# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) 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., Google Schola

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5504 Cities in 190 countries/territories are visiting our journal on regular basis.

# **CONTENTS**

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	AN ANALYSIS ON THE PERCEPTIONS AND INITIATIVES OF CSR IN IT INDUSTRIES OF SOUTHERN INDIA A. K. NEERAJA RANI & DR. G. SUNITHA	1
2.	TRENDS AND INNOVATION IN MALE GROOMING INDUSTRY DR. SANGEETA KOHLI & NIGAAR PATEL	3
3.	METRICS & ASSESSMENT OF EMPLOYER BRANDING VENKATESH NAGA DEVAGUPTAPU	5
4.	TEENAGER'S ATTITUDE TOWARDS TELEVISION ADVERTISEMENTS: AN AREA CENTRIC ANALYSIS  ABHISHEK PANDEY & B.P. SINGHAL	9
5.	THE IMPACT OF STRATEGIC HUMAN RESOURCE MANAGEMENT ON EMPLOYEE PERFORMANCE T PRAVEEN KUMAR & DR. R. S. MANI	13
6.	MANAGING HOSPITALITY WORKFORCE – VICIOUSLY WORRISOME FOR HUMAN CAPITAL SPECIALISTS IN VARIOUS RESORTS OF UTTARAKHAND SHIKHA CHANDNA & DR. J. K. TANDON	18
7.	LEADER SETS OFF THE CULTURE DR. S. KRISHNAMURTHY NAIDU, D. SATYANARAYANA & E. SURESH	21
8.	TRAINING OF YOUTH FOOTBALL PROJECTS AND ITS CONTRIBUTION TO THE MAIN CLUB REFERS TO KEMBATA TEMBARO ZONE TOWNS PARTICIPANT CLUBS  DR. MILKYAS BASSA MUKULO	23
9.	FACTORS AFFECTING THE BUYING BEHAVIOR AND BUYING PREFERENCES FOR RESIDENTIAL HOUSES IN BANGALORE CITY  D. M. ARVIND MALLIK	26
10.	JOB STRESS AND QWL OF EMPLOYEE'S IN TIRUPUR TEXTILE INDUSTRY DR. R. KANAKARATHINAM	33
11.	CHALLENGES AND OPPORTUNITIES IN HUMAN RESOURCES ARCHANA RAMCHANDRA PATIL	37
12.	A STUDY ON STRESS LEVEL OF WORKERS IN CONSTRUCTION SECTOR (WITH SPECIAL REFERENCE TO NRI'S IN UAE)  AKHILA.P.S	39
13.	e-PAYMENT: A SOLUTION IN POST DEMONETISATION ERA MEENAKSHI MITTAL & NANCY BANSAL	44
14.	ATTITUDE OF CUSTOMERS TOWARDS ONLINE ADVERTISEMENTS IN SIVAKASI DR. M. RIFAYA MEERA & H. SAKTHI VADIVEL PANDIAN	47
<b>15</b> .	A STUDY ON FINANCIAL HEALTH OF BALRAMPUR CHINI MILLS LTD., UTTAR PRADESH A. ROJAMMAL & DR. S. BABU	60
16.	DIMENSIONS OF JOB SATISFACTION AND ITS IMPACT ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR AT THE SRI LANKA ADVANCED TECHNOLOGICAL EDUCATION (SLIATE)  P.P.G.T. GURUGE	66
17.	A STUDY ON 'ECONOMIC AND INDUSTRIAL DEVELOPMENT' ROLE OF TAMILNADU INDUSTRIAL INVESTMENT CORPORATION IN RAMANATHAPURAM DISTRICT  R. MUTHUSAMY	71
18.	A STUDY ON CUSTOMER PREFERENTIAL FACTORS TOWARDS LIFE INSURANCE CORPORATION OF INDIA PRODUCTS IN MADURAI DISTRICT S. KUMARESAN	79
19.	MONITORING AND SURVEILLANCE (MOS) OF BANKING OPERATIONS: A TECHNOLOGICAL PERSPECTIVE Y. GEETHA DEVI	85
20.	STUDY ON EMPLOYEE JOB SATISFACTION  K.V.S. SREEDHAR	87
	REQUEST FOR FEEDBACK & DISCLAIMER	92

