WORK LIFE BALANCE OF WOMEN EMPLOYEES SATISFACTION – A STUDY WITH REFERENCE TO IT SECTOR IN INDIA

Dr. K. Maran, Professor & Director, Sai Ram Institute of Management Studies,
Sai Ram Engineering College, Chennai-44, India.

Mrs. S. Usha, Research Scholar, Manonmaniam Sundaranar University, India.

ABSTRACT

The change in the pattern of work and the concept of the workplace after the industrial revolution in the second half of the 18th century gave a new dimension to the concept of WLB. As time progressed, nuclear families increased. A later change was the fading away of the "ideal home" in which the earning member's spouse took care of the home. With improved education and employment opportunities today, most homes are ones in which both parents work because of necessity and the desire to augment incomes. India has the second largest English-speaking scientific professionals in the world, second only to the U.S. It is estimated that India has over 4 million technical workers, over 1,832 educational institutions and polytechnics, which train more than 67,785 computer software professionals every year. The enormous base of skilled manpower is a major draw for global customers. In the present scenario most of the software employees are under the categories of women, the recent survey insist about quality of work life balance of women employees in software industry is steadily shows the decreasing trend from 85% to 52% in the last ten years and more over 80% of women employees in software industry having more health issues and also not in the position to balancing their family

Key Words: Women Employees, Software Industry, Work life Balance, Personal and family factor.

1. INTRODUCTION

Work and family life have been an integral part of a woman’s life. These two together forms an integrated whole and therefore attracts a lot of attention. The need to study the inter- linkages becomes all the more important with an increasing number of women entering the formal labour market. The very fact that they go out of home to work in a public space poses all kinds of pulls and pushes upon home life which includes their work to maintain home and the family. A plethora of research has been conducted to ascertain the impact of a job outside home on the home life and vice versa or to understand the
relationship between the two. Research so far has been emphasizing the conflict between the home and office life of a woman as a result of employment outside the home.

Work-life balance is not a new concept. The change in the pattern of work and the concept of the workplace after the industrial revolution in the second half of the 18th century gave a new dimension to the concept of WLB. As time progressed, nuclear families increased. A later change was the fading away of the "ideal home" in which the earning member's spouse took care of the home. With improved education and employment opportunities today, most homes are ones in which both parents work because of necessity and the desire to augment incomes. The need to create congenial conditions in which employees can balance work with their personal needs and desires became a factor that companies had to take note of both to retain them as well as to improve productivity. It was a compulsion that they could not afford to ignore. Having realized that, companies started introducing schemes to attract and retain employees and improve their productivity. Work-life balance is the extent to which individuals are equally involved in and equally satisfied with their role and their family role.

In his book managing work-life balance, David Clutterbuck defines work-life balance as:

- being aware of different demands on time and energy;
- having the ability to make choices in the allocation of time and energy;
- knowing what values to apply to choices; and
- making choices.

Work-Life Balance does not mean an equal balance. Trying to schedule an equal number of hours for each of various work and personal activities is usually unrewarding and unrealistic. Life is dynamic and not static. Each person’s work-life balance will vary over time, often on a daily basis. The right balance for each one today will probably be different from tomorrow.

The right balances differ when one is single and will be different when one marries or has a partner or if they have children. When one starts a new career versus when one is nearing retirement brings changes in work-life balance there is no perfect, one-size fits all, balance that one should be striving for.

India has the second largest English-speaking scientific professionals in the world, second only to the U.S. It is estimated that India has over 4 million technical workers, over 1,832 educational institutions and polytechnics, which train more than 67,785 computer software professionals every year. The enormous base of skilled manpower is a major draw for global customers. India provides IT services at one-tenth the price. No wonder more and more companies are basing their operations in India. The industry is in an expansion mode right now, with dozens of new offshore IT services vendors emerging every day, the industry has a high probability of being subjected to the 80:20 rule in not too distant a future. In perhaps another 10 years, 80 percent of all outsourced offshore development work will be done by 20% of all vendors, a small number of high qualities, trusted vendors. Only a few select countries and only the most professional companies in those countries will emerge as winners. India will definitely be the country of choice for offshore software development. We have the potential to become and remain the country of choice for all software developments and IT enabled services, second only to the USA. The third choice could be far distant. India is among the three countries that have built supercomputers on their own.

**PROBLEM FOCUS**

For the past 15 years the contribution software industry in Indian economy is never ignorant in overall performance of Indian software export. The performance of the software industry is behind only with the efficient employees especially the women software employees knowledge is very vital part for the development of Indian software industry in global market. In the present scenario most of the software employees are under the categories of women, the recent survey insist about quality of work life balance
of women employees in software industry is steadily shows the decreasing trend from 85% to 52% in the last ten years and more over 80% of women employees in software industry having more health issues and also not in the position to balancing their family as well as highly pressure working environment even though the women employees contribution is constantly supporting for the development of software industry hence the aim of the study is attempt to analyze the work life balance of women software employees.

