INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT



A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at:

Ulrich's Periodicals Directory @, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

as well as in

Registered & Listed at: Index Copernicus Publishers Panel, Poland

Circulated all over the world & Google has verified that scholars of more than 1500 Cities in 141 countries/territories are visiting our journal on regular basis.

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	THE USE OF INTERNATIONAL STANDARDS FOR THE PROFESSIONAL PRACTICE OF INTERNAL AUDITING NO. 1300: QUALITY ASSURANCE AND IMPROVEMENT PROGRAM BY INTERNAL AUDITORS IN JORDANIAN INSURANCE COMPANIES	1
2.	DR. AHMAD FAISAL KHALED HAYEK COMPUTERIZATION OF NIGERIAN UNIVERSITY LIBRARY SERVFICES	4
3.	ABDUL RAHMAN GARUBA ANTECEDENTS OF CUSTOMER LOYALTY IN THE MOBILE TELECOMMUNICATION SECTOR IN KENYA	9
4.	DANIEL K. TARUS, NICHOLAS RABACH & RONALD N. BONUKE SIX SIGMA FOR IMPROVING PRODUCTIVITY AND ATTAINING SUSTAINABLE PERFORMANCE BREAKTHROUGH: THE BANGLADESH PERSPECTIVE	16
5.	MD. KAZI RAIHAN UDDIN & MUHAMMAD SHAHIN MIAH IMPROVEMENT IN TELECOM NETWORK QUALITY & OPERATIONAL EFFICIENCY THROUGH ON-THE-JOB TRAINING	24
6.	MADHAV DURGE, SUDHIR WARIER & LRK KRISHNAN PEOPLE MANAGEMENT PRACTICES AT ICHALKARANJI SPINNING MILLS: AN INVESTIGATIVE STUDY	31
7.	DR. B S SAWANT & AVINASH DHAVAN A STUDY ON SOCIAL NETWORKS AND ONLINE COMMUNITIES CONCEPT & PRACTICES AT BHAVNAGAR CITY	35
8.	DR. K. S. VATALIYA & KALYANI M. RAVAL COST REDUCTION THROUGH e-RECRUITMENT: A CASE STUDY OF INDIAN IT INDUSTRY	38
9.	DR. SATISH KUMAR MATTA & DR. SONIA SARDANA 12 DIGIT AADHAR FOR REVENUE ADMINISTRATION SUMANDA OF SACISTICAL AND A SACISTICA	44
10.	RESEARCH PAPER ON PERCEPTION OF MANAGEMENT FACULTY ON INSTITUTIONAL CULTURE AND VALUES AFFECTING FACULTY RETENTION IN PUNE CITY VIJAYASHRI .M. BHAGAWATI & DR. SHAILAJA.S.ARALELIMATH	48
11.	TESTING THE EFFECTIVENESS OF PERFORMANCE APPRAISAL SYSTEM IN FACILITY SERVICES SECTOR AT COIMBATORE CITY DR. S. NIRMALA & I. M. CHRISTINA FEBIULA	51
12.	TWO DIMENSIONAL DAY TRADING TECHNICAL STRATEGY FOR EQUITY, COMMODITY AND CURRENCY TRADING DR. PRAVIN MOKASHI	54