# CHIEF PATRON

# PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

# FOUNDER PATRON

# LATE SH. RAM BHAJAN AGGARWAL

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

# FORMER CO-ORDINATOR

# DR. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

# ADVISOR,

# PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

# **EDITOR**

# PROF. R. K. SHARMA

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

# CO-EDITOR

# **DR. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

# EDITORIAL ADVISORY BOARD

# **PROF. S. P. TIWARI**

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad **DR. CHRISTIAN EHIOBUCHE** 

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, Woodland Park NJ 07424, USA

# **PROF. SIKANDER KUMAR**

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

# DR. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

# PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

# **DR. TEGUH WIDODO**

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Terusan Buah Batu, Kabupaten Bandung, Indonesia

# PROF. M. S. SENAM RAJU

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

# DR. CLIFFORD OBIYO OFURUM

Director, Department of Accounting, University of Port Harcourt, Rivers State, Nigeria

# DR. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

# **SUNIL KUMAR KARWASRA**

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

# DR. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture and Technology, Westlands Campus, Nairobi-Kenya

# DR. S. TABASSUM SULTANA

Principal, Matrusri Institute of P.G. Studies, Hyderabad

# **DR. NEPOMUCENO TIU**

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

# **PROF. SANJIV MITTAL**

Professor, University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

# DR. ANA ŠTAMBUK

Head of Department in Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia

# **PROF. RAJENDER GUPTA**

Convener, Board of Studies in Economics, University of Jammu, Jammu

# DR. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

# **PROF. ANIL K. SAINI**

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

# DR. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

# PROF. NAWAB ALI KHAN

Professor, Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

# **MUDENDA COLLINS**

Head of the Department of Operations & Supply Chain, The Copperbelt University, Zambia

# DR. EGWAKHE A. JOHNSON

Professor, Babcock University, Ilishan-Remo, Ogun State, Nigeria

# Dr. A. SURYANARAYANA

Professor, Department of Business Management, Osmania University, Hyderabad

# Dr. MURAT DARÇIN

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

# **PROF. ABHAY BANSAL**

Head, Department of I.T., Amity School of Engineering & Technology, Amity University, Noida

# **DR. YOUNOS VAKIL ALROAIA**

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

# **WILLIAM NKOMO**

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

# DR. JAYASHREE SHANTARAM PATIL (DAKE)

Head of the Department, Badruka PG Centre, Hyderabad

# SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

# DR. SEOW TA WEEA

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

# DR. OKAN VELI ŞAFAKLI

Associate Professor, European University of Lefke, Lefke, Cyprus

# DR. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

# **DR. BORIS MILOVIC**

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

# DR. MOHAMMAD TALHA

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

# DR. V. SELVAM

Associate Professor, SSL, VIT University, Vellore

# DR. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

# DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

# DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

# **YU-BING WANG**

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

# **SURJEET SINGH**

Faculty, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

# DR. MELAKE TEWOLDE TECLEGHIORGIS

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

## DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

# DR. SAMBHAVNA

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

# DR. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

# **DR. SHIVAKUMAR DEENE**

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

# FORMER TECHNICAL ADVISOR

# **AMITA**

Faculty, Government M. S., Mohali

# FINANCIAL ADVISORS

# **DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

## **NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

# <u>LEGAL ADVISORS</u>

# **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** 

1.

# CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; 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; Rural Economics; Co-operation; Demography: Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour 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; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the soft copy of unpublished novel; original; empirical and high quality research work/manuscript anytime in M.S. Word format after preparing the same as per our GUIDELINES FOR SUBMISSION; at our email address i.e. infoijrcm@gmail.com or online by clicking the link online submission as given on our website (FOR ONLINE SUBMISSION, CLICK HERE).

