

Work-Family Policies

Employers' perspective & involvement

Daniel Erler

Employer attitudes

Affected by

- Legislation and regulations
- Social and cultural context
- Personal experiences and attitudes
- Economic costs and benefits

These four dimensions are interrelated

- sustainable change of employer attitudes requires changes in all four dimensions

Reasons for employers to introduce family friendly measures

- Compliance with legislation
- Organizational reputation
- Retention (e.g. loyalty, stress reduction)
- Recruitment
- Higher Productivity (e.g. less absenteeism, more motivation & concentration)

Problem:

Many of these potential positive effects are difficult to gauge and thus partly rely on the belief of employers

Reasons for NOT introducing family friendly measures

- Costly
- Difficult to manage & administrate
- Fear of loosing control
- Not relevant for company objectives
- Potential positive effects may are difficult to prove

Basic Challenges:

- Reconciliation issues vary vastly according to organizational size, type and location
- Objectives of society, e.g. higher birth rates, are not immediately relevant for employers → mainly problems are seen
- Change of attitudes requires a combination of legislation and support policies
- Then employers have more incentives to introduce family friendly policies