13.	A STRATEGIC FRAMEWORK FOR E-TOURISM DEVELOPMENT IN JAMMU AND KASHMIR STATE AASIM MIR & SHAFQAT AJAZ	58
14.	IMPACT OF EMPLOYEES MOTIVATION ON BANKING EFFECTIVENESS - A STUDY OF SELECTED BANKS IN SHIMOGA CITY INDIA MOHAMMED AHMED ALSABRI & DR. H.N. RAMESH	61
15 .	CLOUD COMPUTING: DESCRIBING THE CONCEPT, FEATURES AND CONCERNS FROM A BUSINESS PERSPECTIVE DEVESH KUMAR	69
16.	FII INVESTMENT FORECASTING: AN INSIGHT INTO FUTURE TREND USING ARIMA MODEL SURESH KUMAR, UTKARSH SHRIVASTAVA & JASDEEP DHAMI	73
17.	A STUDY ON CONSUMER'S PURCHASING BEHAVIOUR WITH SPECIAL REFERENCE TO NON-DURABLE GOODS IN COIMBATORE CITY V.PRADEEPA & D. MOORTHY	79
18.	e-RECRUITMENT - WEB 2.0 BRIJESH PILLAI & RAJASSHRIE SURESSH DHOBALE	85
19.	SMART CAMERA FOR GESTURE RECOGNITION AND GESTURE CONTROL WEB NAVIGATION N. DEVI, S. KUZHALI & M. MUBEENA	93
20.	AN EMPIRICAL STUDY ON BREAST CANCER USING DATA MINING TECHNIQUES GOMATHI.K	97
21.	A STUDY ON STRESS: SOURCES, EFFECTS AND RELIEVING TECHNIQUES USED BY MALE AND FEMALE TO COMBAT STRESS AT WORKPLACE IN AHMEDABAD CITY REVATI C. DESHPANDE	103
22.	PERFORMANCE EVALUATION OF PUBLIC SECTOR BANKS IN INDIA – A CAMEL APPROACH K. SARALA RAO	106
23.	A STUDY ON THE PRODUCT FACTORS AFFECTING AN INVESTOR'S PREFERENCE TOWARDS PUBLIC SECTOR LIFE INSURANCE PRODUCTS KRISHNAN M	113
24.	EARNING MANAGEMENT – OPPORTUNITY OR A CHALLENGE SHWETA VERMA	116
25.	MARKET SHARE THROUGH TELECOM RETAILING: AN EVIDENCE FROM AIRTEL AYAN MITRA, NILANJAN RAY & DR. KAUSHIK CHAKRABORTY	121
26 .	TRAVEL SERVICE DISTRIBUTION IN INDIA – IN TRANSITION?? CHAKRAVARTHI JANTHALUR	127
27.	AN EMPIRICAL STUDY OF CONSUMER BEHAVIOUR TOWARDS FINANCIAL PLANNING AMONG FACULTY MEMBERS OF DIFFERENT COLLEGES OF PUNJAB TECHNICAL UNIVERSITY KAVITA MAHAJAN	131
28.	AN INSIGHT INTO SUSTAINABILITY REPORTING PRACTICES - STUDY OF ITC & TATA MOTORS ANANDARAJ SAHA	135
29.	PERFORMANCE EVALUATION AND ENHANCEMENT OF THE INITIAL RANGING MECHANISM IN MAC 802.16 FOR WIMAX NETWORKS USING NS-2 MOHAMMED SHAFEEQ AHMED	141
30.	SOCIAL MEDIA MARKETING: AN ADVANCE MARKETING PRACTICE RAMULU BHUKYA	149
	REQUEST FOR FEEDBACK	154

