A study on work life balance of Indian software women employees

Magdalene Peter 1* and S. Fabiyola Kavitha 2

Abstract
Digital technology has revolutionized the world as never before. In the global scenario it undergoes transformation with undreamt rapidity. India has aggrandized its growth in the field of Information Technology. As this sector gives more emphasis to knowledge alone it is non-discriminating in nature. It yields wonderful opportunities for all educated people in the global era. In the current scenario women in is less in the field of profession at the same time they are extending the scope for future generations. The present study explores aspects like to measure the level of satisfaction as perceived by the women-respondent employees on the varied determinants of work life balance, to identify the major factors that influence the work life balance among various categories of women employees in I.T. Industry and to measure the overall work life balance of women employees irrespective of cadres. The conclusion has been given.

Keywords
Information Technology, Performance, Women Careers Opportunity, Women Employees.

1. Introduction
"A good work life balance is where your work, social and personnel commitments take up manageable proportions of your time, and provide personal fulfilment"-Tony Nudd. Over the past few decades, drastic change has found in the profiles of employees. Families have currently shifted from the traditional male 'breadwinner' role to dual-earner couples and single parent families.

A metamorphic change is occurring all over the world with the advent of Information Technology. Information Technology revolution not only increases the employment opportunities and GDP of a country, but also contributes to a cultural transformation and social revolution. The Indian women, who were mostly found in a socially acceptable employment like teaching, nursing, banking, etc. in the last decade, are diverted now and actively participate in the Information Technology revolution. It has become a common phenomenon that majority of the employees, especially the knowledge workers, are working harder and longer ever before. As a consequence, they find it difficult to achieve work life balance. 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.

2. Review of literature
The study conducted by Karrir and Khurana (1996) found significant correlations of Quality of work life of managers from Public, Private and Cooperative industry, with the back-
ground of variables (education qualification, native/migrant status, income level) and with all of the motivational variables like job satisfaction and job involvement.

Being successful in the competitive market depends on the level of the satisfaction of the workers. Job satisfaction provides positive attitudes and behaviours of the workers (Organ, 1997). New working practices and rapid changes in the technological advances are changing the mode of many jobs (Cooper, 1999).

Vittal (2003) observed that in order to empower women in the IT sector, it is necessary to investigate the social impact of IT sector on the women’s community. The author has indicated the emergence of “metro-sexual men”, men who are sharing the responsibility of the family which might help women to be an active agent in the IT workforce. It is also observed that the dropout rates of women get increased with their marriage and childbirth. This places a great burden on women and restricts women’s choices in terms of better job opportunities.

Malliga Dasgupta (2010) explored the relationship between psychosocial variables and emotional intelligence of women employees in Information Technology Industry. The psychosocial variables included in the study were Quality of Work Life, Work Family Role Conflict and Perceived Happiness of female IT professionals. The sample consisted of 30 female IT professionals of Kolkata. The findings positively correlated with Quality of Work Life and Happiness, it highly contribute the Quality of Work Life and greater perceived happiness and were negatively correlated with both the domains of Work family Role Conflict, indicating that Emotional Intelligence greatly reducing the perception of Role conflict and thereby it drastically reduces the stress produced by it.

In the light of above literature survey it is very clear that a number of research works has been conducted in Indian and Western context. However no research survey has been conducted on work life balance among the women employees in Information Technology Industry. Therefore the present study has been conducted to bridge the gap.

### 3. Objectives of the study

The study was undertaken with the following objectives:

1. To measure the various components of women work life balance.
2. To identify the major factors influence the work life balance among various categories of women employees in I.T. Industry.
3. To analyse the work life balance in the present scenario.

### 4. Research methodology

The research design incurred for the study is descriptive type, this research design was adopted to have greater accuracy and in depth analytical of the research study.

The investigator procures the required data through secondary survey method. Secondary Data have gathered from the available data from Different news articles, Books and Web were used which were enumerated and recorded.

### 5. Work life balance

Work life balance is widely used term and sometime it is hard to know what it really means. The balance between personal and professional life is differ from person to person and the organisation where a women is working. It is said to be a highly cautious action of women as she balance the life and work. In the management of this work life balance women highlighted the upliftment of nation too so as a result of it this work life balance in the current scenario of 2013 and 14 it acts as a hot topic in boardrooms and government halls today.

Work life balance refers to creating a holistic approach to one’s life, making it work for both the dear ones and themselves. It implies clear lines of division and it is more and more difficult to achieve. Work life balance has important consequences for employee attitudes and responsibilities towards their organizations as well as for the lives of employees. A balance between work and life will be good, when there is a proper functioning at work and also at home.

A definition that we have found to be useful, is one provided by the Work Foundation: "Work-life balance is about people having a measure of control over when, where and how they work. It is achieved when an individual’s right to a fulfilled life inside and outside paid work is accepted, by the individual business and society.”

### 6. Components of work life balance

1. Time balance refers to equal time being to both work and family roles
2. Involvement balance refers to equal levels of psychological involvement in both work and family roles.
3. Finally, satisfaction balance refers both work and family role has to be managed in a proper excellence.

