The Pursuit of Life Balance: The Challenges, Choices, and Rewards of a Cross-Cultural Research Project

By

Margaret Shaffer
Theresa Lau

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All interested are welcome
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ABSTRACT

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The Life Balance Project is a multi-phase, multi-method, multi-sample, and multi-year research project to investigate how professional employees in five cultures balance the competing demands of work and family. Based on qualitative focus group data from five countries, we developed a conceptual model of strategies individuals use to manage and balance multiple social role identities. We also drew on this data to generate items for a life balance scale. With survey data from employees in multiple countries, we validated a cross-cultural measure of life balance. We will present the results of these investigations as well as plans for the next phase of the project.

Margaret Shaffer is the Richard C. Notebaert Distinguished Chair of International Business and Global Studies at the Sheldon B. Lubar School of Business, the University of Wisconsin-Milwaukee. Her research interests center on cross-cultural experiences, especially in the areas of expatriation and life balance. Her work has appeared in leading academic journals, such as the Journal of Applied Psychology, Academy of Management Journal, and Journal of International Business Studies.