OBJECTIVES

1. To identify the work life balance factors influence for women employees satisfaction in IT sector.

2. REVIEW OF LITERATURE

Lewis (2000), The concept of work-life balance is based on the notion that paid work and personal life should be seen less as competing priorities than as complementary elements of a full life. The way to achieve this is to adopt an approach that is “conceptualised as a two way process involving a consideration of the needs of employees as well as those of employers”. In order to engage employers in this process it is 6 important to demonstrate the benefits that can be derived from employment policies and practices that support work-life balance, and the scope that exists for mitigating their negative effects on the management of the business.

B.Usha et. al. (2010) in their research article attempted to identifying the factor that cause the work family challenges among women working in irregular hours. The finding of the study revealed that women were dissatisfied with the quality of work life and faced family related issues and personal problem irrespective of their occupations.

3. METHODOLOGY

In this chapter, the research methodology used in this study is described and the research propositions relating to the objectives of the study are stated. Methods available for collecting data and the characteristics of the sample group are set out in this chapter. The rights and safety of the participants and rules on ethics and confidentiality in collecting data are described. In addition, the variables, questionnaire design and techniques used to analyse data are stated.

Research Design

Research Design is the overall plan for conducting the research in order to find out the answers for the research questions / hypotheses set in the beginning. It should be comprehensive and to include all the relevant aspects for conducting the research at a reasonable cost and time. This includes the sampling technique, the collection of data through various instruments, proper statistical tools to do the data analysis and interpreting the same. This study is basically an explorative one, wherein the primary data is sought through a questionnaire to answer the questions based on the relevant hypothesis.
Sources of Data

The survey method was deployed in this study to gain insight and knowledge as how the quality of work life impact on women employees in the IT sector. The primary data of the study is collected through a structured questionnaire. The relevant secondary data was collected through journals, magazines, newspapers, research articles, published information and details from websites of the software companies taken for study.

Selection of respondents

In India, there are four major metropolitan cities present, out of which Chennai is located in South India. The Chennai is hub of IT industry in south India around 100 medium and large scale software companies operating its business in Chennai. Since Chennai represents the good section of respondents belonging to different software companies, the respondents residing in Chennai were taken for the study. In software industry most of the employees are belong to female category and more over most of the respondents are married and difficult to balancing the day to day family and working environment since the researcher was approached and requested for filling out of the questionnaire, irrespective of their age, educational qualifications, occupation, monthly income, number of children’s and family members.

Selection of Companies

The software companies were chosen based on the number of women employees and size of operation and period of running business in Chennai as well as in the global market. The four major players occupied very vital part in software service such as Infosys, Wipro, TCS, and HCL were the highest in terms of volume of their business and spread across India and globe.

Sampling Design

It is the theoretical basis and the practical means by which data are collected so that the characteristics of a population can be inferred with known estimates of error. The following subdivisions explain the sampling design of this thesis.

Sampling Technique

The sampling technique used in this study is convenience sampling. Convenience sampling is a type of non-probability sampling which involves the sample being drawn from that part of the population which is close to hand. That is, a sample population selected because it is readily available and convenient. It may be through meeting the person or including a person in the sample when one meets them or chosen by finding them through technological means such as the internet or through phone.

Sample Size

As the population is finite but huge in numbers convenience sampling was adopted for the study. There are several approaches to determining the sample size. These include a census for small populations, imitating a sample size of similar studies, using published tables, and applying formulae to
calculate a sample size. For populations that are large, Cochran developed the equation given below to yield a representative sample for proportions:

\[
\text{Equation: } n_0 = \frac{Z^2pq}{e^2}
\]

Which is valid where \( n_0 \) is the sample size, \( Z \) is the abscissa of the normal curve that cuts off an area at the tails (1-equals the desired confidence level, eg. 95% ) \( e \) is the desired level of precision, \( p \) is the estimated proportion of an attribute that is present in the population, and \( q \) is 1-\( p \). The value of \( Z \) is found in statistical tables which contains the area under the normal curve. In this study, we presume that population size is finite and unknown, the formula was applied to know the sample size, and found the sample size 540 meets the requirements.