Hence in order to achieve a work life balance these components should be considered. It pays an indispensable role in paying a good effort to the women employees. In today’s fast paced work place most of women are urged to do more, faster and with fewer resources. There seems to be more pressure to be successful –whatever that means – than ever before. While doing the work of two or more people work, women are expected to be exemplary parents and have a fulfilling personal life in which they have to rear perfect children, enjoy hobbies, volunteer in the social caused and take superb care of their bodies, spirits, and minds.
7. Work life balance in i.t. industry – present scenario

Information Technology Industry is the sun rising sector where the long working hours and work overload are typical in the IT industry. Though most of the IT firms have a five-day week, the workload is going up. After the 2001-02 slumps, companies that downsized did not always hire more people after business has grown up, which results in they were called to work on weekends and 14-hour working days have become synonymous with an industry. Many feel that they are not competent enough or that their potential is not rightly used, especially in the Information Technology sector few new candidates may feel it. Other studies have revealed that I.T. executives suffer from deep feelings of inferiority owing to factors such as working during nights and not really using their soft skills. The skewed work-life balance affects their health and family life.

8. Reason of work life imbalance in i.t. industry

The world has recognized India’s competitive advancement in software industry and their services today. India is a booming country for software clients owing to the quality of its skilled software manpower (NASSCOM, 2010). India has incurred a lot of interest as a source of software and has emerged as a leader in the software industry. Indian firms develop software for more than three fourth Fortune 500 companies and half of the Global 2000 corporations (NASSCOM, 2009). The role of women has been changing substantially over the last decade both inside and outside of their homes. Though women are found in all fields, their participation in the I.T. industry is more. Unlike other sectors, this fast growing business sector is looking for knowledge only. Hence, they do not discriminate the gender. As a result, there is significant number of women employees in this sector. NASSCOM Survey reveals that 38 per cent of the employees are women.

When compared to the manufacturing sector, I.T. Industry includes all knowledge based activities. Both men and women are attracted by this raising sector for the lucrative pay. But this job requires profound contribution at job 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/clients/projects which need different work climate, timings etc., which leads to work life imbalance in this sector. An attempt is made in this analysis to examine the work life imbalance of the women employees across the various categories of employment.

- Long working hours

In the present scenario work places are transforming their role more in the journey of time bound into target bound so until they have completed their target of the day they were bound to work. Few years ago it was in fixed order that their working time is 9am -6pm and women employees won’t be allowed to work after 6 but after the growth of IT industry it’s started to give the sweet pill that says the day’s target is this. They can move while they finished their targets of the day but the work target pays its role in prolonging a day time.

- Travelling time

Even though women are strong in their psychological attitude everybody will feel difficult if their travelling time increases for there to reach office. By because of the extension of travelling time they are going tired as well as they were not able to spend more time with their family. The below IT services are providing good transportation facilities by considering these facts.

Figure shows average one day commute time in India

Source: Made by the author with statistical report from payscale.com 2013

- Deterioration of boundaries between work and home

Due to overload of work women used to carry their works to home. It creates a situation of less or no demarcation between the work and home. This is creating an impression as they are always spending more time only with their work but not with their personal life.

- Increased work pressure

Increased job responsibility and work load giving more pressure to women it restrict them to act zeal.

These characteristics of work life imbalance for female also comprised of traffic, environmental factors like pollutants and noise etc. ultimately it affects the health of women in the mean of stress, psychological affects and behavioural changes etc.

9. Strategies for improving work life balance

1. Remuneration

Salary must deserve diligent of women it gives higher satisfaction in the mind of women. Remuneration must consider the market rate. Adequate compensation should provide for extra working hours. Free transport and accommodation facilities acts as an important factor.
2. Opportunities for career growth
   Women always a knowledge seeker so an organisation must give an opportunity to upgrade their skills. Job rotation must be there.

3. Supportive leadership structure
   Women always prefer supportive background so supervisor/team leader always should lead their team with supportive motivation. Democratic set up is concerned.

4. Work environment
   IT in the present era concentrating more on their work environment but it must consider the stress which has to be in low level. Women must be honour by the respect.

5. Policies related to life leave arrangements
   Leave has to be given at the time of their need comprise maternity leave, care leave etc.

6. Family must support women work life it pays a vital role in balancing. Drastically family support improves work life balance of women.

7. Self management in women’s’ diet, exercise, healthy habits, sleep, relationship and their personal development, allotment of their personal work time and professional work time, recreation, etc pays a vital role in balancing their work life.

10. Conclusion
Work and family are both central finding a balance between these two is an issue of importance to women in IT industry. Careful planning and personal effort is the advice from those who have achieved balance in both career and home life. Every working woman should have a plan, priority and proper schedule as efficiently as possible and should not afraid of hard work. It mutually benefits the individual, business and society when women’s personal life is balanced with her job. The work life balance strategy yield a variety of means to reduce stress levels and increase job satisfaction in women. In our increasingly hectic world, the work life strategy seeks to find a balance between work and play

References