GUIDETINES LOK SORWIS	SIUN UT MANUSCRIPI
COVERING LETTER FOR SUBMISSION:	
	DATED:
THE EDITOR	
IJRCM	
Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF	
(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/	Computer/IT/ Education/Psychology/Law/Math/other, please
<mark>specify</mark> )	
DEAR SIR/MADAM	
Please find my submission of manuscript titled 'your journals.	
I hereby affirm that the contents of this manuscript are original. Fully or partly, nor it is under review for publication elsewhere.	rthermore, it has neither been published anywhere in any language
I affirm that all the co-authors of this manuscript have seen the sutheir names as co-authors.	ubmitted version of the manuscript and have agreed to inclusion of
Also, if my/our manuscript is accepted, I agree to comply with the discretion to publish our contribution in any of its journals.	formalities as given on the website of the journal. The Journal has
NAME OF CORRESPONDING AUTHOR	:
Designation/Post*	:
Institution/College/University with full address & Pin Code	:
Residential address with Pin Code	:
Mobile Number (s) with country ISD code	:

\* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. The qualification of author is not acceptable for the purpose.

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)

Landline Number (s) with country ISD code

F-mail Address

Nationality

Alternate E-mail Address

#### NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. <u>pdf.</u> <u>version</u> is liable to be rejected without any consideration.
- b) The sender is required to mention the following in the SUBJECT COLUMN of the mail:
  - **New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
- c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is expected to be below 1000 KB.
- e) Only the Abstract will not be considered for review and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
- 2. MANUSCRIPT TITLE: The title of the paper should be typed in **bold letters**, **centered** and **fully capitalised**.
- 3. AUTHOR NAME (S) & AFFILIATIONS: Author (s) name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address should be given underneath the title.
- 4. ACKNOWLEDGMENTS: Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
- 5. **ABSTRACT**: Abstract should be in **fully Italic printing**, ranging between **150** to **300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
- 6. **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 stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
- 7. **JEL CODE**: Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
- 8. **MANUSCRIPT**: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.
- 9. HEADINGS: All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 10. **SUB-HEADINGS**: All the sub-headings must be bold-faced, aligned left and fully capitalised.
- 11. MAIN TEXT:

## THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

**OBJECTIVES** 

**HYPOTHESIS (ES)** 

RESEARCH METHODOLOGY

**RESULTS & DISCUSSION** 

**FINDINGS** 

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

LIMITATIONS

SCOPE FOR FURTHER RESEARCH

REFERENCES

APPENDIX/ANNEXURE

The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.

- 12. **FIGURES & TABLES**: These should be simple, crystal **CLEAR**, **centered**, **separately numbered** & self-explained, and the **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*.
- 13. **EQUATIONS/FORMULAE**: These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
- 14. ACRONYMS: These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
- 15. **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 may follow Harvard Style of Referencing. Also check to ensure that everything that you are including in the reference section is duly cited in the paper. 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 italic printing. 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 parenthesis.
- Headers, footers, endnotes and footnotes should not be used in the document. However, you can mention short notes to elucidate some specific point, which may be placed in number orders before the references.

# 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, 19–23

## UNPUBLISHED DISSERTATIONS

Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, 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 Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

