interaction. An employee who feels happy and not overwhelmed by work performs better, with greater commitment and creativity.

Many international corporations, including Google, Microsoft, and SAP, are actively implementing policies that promote balance. They offer flexible work schedules, remote work, mental health days, relaxation areas in offices, and various employee well-being programs.

Positive dynamics are also observed in Ukraine. This is especially noticeable in the IT sphere and among companies that are oriented towards Western standards. Employers are beginning to realize that the success of a business depends not only on financial indicators, but also on human resources, their well-being and motivation.

However, in my opinion, in Ukraine, the issue of supporting the BRZ still needs attention, since the modern development of any enterprise, industry, or country is impossible without the implementation and use of innovative approaches aimed at the development of the management sphere.

I propose to consider studies that will help to understand the relevance of the concept of BWH and the importance of spreading and applying the approach in the domestic business space.

A study published in the journal Frontiers in Psychology examined the impact of work-life balance on employee productivity in SMEs, emphasizing the meditative role of job satisfaction.

According to the latest OECD report, Italy leads the ranking of countries where employees attach particular importance to a balanced combination of work and leisure, followed by Denmark, Norway and Spain. HR solutions and recruitment company Remote has named New Zealand as the leader in its Global Work-Life Balance Index, which also includes Spain, France, Australia and Denmark. This ranking takes into account indicators such as the number of days of annual leave, the minimum level of paid sick leave, and the length of paid maternity leave.

The OECD's work-life balance statistics are based on an analysis of workload and the time that residents of 22 member countries devote to personal care and recreation. Remote leader New Zealand offers its employees 26 weeks of paid maternity leave, a relatively high minimum wage, 32 days of annual leave, and a minimum of 80% sick pay. "New Zealand's cultural approach to work-life balance is hard to beat. People prioritize family, well-being, recreation and travel. They value their time as the most valuable thing," says Remote. According to a study by Work-life, 10% of workers in OECD countries work more than 50 hours a week. Men make up 14% and women 6%. Mexico has the highest

percentage of workers, 27%, who work significantly more than their paid hours per week. It is followed by Turkey with almost 25% and Colombia with 24%. Recent international research shows that job seekers prioritize work-life balance over salary and benefits: 65% of respondents in England and 63% in the US prioritize work-life balance over a higher salary.

In particular, younger generations in the labor market, such as millennials and Generation Z, value work-life balance, preferring flexible hybrid work options and psychological well-being in their future workplace.

Finland, Denmark, Switzerland, the Netherlands and Sweden are considered among the happiest nations in the world, and Europe is the happiest continent. The United States, often criticized for being unfriendly to workers, ranks 53rd on the Remoteness Index, largely due to the lack of statutory annual leave and paid sick leave, as well as the lack of universal healthcare.

Analyzing the above studies, it is difficult to disagree with the positive aspect of the actualization and importance of implementing the concept of work-life balance in the modern Ukrainian business space.

Summarizing my work, I can note that the introduction of the conceptual prism of work-life balance as a component of quality of life allows us to explain the numerous effects of this phenomenon, which are related, in particular, to life satisfaction and its aspects, work efficiency and organizational success, employment and career trajectories, family relationships and child rearing, family well-being and psychological well-being, political orientations and political behavior.

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