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Tech-Driven Solutions for Enhancing Work-Life Balance and Wellbeing among C-Suite Women

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Abstract

Technology integration into professional environments has revolutionized how work-life balance and overall well-being are managed, particularly for women in C-Suite positions. This study comprehensively examines how tech-driven practices and solutions influence female executives' well-being, productivity, and work-life balance. Smart PLS 4 software was employed to analyze the intricate relationships between Technology, Well-being, and Work-life Balance using a quantitative methodology. The results revealed a significant positive correlation between technology adoption and improvements in well-being and work-life balance, with well-being as a key factor in enhancing work-life equilibrium. The constructs demonstrated strong reliability and validity, and low multicollinearity ensured that each element was accurately measured. The findings emphasize the pivotal role of technology in reducing job-family conflicts, increasing job satisfaction, enhancing career longevity, and fostering personal fulfillment. This study reinforces the importance of implementing technology-driven solutions to support women's professional success and personal well-being in executive roles, suggesting that these innovations are integral to fostering more equitable and sustainable leadership environments.

Keywords: Technology, Well-being, Work-life Balance, C-Suite Women, Leadership, Tech-driven Practices, Professional Success

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1. Introduction

1.1. Background of the study:

In the last several years, incorporating technology into professional settings has become more widespread, providing new opportunities to better women's well-being and work-life balance in C-suite roles. The study seeks to explore the intersection of technology adoption and its impact on the work-life dynamics of female executives. As women continue to break barriers and rise in leadership roles, it becomes crucial to understand how technological advancements can support their efforts in striking a healthy balance between obligations to one's personal and professional life. By investigating the adoption, challenges, and benefits of tech-driven solutions tailored to the needs of C-suite women, this research aims to provide insights into optimizing workplace environments that foster career success and personal fulfillment.

1.2. The Interplay of Technology, Work-Life Balance, and Gender Dynamics in C-Suite Leadership:

Working and living are becoming increasingly intertwined instead of existing as two separate realms in a time of technologically driven connectivity. Information and communication technologies have challenged the ideology of industrial modernist work-life segregation (Townsend & Batchelor, 2005). ICTs' ability to infiltrate work and life appears to have contradictory effects. Certain people maintain a rigid separation between their personal and professional lives, feeling that any interference with the former is detrimental to the latter (e.g., job stress, job discontent, and perceived higher responsibilities). However, because of technological convenience, others are willing to work longer during their free time and are not afraid to handle personal matters from the workplace.

WLF is an interesting topic on a national and international level, attracting attention from all around the world. Politicians, corporations, labor, organizations, and scholars are all growing increasingly concerned with work-life balance, according to Wattis and Yerkes (2013). Because of her commitment to empowering female workers and her work ethic of setting an example, Sandberg—who founded LeanIn.Org and served as its COO—has gained widespread recognition for her ideas. Three significant findings from the 2014 study "Women in the Workplace," which looked at the status of women in corporate America, were released by LeanIn.Org in collaboration with McKinsey & Company (Huang et al., 2019). These findings demonstrate the ongoing struggles that women face both at the workplace and at home.

Finding the right work-life balance depends on two factors: Permeability (the degree to which behavioral or psychological characteristics of one area can permeate another) and adaptability. (Ashforth & Fugate 2000; Bulger & Hoffman 2007).

1.3. The Role of Technology in Shaping Work-Life Balance, Stress Management, and Well-being among C-Suite Women:

Thanks to technology, our personal and professional lives are now structured and maintained in various ways. People use technology for various tasks, including appointment scheduling, document storage, business operations, interpersonal communication, and staying in touch. The average American uses electronic media, including cell phones, the Internet, and multimedia devices, for leisure and activities for almost three hours daily (Brasel, 2011).

Since social and physical segregation is now enforced during lockdowns, the usage of IT has become crucial to the daily operations of organizations and the provision of services (De, 2020; Richter, 2020). Information systems (IS) research has become interested in IT solutions that were first created for education, retail, and healthcare businesses (Fletcher & Griffiths, 2020; Barnes, 2020; Doyle & Conboy, 2020). Little is known about how women in various economies utilize these technologies to manage WLB, particularly in developing nations where access to digital infrastructure is still restricted.

According to Saini (2023), Iswahyudi (2023), and Suresh (2020), integrating technology, promoting life balance, and practicing management is critical to improving well-being in today's fluid workplace. Thanks to resources like stress management applications and internet-based therapy, technology is a key component of mental health initiatives. A proactive approach to stress management is required due to pressures such as extended work hours and high-performance standards, which make work-life balance more and more necessary. According to Nugrahanti (2018), employee behavior is ultimately impacted by various work experiences and conditions that contribute to both enjoyment and purpose in the workplace. Establishing friendly work environments that promote work-life balance, stress management resources, and open communication are critical organizational priorities that will help reduce burnout and improve overall well-being.

Technology has significantly impacted the well-being of C-suite women by offering tools that enable greater flexibility, remote work, and efficient task management (Obioha, 2023). Stress and burnout can result from this continuous connectedness, as it can obfuscate the borders between personal and work life. This research project aims to investigate the effect of

technology on women in executive roles' overall well-being and WLB. It seeks to identify both the benefits and challenges posed by technology, offering insights into how it can be better managed to support the well-being of female leaders without compromising their personal or professional lives.

2. Literature Review

Technology integration in the workplace has drawn considerable academic focus, particularly regarding its impact on work-life balance and well-being. For C-suite women, tech-driven plays a dual role—offering flexibility while blurring the line between work and home life is becoming less clear. This LR explores existing research on how technology affects work-life balance and well-being, focusing on female executives and highlighting its benefits and challenges in supporting their leadership roles.

2.1. Technological Impacts on Well-Being:

Using technology at work has changed how tasks are done, how people talk to each other, and how creative people are. This has led to perks like higher productivity and a wider audience (Čizmić, 2023; SJ, 2023). However, concerns have arisen about its impact on employee well-being. According to Kawakami and Fraboni (2023) and other authors, an overindulgence in digital technologies can result in burnout, information overload, and a decline in work satisfaction. Stress and exhaustion are increased by the constant connectedness that technology provides, which frequently blends the distinctions between life at work and personal (Kaaria, 2023). Notwithstanding these difficulties, technology can also augment inventiveness, optimize processes, and enable distant cooperation, all of which, when employed skillfully, can augment worker contentment and welfare (Turja, 2023; AlFahl, 2023).

2.2. Technological Impact on Work-Life Balance:

Wi-Fi use is a significant factor affecting WLB, as many studies show (Hall & Richter, 1988; Hill & Colihan, 1998; Nicholas & Guzman, 2009; Wajcman & Brown, 2008; Wallace, 2004; Hartman & Arora, 1991). ICTs, among other things, are the main types of technology that affect WLB these days. While some technologies, like mobile and virtual ones, make it easier to communicate across time and space and cross boundaries, others, like Arnold (2003), Felstead (2005), Golden (2007), Kaufman-Scarborough (2006) can dissolve the line between work and life. Because mobile technologies change how people define the lines between work and life, they are exciting to researchers trying to understand WLB (Duxbury, 2010; Shumate, 2004).

2.3. Employee Well-Being and Work-Life Balance:

Respati (2023), Hayman (2009), and Solihu (2023) all say that achieving work-life balance is important for improving employee health and happiness. Keeping this balance is challenging in art, where zeal for work often blurs the lines between what is allowed and what is not. Flexible work plans can help people find a better life and feel less stressed, especially in creative fields (Samtharam, 2023). In the art business, supporting programs like parental leave can help create a good work environment, get people more involved, and keep them there. Support for balance from employers is important for improving the health and happiness of art workers and their general quality of life.

3. Research Methodology

3.1. Research Design:

The research design provides information on the specific framework used in the study. To demonstrate statistical correlations among the variants analysed, quantitative approaches will be employed to emphasize the salient facts.

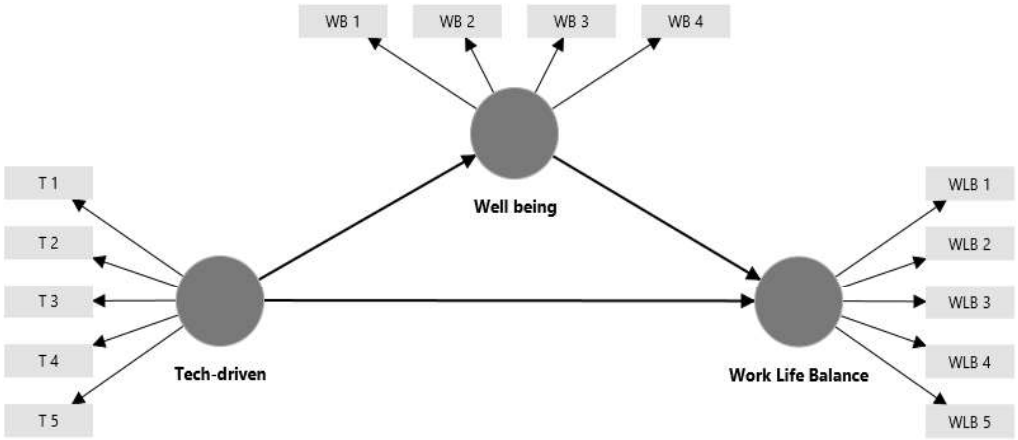

Figure 1: Conceptual Framework

Source: SmartPLS4.0

3.2 Objective of the study:

1. To investigate how tech-driven practices influence the overall well-being of C-Suite women
2. To analyze the relationship between well-being and work-life balance among C-Suite women
3. To examine the impact of tech-driven practices on the work-life balance of C-Suite women