4. RESULT AND DISCUSSIONS:

**Factor scores of satisfaction in association of work life balance in IT industry**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Statements</th>
<th>Factor Scores</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Work place support</strong></td>
<td>Satisfied with my working hours</td>
<td>0.832</td>
</tr>
<tr>
<td></td>
<td>Satisfied with the recognition I get for good performance of work</td>
<td>0.801</td>
</tr>
<tr>
<td></td>
<td>Satisfied with break, lunch time and talk to my colleagues</td>
<td>0.739</td>
</tr>
<tr>
<td></td>
<td>Satisfied with the challenging opportunities I get in the organization</td>
<td>0.721</td>
</tr>
<tr>
<td></td>
<td>Satisfactory with the training for new systems in the organization</td>
<td>0.717</td>
</tr>
<tr>
<td></td>
<td>Satisfied with fair treatment and respect from other employees</td>
<td>0.709</td>
</tr>
<tr>
<td></td>
<td>Satisfied more with flexibility of targets</td>
<td>0.701</td>
</tr>
<tr>
<td></td>
<td>Proper feedback about my work performance from my superior</td>
<td>0.675</td>
</tr>
<tr>
<td></td>
<td>Satisfied with respect from co-workers and superior</td>
<td>0.632</td>
</tr>
<tr>
<td></td>
<td>Satisfied with my relationship at work</td>
<td>0.603</td>
</tr>
<tr>
<td><strong>Personal</strong></td>
<td>Satisfied with my free/leisure hours</td>
<td>0.733</td>
</tr>
<tr>
<td></td>
<td>I am happy to get nice sleep of minimum 8 hours at night</td>
<td>0.707</td>
</tr>
<tr>
<td></td>
<td>I can take my breakfast in the morning without hurry</td>
<td>0.669</td>
</tr>
<tr>
<td></td>
<td>Satisfied about spending quality time for myself</td>
<td>0.642</td>
</tr>
<tr>
<td></td>
<td>Satisfied with the Exercise I undergo every day</td>
<td>0.619</td>
</tr>
<tr>
<td></td>
<td>Satisfied with my travelling arrangements that I have</td>
<td>0.602</td>
</tr>
</tbody>
</table>
From the table it is inferred that factor 1 is a combination of ten original variables such as Satisfied with my working hours, Satisfied with the recognition I get for good performance of work, Satisfied with break, lunch time and talk to my colleagues, Satisfied with the challenging opportunities I get in the organization, Satisfactory with the training for new systems in the organization, Satisfied with fair treatment and respect from other employees, Satisfied more with flexibility of targets, Proper feedback about my work performance from my superior, Satisfied with respect from co-workers and superior and Satisfied with my relationship at work which is named as **Work place support** factor.

Factor 2 is a combination of seven original variables such as Satisfied with my free/leisure hours, I am happy to get nice sleep of minimum 8 hours at night, I can take my breakfast in the morning without hurry, Satisfied about spending quality time for myself, Satisfied with the Exercise I undergo every day, Satisfied with my travelling arrangements that I have and I feel I am more cheerful which is named as **Personal** factor.

Factor 3 is a combination of six variables such as Satisfied with the family trips during vacation, Satisfaction for good co-operation from my family members for cooking and serving a balanced, healthy diet, Satisfied with my weekend shopping and outing with my family, Satisfied with the time I am spending with my partner, Satisfied with engagements in social activities and participation and Regular contacts with relatives and family members which is named as **Family support** factor.

Factor 4 is a combination of four variables such as Satisfied with paid special leave to care for dependents, Satisfied with paid maternity leave, Satisfied with annual leave in small blocks and Rules, policies and procedures in organization is very good which is named as **Procedure and policies** factor.
Factor 5 is a combination of two variables such as Satisfied about sparing quality time with my children and Enjoying and celebrate children birthday, shopping for festivals which is named as Child care factor.

5. Conclusion

Work and family life have been an integral part of a woman’s life. These two together forms an integrated whole and therefore attracts a lot of attention. The need to study the inter- linkages becomes all the more important with an increasing number of women entering the formal labour market. The performance of the software industry is behind only with the efficient employees especially the women software employees knowledge is very vital part for the development of Indian software industry in global market. In the present scenario most of the software employees are under the categories of women, the recent survey insist about quality of work life balance of women employees in software industry is steadily shows the decreasing trend from 85% to 52% in the last ten years and more over 80% of women employees in software industry having more health issues and also not in the position to balancing their family as well as highly pressure working environment even though the women employees contribution is constantly supporting for the development of software industry. Based on the researcher objectives the study conclude the good correlation between women employees work life balance is well correlated in terms of family environment ,personnel factors ,experience, number of dependant, childcare, procedures and policies. The overall study has analysed experience, salary, family, dependants, superiors supporting, procedures and policies, and other working and family environmental factors are more supporting for women employees .In their respect, the women respondents would able to improve the performance to organization in different dimensions included quality, productivity and profitability.

REFERENCE:


