



A STUDY ON WORK LIFE BALANCE OF WOMEN EMPLOYEES IN IT SECTOR SPECIAL REFERENCE TO IT PARK – KOCHI

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ABSTRACT

Work life balance means balancing with two lifes, ie, personal and professional lifes. In today's world India is a superpower in the global economy because of the talented and educated Indian professionals. The software sector in Kochi is expanding at an exponential rates. Automation and computerization have created a wealth of job opportunities , especially in the IT and software industries were salaries are competitive and most jobs are dusk – based. Work – life balance of women in IT sectors is gaining the domain place in highly discussed topics, family work conflict and work family conflict are more likely to exert negative influences in the family domain, resulting in lower life satisfaction and greater internal conflict within the family. Variables such as the size of family, the age of children, the work hours and the level of social support impact the experience work family conflict and family work conflict.

Key Words: Work life balance, work family conflict, family work conflict, software, job opportunities.

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Introduction

A major change is occurring all over the world with advent of information technology. The ¹ IT revolution not only increases the employment opportunities and GDP of the country, but also contributes to a cultural transformation and social revolution. In the past decades, one can witness the entry of women IT professionals in the rapidly growing software services sector. Nowadays women work as professionals in addition to their customary roles as homemakers. The majority of Indian women work in socially acceptable professions like banking, teaching, and nursing. They are now redirected and actively involved in the IT revolution, having been for the past decades. This new information technology profession with a good pay, night shifts, cultural and social change has brought work life imbalance among the women employees in Information Technology Industry. This study is based on an empirical investigation conducted among women employees from leading Information Technology Companies.

WORK LIFE BALANCE IN IT INDUSTRY

Information technology sector is a booming sector where the long working hours and overload works are typical in IT sector Industry. The world has recognized India's competitive advantage in software services and today India is a magnet for software clients owing to quality of its skilled software manpower. Even though women are found in every where, their participation in IT industry is more. When compared to the manufacturing sector, IT Industry includes all knowledge based activities. Both men and women are attracted by this rising sector for the lucrative pay. But this job requires good working environment, psychological attachment of mind and good physical fitness. There is also a pressure to complete the task in time due to cut

throat competitions. Also they have to work for both Indian and foreign companies.

Review of literature

Fisher, K., and Layfe. M., (2003), examined the relation between employees' beliefs about having a balance between work and personal life, and the feeling of job stress, job satisfaction, and reasons why one might quit his/her job. The data was collected from two independent, heterogeneous samples of employees. The first sample comprised of 603 fitness professionals while the second consisted of 545 managers employed in a variety of organizations spanning many industries and functional departments. The findings indicated that having a lack of work/life balance was an occupational stressor that leads to strains, including feeling of overall work strain, job dissatisfaction, non-work related reasons for leaving and turnover intentions.

Hyman, Jeff and Juliette Summers, (2004), classified seven major problems which are associated with current practices over work-life balance these are unevenness of adoption across different sectors and organizations, lack of formalization of policies at organizational level, restricted employee voice over the introduction and implementation of policies, policies are primarily to meet business needs rather than those of employees, there is no evidence of reduction in working hours, tangible and intangible work intrusions into domestic life, domestic responsibilities are still performed primarily by women irrespective of their employment status.

Muhammadi Sabra Nadeem (2009) conducted study to explore the relationship between work life conflict and job satisfaction in Pakistan and he found that job satisfaction is significantly negatively correlated with work to family interference and family to work interference. However, the correlation of workload is positive and insignificant which shows that workload does not affect the job satisfaction of the employees in Pakistan. The policy alternative should be that a supportive management is

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¹ Minitha .V .Raj, and Dr.,A.,Mahalakshmi, (2016),
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required to minimize the conflict between work and family.

Suzan Lewis & Annie Laure Humbert, (2010), suggested in his study that the most important form of flexible work arrangement used in the organizations are four days a week is double edged and complex in its effects. It supports mothers, but at a cost because of gendered assumptions. Despite a commitment to flexibility and “work life Balance”, the gendered construction of the ideal worker and ideas of competence conflated with hegemonic masculinity, remain powerful. This, together with a prevalent “good mother” ideology, undermines both gender equity and workplace effectiveness.

N., Krishna Reddy, Vrinda Mysore Narasimha, Atiq Ahmed, Berigai Parthasarathy and Nirmala, (2010), in his study said that work stress is usually conceptualized as work role ambiguity. Each has the potential to affect WFC with respect to role conflict, the more conflict among work roles the greater the chances that stress will spill over and cause negative behavior that interfere with fulfilling family roles also found that the age of the children was positively correlated with FWC among the working women. Five factors that are considered to contribute to work life balance are assessed.

Analysis and Interpretation

TABLE 1: SUPPORT SYSTEM IN THE FAMILY

Category of job	Total support	Adequate support	Moderate support	Inadequate support	No support	Mean score
Entry level (200)	88(44)	60(31)	35(18)	12(6)	59(3)	4.63
Middle level(100)	22(22)	25(25)	21(21)	18(18)	14(14)	3.27
Higher level (25)	10(40)	8(32)	4(16)	2(8)	1(4)	3.14
Total (325)	120(37)	93((29)	60(18)	32(10)	20(6)	3.68

Source: Primary data

Women especially Indian women pay more attention to the family than their career.