3.3 Research Questions:

1. How do tech-driven practices affect women's overall well-being in C-Suite positions?
2. What is the relationship between well-being and work-life balance for women in C-Suite roles?
3. How do tech-driven practices impact women's work-life balance in C-Suite positions?

3.4 Hypothesis:

- H1: Tech-driven practices positively impact the well-being of C-Suite women.
- H2: Higher well-being is positively associated with a better work-life balance among C-Suite women.
- H3: Tech-driven practices positively impact the work-life balance of C-Suite women

3.5 Data Collection:

A structured questionnaire based on published scales and verified instruments will be created to measure the three main factors of interest—tech-driven, well-being, and work-life balance. The study will utilize the Likert scale, allowing participants to express their agreement with each topic. The response possibilities range from 1 (Strongly Disagree) to 5 (Strongly Agree). The questionnaire will be delivered electronically through online survey platforms to preserve respondents' anonymity and confidentiality and allow effective data collection. To make the survey tool more accurate and reliable and to check the usefulness, comprehensibility, and clarity of the questionnaire items, participants will be chosen through purposive sampling techniques, such as email invites and social media posts.

3.6 Data Analysis:

Structural Equation Modelling (SEM) with Partial Least Squares (PLS) 4 software will be used to analyze the collected data. SEM is a powerful statistical method for looking at complex relationships between many variables and simultaneously evaluating measurement and structural models. Steps to make up the research process: Check the measuring model's dependability and validity. Next, path analysis within the SEM framework will be used in Structural Model Estimation to examine how factors are related. Next, Model Evaluation and Interpretation will use goodness-of-fit indices to check how well the model fits overall and bootstrapping methods to determine errors and judge the importance and strength of paths. Finally, the Hypothesis will use estimated path coefficients to test how well tech-driven, wellness, work-life balance, and women in the C-suite can predict these things.

4. Analysis and interpretation

4.1 Data Analysis:

Among women in the C-suite, the data gathered is utilized to investigate how mediation affects work-life balance and tech-drivenness. Therefore, they identified key findings and patterns stating how workplace spirituality affects job outcomes by undertaking exploratory and inferential data analysis, descriptive statistics, reliabilities, validity strengths, and structural equation modeling.

Table 1: Respondents Profile (n=300)

Classification	**Frequency**	**Percentage**
Marital Status		
Single	30	10
Married	100	33.3
Widowed	50	16.7
Separated	40	13.3
Divorced	80	26.7
Number of children		
Infant (>1 year)	5	1.7
Toddler (1-3)	25	8.3
Preschoolers (4-5)	35	11.7

Classification	**Frequency**	**Percentage**
Kindergartener – Elementary (6-10)	60	20
Middle Schooler (11–14)	75	25
High Schooler (15-18)	80	26.7
Post High School	15	5
None, one, two, three, four or more	5	1.6
Responsibility for caring for an elder		
Yes	210	70
No	90	30
Employment status		
Full-time Employed in a C-Suite Role	100	33.3
Part-time Employed in a C-Suite Role	65	21.7
Self-employed (e.g., Entrepreneur or CEO of own business)	90	30
Consultant in C-Suite Capacity	30	10
Retired from C-Suite Role	15	5
Professional experience		
Less than 5 years	80	26.7
5-10 years	105	35
11-15 years	55	18.3
16-20 years	40	13.3
More than 20 years	20	6.7