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

PATRON

SH. RAM BHAJAN AGGARWAL

Ex.State Minister for Home & Tourism, Government of Haryana Vice-President, Dadri Education Society, Charkhi Dadri President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. S. L. MAHANDRU

Principal (Retd.), MaharajaAgrasenCollege, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, YanbulndustrialCollege, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatarpati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, UniversityCollege, KurukshetraUniversity, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND

Associate Professor, KurukshetraUniversity, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.GovernmentCollege, Faridabad

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, Mullana

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

DR. BHAVET

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, Mullana

ASSOCIATE EDITORS

PROF. ARHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. NAWAB ALI KHANDepartment of Commerce, AligarhMuslimUniversity, Aligarh, U.P.

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

SAKET BHARDWAJ

Lecturer, HaryanaEngineeringCollege, Jagadhri

TECHNICAL ADVISORS

AMITA

Faculty, Government M. S., Mohali

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

c)

e)

2

3.

CALL FOR MANUSCRIPTS

Weinvite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: infoijrcm@gmail.com.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

CO	OVERING LETTER FOR SUBMISSION:	DATED
	HE EDITOR RCM	DATED:
Sub	ubject: SUBMISSION OF MANUSCRIPT IN THE AREA OF	
(e.	e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/C	omputer/IT/Engineering/Mathematics/other, please specify)
DEA	EAR SIR/MADAM	
'lea	lease find my submission of manuscript entitled '	' for possible publication in your journals.
	hereby affirm that the contents of this manuscript are original. Furthermore, it has r nder review for publication elsewhere.	either been published elsewhere in any language fully or partly, nor is it
I aff	affirm that all the author (s) have seen and agreed to the submitted version of the ma	nuscript and their inclusion of name (s) as co-author (s).
	lso, if my/our manuscript is accepted, I/We agree to comply with the formalities ontribution in any of your journals.	as given on the website of the journal & you are free to publish our
NA	AME OF CORRESPONDING AUTHOR:	
	esignation:	
	ffiliation with full address, contact numbers & Pin Code: esidential address with Pin Code:	
	lobile Number (s):	
	andline Number (s):	
	-mail Address:	
Alte	Iternate E-mail Address:	The second secon
	OTES.	
a)	OTES: The whole manuscript is required to be in ONE MS WORD FILE only (pdf. version)	is liable to be rejected without any consideration), which will start from
aj	the covering letter, inside the manuscript.	is made to be rejected without any consideration,, which will start from
b)		mail:
٠,	New Manuscript for Review in the area of (Finance/Marketing/HRM/General N	
	Engineering/Mathematics/other, please specify)	

There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.

AUTHOR NAME (S) & AFFILIATIONS: The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email

ABSTRACT: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods,

The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.

MANUSCRIPT TITLE: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

The total size of the file containing the manuscript is required to be below 500 KB.

address should be in italic & 11-point Calibri Font. It must be centered underneath the title.

results & conclusion in a single para. Abbreviations must be mentioned in full.

- 5. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
- 6. MANUSCRIPT: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
- 7. **HEADINGS**: All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 8. SUB-HEADINGS: All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
- 9. MAIN TEXT: The main text should follow the following sequence:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed 5000 WORDS.

- 10. **FIGURES &TABLES**: These should be simple, crystal clear, centered, separately numbered &self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. It should be ensured that the tables/figures are referred to from the main text.
- 11. **EQUATIONS**: These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
- 12. **REFERENCES**: The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (ed.) for one editor, and (ed.s) for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parentheses.
- The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

 Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

 Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, KurukshetraUniversity, Kurukshetra.

ONLINE RESOURCES

Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

A STUDY ON STRESS: SOURCES, EFFECTS AND RELIEVING TECHNIQUES USED BY MALE AND FEMALE TO COMBAT STRESS AT WORKPLACE IN AHMEDABAD CITY

REVATI C. DESHPANDE ASST. PROFESSOR S.V. INSTITUTE OF MANAGEMENT GUJARAT TECHNOLOGICAL UNIVERSITY KADI

ABSTRACT

The purpose of this paper is to find the stress: sources, effects and the relieving techniques used by male and female of the Ahmedabad city at workplace. Data were collected with the questionnaire distributed amongst the 92 respondents which include 48 female and 44 male who were facing stress at their work place. The descriptive & inferential statistical analysis i.e. chi-square test revealed significant differences in terms of sources, effects and relieving techniques used by male and female as coping instruments for stress. The current study contributes to the body of research by investigating the combined effects of stress: sources, effects and its coping techniques, using one instrument, in one area setting for both male and female in the Ahmedabad city.

KEYWORDS

Stress, Stressors, Stress Management.

INTRODUCTION

ans Selye (1936)¹ first introduced the term stress into life science. The term stress is derived from the Latin word 'Stringere' which means to be drawn tight. Stress is a complex, dynamic process of interaction between a person and his or her life. Arnold (1960)² defined it "Stress is any condition that disturbs normal functioning". Selye (1974)³ defined stress as a non specific response of the body to any demand. Caplan (1964)⁴, Marshal and Cooper (1979)⁵ defined it as "stress is a stimulus or situation to which man reacts with learned coping mechanism activated by homeostasis principle and fuelled by energies which are in finite supply." Eminent behavioral scientist Stephen P Robbins (2006)⁶ define it as: "stress arises from an opportunity, demand, constraint, threat or challenge, when the outcomes of the event are important and uncertain.