Sakthivel Rania, Kamalanabhanb & Selvarania, (2011), analyze the relationship between employee satisfaction and work/life balance. The construct used for this research consists of career opportunity, recognition, work tasks, payments, benefits, superior subordinate relationship, employee satisfaction, and work/life balance. This study makes a contribution to join two distinct research streams, namely employee satisfaction, and work/life balance. Findings suggest that high correlation exists between work task and employee satisfaction with a mediator variable namely work-life balance

Objectives

The main objective of the study was following

- To measure the level of work life balance among women employees at IT sector at Kochi IT park
- To findout what are the reasons for work life imbalance
- To suggest mesuares to reduce work life imbalance

Research Methodology

The area of the study was confined with Kocho Infopark only. Evethough it is a wide area and the researcher need only a simple study. For this purpose, the study had preferred a convenient random sampling technique. Datas are collected from both primary and secondary manner.

Support system in the family is an important factor which contributes to the work life



balance. In this analysis, the employees in the higher level belongs to the 44% of total level and middle level belongs to 22% and higher level belongs to 40%.

The following table shows the data relating to age, marital status, education, no of dependents and monthly income of the women in Kochi Infopark.

DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

Table 2
Demographic characteristics of the Respondents

characteristics	Total number of respondents	No.of respondents	Percentage
Age	Under 30	100	30.76
	30 to 35	133	40.92
	35 to 40	45	13.85
	40 to 45	39	12.00
	Above 45	8	02.46
	Total	325	100
Marital status	Single	59	18.15
	Married	196	60.30
	Divorced	42	12.92
	Widow	28	8.61
	Total	325	100
Education	Higher secondary	18	5.54
	Graduate	120	36.92
	Post graduate	57	17.54
	Professional edn	130	40.00
	Total	325	100
No. of dependents	None	45	13.85
	1 to 2	124	38.15
	3 to 4	128	39.38
	Above 4	28	8.62
	Total	325	100
Monthly income	Below 10000	9	2.77
	10000- 20000	57	17.54
	20000-40000	158	48.63
	40000-100000	59	18.154
	Above 100000	42	12.92
	Total	325	100



Source: Primary data

The demographic data presented in above table indicates that 45% of the respondents fall under the age category of 30- 35 years. 30.76 percent of the respondents came under the age group of below 30 years, whereas 13.85 percent of the respondents come under the age group of 35-40 years. 12 percent of the respondent come under the age group of 40-45 years and 2.46 percent of the respondent fall under the age group of above 45 years.

Educational profile of the respondents indicates that 40 percent of the respondents were professional education

category, 36.92 percent of the respondents were graduates, and so on.

Marital status category shows that majority of the respondents belongs to married category (60.30%). Also majority of the number of dependents category belongs to 3 to 4.

MEASURES TO REDUCE WORK LIFE IMBALANCE

The following table 3 shows the measures to reduce work life imbalance. The obtained information is analysed with the help of Garrett Ranking Technique and which is presented in the following table.

Table 3

Garrett Mean Score and ranking of the measures to reduce work life imbalance

Sl.No.	Measures	Mean score	Rank
1	Proper Time management	42.5	I
2	Provision for safely and security in the organization	36.0	IX
3	Provision for proper transportation in the organization	40.2	III
4	Support from family	41.7	II
5	Support from collegeus	39.8	IV
6	Improvement in the organizational culture	36.5	VIII
7	Better labour Management Relationship	37.0	VII
8	Proper work planning and scheduling	37.3	VI
9	Flexible work time	38.4	V

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Source: Primary data

Table 3 shows that among various measures to reduce work life imbalance proper time management with a mean score of 42.5 with first rank, support from a family with mean score 41.7 with second rank. Provision for proper transportation in the organization with mean score of 40.2 with third rank, support from collegeus with a mean score of 39.8 with forth rank, flexible work time with a mean score of 38.4 with fifth rank, proper work planning and scheduling with a mean score of 37.3 with sixth rank and the least rank is given

to provision for safely and security in the organization with the mean score of 36.0.

Recommendations

1. If the personal and professional lifes are balanced, the IT sector in IT park at Kochi must provide facility to upbringing child care.
2. The management should provide provide proper training to enhance professional and personal skills
3. Appropriate policies and initiatives need to be promoted widely and regularly by departments to encourage awareness and



knowledge of available options for accessing work life balance strategies.

4.The management training should include some kind of the value for the organization in implementing work life balance policies

5.The work life balance is seen to include quality of work life or provision of quality jobs without undue stress and that this is reflected in job design and work organization.

CONCLUSION

It becomes highly important to study what women's undergo in their career path as they will be handling their family as well as the same time and the stress and work pressure is far more than others as a lot of time management, job management, kid management house management, everything is put under criteria, it is critical for work and family research to fully understand the conditions under which the married women employees experience conflict between their roles. There is a need to consider working environment, job satisfaction, family support and number of working hours in the future research. As the Work-Life balance has been considered of crucial importance in many Public and Private Sector Undertakings for establishing and sustaining a productive work culture, several initiatives have been taken towards it by Government, many experts and industrialists even employee organizations. Multiple roles performed by individuals call for better integration between work and non-work issues. Jobs are no more cushy/easy going they are demanding. Similarly, individuals cannot be effective at work if they are not able to manage their personal lives. Finding time for socialization is no more a social obligation but also a real stress buster. Both the employer and the employee has to plan properly to overcome the imbalances either in the organization or in their social life/personal life. There is evidence to show that the activities outside work positively influence the productivity and creative potential of employees. The problem of WLB is clearly linked with withdrawal behavior, including employee turnover and some sort of indiscipline or absenteeism

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