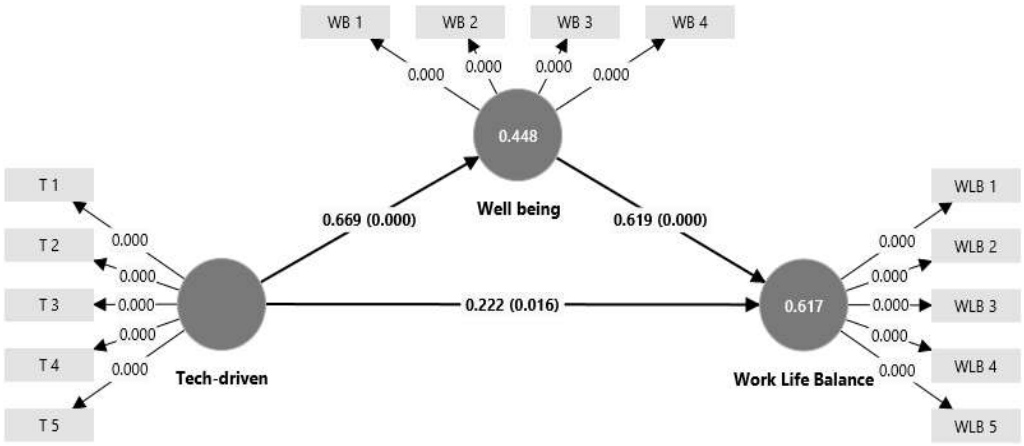

Figure 2: Model Results
Source: SmartPLS4.0

Table 2: Cronbach's α, Composite Reliability and Average variance extracted

	Cronbach's alpha	CR (rho_a)	CR (rho_c)	AVE
T	.926	.927	.944	0.772
WB	.927	.927	.948	0.82
WLB	.91	.911	.933	0.737

Source: Data Processing Results (2024)

Table 2 shows that all three constructs- T, WB, WLB—exhibit high reliability and validity. Cronbach's alpha numbers range from .91 to .927, meaning that each construct is consistent. All constructs have rho_a and rho_c numbers above 0.9, which means the composite reliability scores are also very high. Also, the AVE numbers are higher than the suggested level of 0.5, which means the validity is good. Overall, these metrics show that the constructs are measured correctly and frequently.

Table 3: Model Fitness

	Saturated model	**Estimated model**
SRMR	.044	.044
d_ULS	.205	.205
d_G	.162	.162
Chi-square	291.984	291.984
NFI	.92	.92

Source: Process Data Analysis (2024)

Table 3 shows data for the goodness-of-fit for both the saturated and estimated models. These numbers show that both models work well. The Standardised Root Mean Square Residual (SRMR) for both models is 0.044, which is below the suggested level of 0.08 and means that the models fit well. Both models have the same D_ULS and D_G numbers, which are .205 and .162, respectively. This suggests that the models fit together consistently. Both models have the same Chi-square value of 291.984, which means that the fit is neither too good nor too bad but just right for comparing the models. Both types have a Normed Fit Index (NFI) of 0.92, which is above the normal level of 0.90 and means they fit well. Overall, these metrics suggest that both models are well-fitting and comparable.

Table 4: Descriptive Statistics

	Mean	**Standard deviation**	**VIF**
T 1	3.743	0.575	2.677
T 2	3.703	0.644	3.269
T 3	3.73	0.661	3.094
T 4	3.74	0.687	2.749
T 5	3.757	0.636	2.99
WB 1	3.573	0.598	3.379
WB 2	3.583	0.65	4.004
WB 3	3.62	0.675	3.251
WB 4	3.607	0.667	2.947
WLB 1	3.647	0.634	1.906
WLB 2	3.617	0.597	2.589
WLB 3	3.567	0.706	2.951
WLB 4	3.613	0.742	3.554
WLB 5	3.577	0.769	2.551

Source: Process Data Analysis (2024)

Table 4 shows detailed numbers and VIF values for T, WB, and WLB items. The items' mean scores vary from 3.57 to 3.76, with standard deviations between .575 and .769, reflecting consistent responses across the items. VIF values, which assess multicollinearity, range from 1.906 to 4.004. These VIF values are generally low, indicating minimal multicollinearity among the items and suggesting that each item effectively measures distinct aspects of the constructs.

Table 5: Correlation

	T	**WB**	**WLB**
T	1		
WB	0.669	1	
WLB	0.636	0.768	1

Source: Data Processing Results (2024)

Table 5 shows the correlation coefficients between Technology (T), Well-being (WB), and Work-life Balance (WLB). Technology positively correlates with Well-being (0.669) and Work-life Balance (0.636), indicating a moderate to strong relationship. Well-being has a strong correlation with Work-life Balance (0.768), suggesting that improvements in one are closely associated with improvements in the other. These correlations indicate that while T, WL, and WLB are related, each construct also maintains its distinct impact on the overall model.