Organizations do not have any formal process for handling techniques or grievances relating to stress. We also hear too often that we should learn to "deal" or "cope" with stress at work. The events produce distress-the degree of physiological, psychological, and behavioral deviation from healthy functioning. There is also positive side of stress, called eustress, which refers to the healthy, positive, constructive outcome of stressful events and the stress response. (Sauter et al., 1999)^{7.} Hence we can say that stress is a silent killer and prolonged exposure to stress may exert harmful effect on physical Stressors, Psychological Stressors and behavioral stressors for the well being of an individual. So, it is very important from the organizations perspectives to understand the stress causes, effects, symptoms so that it would be easy for them to plan out a stress relieving techniques to combat the stress and also understand the stress alarms through the behavior in time and increase the productivity of the organization. Basic purpose of the study is to find out the factors which lead to stress in male & female and how it affects on their personal and professional life and to know various stress reliving technique adopted by them in Ahmedabad city.

REVIEW OF LITERATURE

Stress can refer to experiencing events perceived as endangering one's physiological, physical or psychological wellbeing or a combination of these and when there is excessive pressure its intensity and chronic nature can lead to mental and physical ill health including depression, nervous breakdown and heart disease (Quick, Nelson and Hurrel, 1997)⁸. Because of globalization people are facing more stress compare to earlier years. It also leads to imbalance in work.

Stress in the workplace had emerged as a major issue for businesses and it has reached alarming proportions. The stress response is a complex emotion that produces physiological changes to prepare us for "fight or flight." – to defend ourselves from the threat or flee from it was quoted by Walter Cannon (1932)⁹. Definition proposed by McGrath (1976)¹⁰ that seems to be broad enough to incorporate most of the current assumptions about what stress is and is not, yet focused enough to be meaningful. McGrath conceptualized stress as the interaction between three elements: perceived demand, perceived ability to cope, and the perception of the importance of being able to cope with the demand.

Keeley and Harcourt (2001)¹¹ in their study on "Occupational Stress: A Study of the New Zealand and Reserve Bank" Revealed that stress is caused by heavy work demands in the job itself, which the unskilled employee with little control over how the work is done, cannot adapt to or modify. Kulkarni GK (2006)¹² in an article Burnout published in Indian Journal of Occupational and Environmental Medicine 2006 said that rapid change of the modern working life is associated with increasing demands of learning new skills, need to adopt to new types of work, pressure of higher productivity and quality of work, time pressure and hectic jobs are increasing stress among the workforce."Stress that an employee encounters affects the productivity of organization (Bhattacharjee, 2009) 13.

IMPORTANCE OF THE STUDY

The study is very important as today people are stressed from overwork, job insecurity, information overload and the increasing pace of life. Yerkes and Dodson (1908)¹⁴ were the first to "stumble" upon the inverted-U relationship between stress and performance their work focused on the effects of stress on the learning response of rats. Using three trials with low, moderate, and high levels of stimulus, the authors found a weak but curvilinear relationship, with performance on the task improving as the stressor stimulus reached a moderate level and decreasing as stimulus strength increased beyond this point. Selye (1975)¹⁵ and McGrath (1976)¹⁶ also suggest an inverted-U relationship between stress and performance. Hence in order to meet the pace of the life it is very important to understand stress and overcoming ways from it.

STATEMENT OF THE PROBLEM

By doing the rigorous literature review we could find that there are many studies which are been done in the area of stress, but in India and specifically in Gujarat, there are very few studies done where there was a comparison of stress among the male and Female and their reacting ways as result of stress. Our study focus on the different criteria in men and women regarding causes, effects and symptoms in them in Ahmedabad city.