# A STUDY ON STRESS LEVEL OF WORKERS IN CONSTRUCTION SECTOR (WITH SPECIAL REFERENCE TO NRI'S IN UAE)

# AKHILA.P.S ASST. PROFESSOR (ON CONTRACT) DEPARTMENT OF COMMERCE SREE KERALA VARMA COLLEGE THRISSUR

# **ABSTRACT**

Stress has become a part of life and it is present in each and every type of job. It is no longer considered as a rare problem or related to specific sector. In reality it is quite impossible to eliminate stress but it is possible to control the stress related issues. Construction industry is more stressful than it was five years ago, according to a survey of 1,000 professionals working in the sector. Success of construction project depends up on the effective and efficient management of human resources. Construction workers are a group that are particularly vulnerable to health risks because they have few legal protections, a poor safety net, increased exposures to some environmental factors, and are economically disadvantaged. Studies show that blue-collar industries, i.e. construction, are more stressful than white-collar industries. UAE's construction sector has exhibited sustainable growth over the years, with its value following an upward trend from 2009 through to 2011 and forecasted to be continuing with the same pattern in future as per the Dubai Chamber of Commerce and Industry. The industry is also contributing increasingly in the nation's GDP and that this trend is also forecast to be continued in coming years reaching 11.5% of GDP in 2021. Increasing prospects of construction industry create job opportunities and it results in human stress due to the nature of job this study aims to evaluate stress level among workers in construction sector. The parameters for evaluation are organizational, economical, physical, psychological factors contributing to stress. It also attempts to find out overall satisfaction level of construction workers. The study is based on the primary data collected through structured questionnaire from non-resident Indians working in UAE. Sample size 75. After data collection it has been classified and analysed using percentage analysis, likerts's five point scale and mean.

#### **KEYWORDS**

stress, construction industry, factors contributing to stress, satisfaction.

#### INTRODUCTION

tress is defined as "a state of psychological and physiological imbalance resulting from the disparity between situational demand and the individual's ability and motivation to meet those needs. "With the growing prospects of construction industry, like any other career construction workers have their own types of job stressors to deal with. The UAE construction sector is going through a phenomenal growth phase with a score of ongoing projects, investment into green open spaces, and the strong government support. Further, the country is witnessing massive investments in the Construction Industry from the public and private enterprises coupled with the increased foreign direct investment over the past few years. UAE can be seen as one of the fastest growing economy, with its construction industry ranked third among the construction industries of the Middle East countries. The construction industry is third largest economic activity after oil and trade, in the UAE, including approximately 6000 companies with most of the construction activities taking place in Abu Dhabi and Dubai. Such a large industry offering so many job opportunities and involvement of human resource from many countries faces the threat of stress related issues. The major factor of stress is low wages. Work-related stress is affecting their lives and their family relations suffer because of the challenges they're facing at work.

# **REVIEW OF LITERATURE**

Mohammad Reza Iravani in his study entitled "Study of Effective Cultural, Social Economical Factors on Making Work Stress among Workers in Mobarakeh Steel Complex" identified that there is relation between decreasing income of workers and increasing stress. A worker with higher social base and higher education experience low level of stress. Lack of training proves to be a factor for stress. He suggested the following remedies to reduce stress likeincreasing incomes and wages and giving proper gratuity for doing better work Replacing workers based on specialty and work division regarding to individual characteristics Making proper space for representing suitable solutions for problems in work place, asking workers opinions about making active atmosphere to continue work at certain place.

Jins Joy. P and Dr. R. Radhakrishnan in their study "A study on impact of work stress among tile factory workers in Thrichur district in Kerala" the focus of the study is to find out and compare the impact of work stress among tile factory workers at gender level in Trichur district in Kerala. The study is based on the factors affecting stress like headache, blood pressure, depressed etc.

L. Sasikala and Dr. Aselvarani in their study "A study on work stress among architects and construction professionals in Indian Construction Industry" focused on work stress factors among professional architects builders, civil/structural engineers and quantify surveyors in the building construction industry in India. The findings reveal that the key stress factors among

These professionals were high volume work lack of security safety measured on site, variations in the scope of work and fragmentation of building work into specialized fields. Other stress factors related to organizational structure were lack of feedback, poor communication, inadequate staffing and poor remuneration. Saideh Monatazer, Mohamed Reza Monazzam, Roksana Mirkazemi in their study "Heat stress level among construction workers" Studied the stress level of Iranian construction workers. The purpose of this study was to determine the level of heat stress to construction workers using Thermal Work Limit (TWL) and Wet Bulb Globe Temperature (WBGT) indices and by measuring Urine Specific Gravity (USG) among construction workers in Iran and comparing the appropriateness of these indices for measuring heat stress in Iran climate. The study finds out that workers were at an allowed level of heat stress. TWL, WBGT and USG measures were significantly correlated; however as TWL level enabled classification based on required intervention, it had some merit over WBGT index.