Table 6: Evaluation of Hypotheses

	Original Sample	**Sample Mean**	**Standard Deviation**	**T Statistics**	**P values**	**Decision**
T -> WB	.669	.666	.059	11.357	0	Accepted
WB -> WLB	.619	.622	.081	7.688	0	Accepted
T -> WLB	.636	.636	.055	11.512	0	Accepted

Source: Process Data Analysis (2024)

The hypothesis tests' outcomes are shown in Table 6. All hypotheses are supported:

- **T -> WB (Technology to Well-being)** indicates a strong positive impact of tech-driven behaviors on well-being, with a t-statistic of 11.357 and a p-value of 0.000.
- **WB -> WLB (Well-being to Work-life Balance)** has a t-statistic of 7.688 and a p-value of 0.000, indicating that work-life balance and well-being are significantly positively correlated.
- **T -> WLB (Technology to Work-life Balance)** shows a substantial beneficial impact of technology on work-life balance, with a t-statistic of 11.512 and a p-value of 0.000.

5. Result and Discussion

5.1 Key Findings:

The study shows how important the sound effect of tech-driven practices is on C-Suite women's well-being and work-life balance. The constructs of variables are assessed with high reliability and validity, as indicated by robust internal consistency metrics and validation measures. The goodness-of-fit statistics demonstrate that the models accurately represent the data, with metrics such as the SRMR and NFI indicating a good fit. Additionally, low multicollinearity is observed among the items, suggesting that each construct is measured distinctly and effectively.

Correlation analysis reveals that technology is positively associated with Well-being and Work-life Balance, indicating that technological advancements are linked to improvements in these areas. Specifically, Well-being is also strongly correlated with Work-life Balance, highlighting that enhancing one aspect tends to influence the other positively. The data support all hypotheses. These findings emphasize the significant benefits of adopting technology-driven practices in promoting a better quality of family life and working experience for C-Suite women.

5.2 Discussion:

This study's results show how important methods based on technology are in shaping the well-being and work-life balance of C-Suite women. Technology has proven to be a vital tool for increasing efficiency and enabling flexible work arrangements, positively impacting both personal and professional spheres. The dual nature of technology aligns with existing literature, which acknowledges both the benefits and risks of technological integration in the workplace (Čizmić, 2023; Kawakami, 2023).

Moreover, the positive correlation between T and WLB and between WB and WLB underscores the interdependent nature of these constructs. Previous studies have shown that employees who achieve a balanced work-life dynamic experience high levels of satisfaction and well-being (Respati, 2023). For C-Suite women, balancing demanding leadership roles with personal responsibilities is more acute, but the strategic use of technology offers a potential solution. When technology is used to facilitate remote work, streamline tasks, and provide flexible scheduling.

5.3 Implications:

The implications of this study for C-Suite women and organizations are clear. First, while technology can be a strong tool for improving productivity and well-being, it requires mindful management to prevent burnout and stress. C-Suite women should establish clear boundaries around technology usage, such as limiting after-hours work communication and creating structured time for personal activities.

Organizations must also play an important role by fostering a work environment that supports working arrangements and boosts the healthy use of technology. Providing training on time management and digital well-being, promoting flexible work policies, and offering resources for mental health can all help to ensure that technology enhances rather than hinders the quality of life for C-Suite executives. By addressing these factors, companies can support the well-being of their top leaders and improve overall organizational performance through more balanced and satisfied leadership.

5.4 Limitations:

The sample size is limited to a specific group of women in the C-suite, which may not fully represent the broader population of female executives across different industries and regions. Another problem is the information the person gives, which may be inaccurate. Additionally, the study focuses on technology-driven practices. However, other factors such as organizational culture, leadership style, and personal circumstances were not explored in detail, potentially leaving out significant contributors to well-being and work-life balance.

5.5 Scope for Future Research:

Expanding the sample size and including people from different industries and regions can help future studies get around these problems. Comparative studies between male and female executives or cross-cultural studies on how technology influences work-life balance could provide deeper insights. Furthermore, future studies could explore other mediating

variables, such as leadership style, corporate policies, or family dynamics, that might influence the relationship between T, WB, and WLB. Additionally, longitudinal research may offer insightful information on how technology is used and its long-term impact on C-Suite women's personal and professional lives.

5.6 Conclusion:

This study shows how tech-driven practices can improve women's well-being and work-life balance in the C-suite. The results show that technology significantly enhances both personal and work-life aspects for women in leadership roles. Strong correlations were found between tech-driven well-being and work-life balance, indicating that technological advancements contribute to improvements in these areas.

Furthermore, the close relationship between WB and WLB suggests that fostering one benefits the other. All hypotheses were supported, confirming the valuable role of technology in promoting a better WLB and overall WB for C-Suite women. These results make it clear how important it is to use tech-based tactics to help women in executive positions stay in their jobs longer and improve their quality of life.

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