AIM AND OBJECTIVE

The main aim of the study is to know the Sources, Effects and relieving techniques used by male and female to combat stress at workplace in Ahmedabad City. Also to find out the causes, symptoms of stress at their work place and how the stress affects on social life of male & female and relieving techniques used by them

RESEARCH METHODOLOGY

Cross sectional study was conducted to examine the relationships of independent and dependent variable by applying the self administered survey questionnaire. And with the help of literature review the various hypotheses to examine the relation between dependent and independent variable are also used. In the following Research the procedure which is adopted is quantitative approach

- a. Sample size: The sample included 58 male and 58 female respondents by convenience sampling method.
- b. **Procedure:** The survey instruments were administered to the participants by personal visit and through emails.
- c. Demographics: Demographics include gender, present employment status, years on their present job and years with present employer.
- d. Statistical Analysis: Chi Square.
- e. Tools used for statistical Analysis: Excel and SPSS

RESULTS & DISCUSSION

Ch- Square Tests (Refer Tables: 1 to 4)

Ho.1 There is no dependency between facing stress at work and personal and professional life balanced.

Interpretation: Ho Accepted. The observed p-value is 0.705 >0.5 and so researcher's decision is not to reject the null hypothesis. In other words researcher's fails to reject the hypothesis that there is no dependency between facing stress at work and personal and professional life balanced.

H0.2 There is no dependency between facing stress at work and age

Interpretation: - Ho rejected. The observed p-value is 0.026 < 0.5 and researcher's decision is to reject the null hypothesis. In other words researchers reject the hypothesis that there is no dependency between facing stress at work and age.

H0.3 There is no dependency between Timing duration on job and facing stress at workplace

Interpretation: -Ho accepted. The observed p-value is 0.447> alpha 0.05 and so researcher's decision is not to reject the null hypothesis. In other words researcher's fails to reject the hypothesis that there is no dependency between Timing duration on job and facing stress at workplace.

FINDINGS

a. To find the gender differences in stress response.

It was found from the study that there were 58 male and 58 female respondents. 80% of the respondent facing stress at their work place. And from the 92 respondents 48 are female and 44 are male who are facing stress at their work place. Women are facing more stress compare to male. Out of those 80% respondents who were feeling stress, 59% of them are facing stress in their life because of their work.

b. To find whether number of years of work affect the stress at work gender wise.

It was found in the study that When it was asked that from how many years they are working with the company, most respondent had experience of < 15 years, and then <1 year and 1-5 year. And in case of time duration on the job, it was found most of them have 6-8 & 8-10 working hours. And when satisfaction with the structure and impact of stress at workplace was asked, it was concluded that male are more satisfied compared to female. And female have more negative impact of stress at workplace.

c. To find the different factors which effect stress in male and female.

Female gave the first three ranks for the factors affecting stress at workplace are family problem, Health problem, workload pressure, working condition and conflict with co-workers is the least affected for women. Whereas conflict with co-workers is first which effect more to male employer followed by internal competition, health problem and for them workload pressure is the factor which affect them the least.

d. To find the different symptoms of stress like physiological, psychological and behavioural symptoms for stress among male and female.

Respondent's correlation of gender against different physiological, psychological and behavioral symptoms for stress in them, it was found that the physiological symptoms like ulcers, Headache, increased illness are more in male and other symptoms like blood pressure sleep. The psychological symptoms like low commitment, exhaustion and moodiness are seen more in female whereas the symptoms like job dissatisfaction, depression are seen more in male. All the behavioral symptoms like low job performance, more accident, faulty decisions, higher absenteeism, workplace aggression, and turnover are reflected more in female compared to male. In male the most affected symptoms can be workplace aggression and faulty decisions.

e. Gender and the balance they have of their life and work.

Correlation of gender and personal and professional balance was done and found that Male are able to maintain a balance. Respondent's correlation of gender and people facing problem in their social life was done and was found that nearly 50% of both male and female were not ready to respond and out of which responded getting angry quickly and inability to attend the social functions were shown more by female.

f. The intervention technique used by male and female to combat stress.

The intervention techniques used by female are talking to friends, listening to music, take rest and meditation and yoga and not a single female taking up smoking and talking to friends, listening to music, exercise, take rest and smoking and only few doing yoga or meditation by males. Wellness program were preferred more by both male and female want the organization to take initiative more for the then for the Employee assistant Programme.