Riddhi R. Bhatt, Gaurav J. Desai, Pramod B. Verma in their study "Psychological stress among un organized building construction workers in Gandhinagar, Gujarat, India find out the psychological stress among unorganized construction workers at working site. After analyzing the results show that most of participants have high to extreme level of stress. This work stress can be reducing by applying the concept of level of prevention through ergonomics, work design, organizational development, workers training & counseling, replacement & periodic examination, enhanced occupational health services etc.

# **OBJECTIVES OF THE STUDY**

- ${\bf 1.} \hspace{0.5cm} \hbox{To evaluate the stress level among construction workers in UAE with Indian origin} \\$
- 2. To identify the factors responsible for stress
- 3. To analyses the overall satisfaction level of construction workers
- 4. To provide suggestions to improve the mental health and reduce stress

## RESEARCH METHODOLOGY

Methodology is the systematic, theoretical analysis of the methods applied to a field of study and explains the different steps that are generally adopted by the researcher in studying the research problem. The present study is analytical in nature. Both primary and secondary data were used for the study. For the purpose

of collecting Primary data a structured questionnaire was prepared and distributed among construction industry workers in various provinces of UAE. Secondary data has been collected from internet, online journals, and magazines and textbooks. The sample size was 75. Snowball sampling method was used for collecting the data. For the purpose of data analysis statistical techniques such as Percentage, mean and ranking methods were used.

#### STATEMENT OF PROBLEM

The construction industry reports one of the highest incidents of accidents/injuries of workers every year. One of the major reasons for this will be stress faced by them. As a high-risk industry, there is a need to investigate factors that contribute to stress among workers.

#### DATA ANALYSIS AND INTERPRETATION

**TABLE NO. 1: DEMOGRAPHIC PROFILE OF RESPONDENTS** 

Variables	Classification base	No. of respondents	Percentage
	Below 20	3	4
Age	20-30	46	61.33
	30-40	21	28
	40 above	5	6.67
	Male	75	100
Gender	Female	0	0
	Secondary level	38	50.67
	Senior secondary level	23	30.66
Educational qualification	Graduate	14	18.66
	Post graduate	0	0
	Below 25000	43	57.33
Monthly income	25000-50000	27	36
	50000-75000	5	6.67
	75000 above	0	0

#### Interpretation

From table 1 it is clear that 61.33 percent of respondents belong to age group of 20-30. 28 percent belong to the age group of 30-40.6.67 percent belongs to the age group 40 above. 4 percent belongs to below 2 age group. 100 percent of respondents are male. 50.67 percent respondents have only secondary level education. 30.67 percent have senior secondary education. 18.66 are graduates or diploma holders. 57.33 percent have salary below 25000. 36 percent have monthly income between 25000-50000.6.67 percent have monthly income between 50000-75000.

**TABLE NO. 2: DURATION IN CONSTRUCTION INDUSTRY** 

Period	Number of Respondents	Percentage
Less than 1 year	3	4
1-3 years	21	28
3-5 years	35	46.66
5-7 years	14	18.67
More than 7 years	2	2.67

## Interpretation

46.66 percent of the respondents are in construction industry for 3-5 years. 28 percent belong to group of 1-3 years. 18.67 percent is in construction industry for 5-7 years. 4 percent have a short experience in construction industry. 2.67 percent is in construction industry for more than 7 years.