CONCLUSIONS

Female are having more negative impact of stress compared to male at their workplace. The reasons/causes of stress are different for both genders. Female cannot make much between professional and personal life because of stress at their work place. And also the stress relieving techniques are different. It has to be understood properly by the organization and provide good EAP and wellness programmes.

SCOPE FOR FURTHER RESEARCH

In future we can conduct the research study on the effects of various intervention techniques on any one gender and study the before and after affects of the techniques on them. This will result in more accurate intervention methods and which will be more beneficial for the organization to do the stress management at workplace and increase the efficiency of the employee and at the end productivity of the organizations.

REFERENCES

- 1. Arnold, M.B. (1960), Emotion and Personality, Vol.2, New York: Columbia University Press.
- 2. Bhattacharjee, M(2009), A Study on Stress Management in NEEPCO, Shillong , Project Submitted to the department of Business Administration, Assam University, Silchar
- 3. Cannon, W.B. (1935), 'Stresses and Strains of Homeostasis', American Journal of Medical Science, 189, 1.
- 4. Caplan, R.D., and Killilea, M. (1976) Social Systems and Mutual help: Multidisciplinary Exploration, New York: Grun and Stratton.
- 5. Keeley,K and Harcourt, M(2001),"Occupational Stress: A Study of the New Zealand and Reserve Bank" Research and Practice in Human Resource Management, 9(2),pp 109-118.
- Kulkarni GK (2006) in an article Burnout published in Indian Journal of Occupational and Environmental Medicine 2006 [cited 2008 Feb 28];10:3-4 K.
 Chandraiah, S.C. Agrawal, P. Marimuthu And N. Manoharan Occupational Stress and Job Satisfaction Among Managers published in Indian Journal of Occupational and Environmental Medicine Vol. 7, No. 2, May-August 2003
- 7. Marshall, J. and Cooper, C.L. (1979), Executive Under Pressure A Psychological Study, London: McMillan.
- 8. McGrath, J. E. (1976). Stress and behavior in organizations. Chicago

- 9. McGrath J.E., (1976): Stress and Behaviour in organizations. A Handbook of Industrial and Organisational Psychology.
- 10. Quick JC, Q. J. (1997). "Organizational Consequences of Stress". In Preventive stress Management in Organizations Washington, 89-109.
- 11. Robbins, SP (2006), Organisational Behaviour, Pearson Education Pvt. Ltd. Delhi, 11th Edition, pp.569
- 12. Selye, H. (1974), Stress without Distress, New York: J.B. Lippincott.
- 13. Selye, H. (1975): Stress without Distress, JP Lippicott Company, New York.
- 14. Selys, H(1936), Quoted by Pestonjee, DM(1999), Stress and Coping: the Indian Experience, Sage Publication, 2nd Edition, pp.15
- 15. Steven L. Sauter PhD, Occupational stress and work-related upper extremity disorders: Concepts and models, Journal of Occupational Health Psychology.
- 16. Yerkes, R. M., and Dodson, J. D. (1908). The relation of strength of stimulus to rapidity of habit-formation. Journal of Comparative Neurology and Psychology, 18, 459-48

ANNEXURE

TABLE 1: FREQUENCY DISTRIBUTION ON THE BASIS OF FACING STRESS AT WORK

Stress Response	Frequency	Percent
Yes	92	79.3
No	24	20.7
Total	116	100.0

TABLE 2: FREQUENCY DISTRIBUTION ON THE BASIS OF PERSONAL AND PROFESSIONAL BALANCE

Personal and Professional balance	Frequency	Percent
Yes	54	46.6
No	62	53.4
Total	116	100.0

TABLE 3: FREQUENCY DISTRIBUTION ON THE BASIS OF AGE

Age	Frequency	Percent
20-30	25	21.6
31-40	27	23.3
41-50	27	23.3
>50	37	31.9
Total	116	100.0

TABLE 4: FREQUENCY DISTRIBUTION ON THE BASIS OF TIMING DURATION ON JOB

Timing duration on jol	Freque	ncy Percent
< 6 hours	6	5.2
6-8 hrs	59	50.9
8-10 hrs	41	35.3
more than 10 hrs	10	8.6
Total	116	100.0



REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.