TABLE NO. 3: GENERAL SATISFACTION LEVEL WITH THE WORK PLACE

Variable	Classification base	No. of respondents	Percentage of respondents
Overall satisfaction	Yes	46	61.33
	No	29	38.66
Satisfaction with control and involvement at work	Yes	24	32
	No	51	68
Satisfaction with health and safety practices	Yes	27	36
	No	48	64
Ability to balance personal and work life	Yes	14	18.67
	No	61	81.33
Availability of rest time	Yes	19	25.33
	No	56	74.67
Frequent off	Yes	23	30.66
	No	52	69.34
Chance of getting variety Jobs	Yes	11	14.67
	No	64	85.33
chance to do something that makes use of your abilities	Yes	16	21.33
	No	59	78.67
chance to try your own methods of doing the job	Yes	9	12
	No	66	88

## Interpretation

From table no. 4 it is clear that 61.33 percent respondents are overall satisfied with construction jobs. Remaining 38.67 percent not feeling any sort of satisfaction because they were forced to join this job. 32 percent respondents are satisfied with the control and involvement at work. Remaining 68 percent against this statement. 36 percent of respondents are satisfied with health and safety practices in construction jobs. 64 percent opined that construction have health and safety issues. 18.67 percent of respondents have the opinion that they were able to balance personal and work life but majority of the respondents were against this statement. 25.33 percent respondents opined that sufficient rest time is available. Remaining 74.67 percent not showing a positive attitude towards this statement. 30.66 percent respondents replied that they were taking frequent off because of the work load related health issues. 14.67 percent agreed that construction jobs provide variety tasks and 85.33 percent respondents against this statement. 78.67 percent respondents replied that they were not getting chance to do something that makes use of your abilities

TABLE NO. 4: CONSTRUCTION INDUSTRY AND STRESS						
Variable	Classification base	No. of respondents	Percentage of respondents			
Presence of stress	Yes	63	84			
	No	12	16			
Whether construction industry adequately address mental health in work place	Yes	8	10.67			
	No	67	89.33			
Whether company take adequate measures to maintain mental health in worksites	Yes	11	14.66			
	No	64	85.34			

#### Interpretation

From the table it is clear that 84 percent agreed that construction industry have stress. Remaining percent disagree with this 89.33 percent respondents opined that construction industry is not adequately addressing mental health in work place. 10.67 percent feel that construction industry is addressing mental health in work place. 14.66 percent of the respondents feel that company take adequate measures to maintain mental health in worksites. Remaining 85.34 percent disagree this statement.

Reason	SA	Α	N	DA	SDA	Mean
	F	F	F	F	F	
Fatigue	68	5	2	0	0	
	(90.66)	(6.67)	(2.66)	(0)	(0)	4.85
Poor lightening	0	53	14	8	0	
	(0)	(70.67)	(18.66)	(10.66)	(0)	3.59
Inadequate temperature control	47	25	3	0	0	4.58
	(62.66)	(33.34)	(4)	(0)	(0)	
Poor site conditions	56	17	2	0	0	4.71
	(74.66)	(22.67)	(2.66)	(0)	(0)	
Noise levels	65	8	2	0	0	4.83
	(86.67)	(10.66)	(2.66)	(0)	(0)	
Inadequate facilities for rest	59	10	6	0	0	
	(78.66)	(13.34)	(8)	(0)	(0)	4.71
Safety Issues	61	13	1	0	0	
	(81.33)	(17.33)	(1.34)	(0)	(0)	4.79

#### Interpretation

Table No. 5 explains the various physical or environmental factors affecting stress. Likert five point scale shows that all the respondents exhibit average level of favourableness towards all the statements. It indicates that statement about environmental factors can be considered as cause of stress. Mean value of all the statements except poor lightening shows value above 4. It shows that poor lightning is not an important environmental factor contributing to stress.

**TABLE NO. 6: ORGANISATIONAL FACTORS AFFECTING STRESS** 

Reason	SA	Α	N	DA	SDA	Mean
	F	F	F	F	F	
Inadequate no.of workers	12	34	23	6	0	
	(16)	(45.33)	(30.67)	(8)	(0)	3.69
Poor communication	27	29	15	4	0	
	(36)	(38.67)	(20)	(5.33)	(0)	4.05
Insufficient training	10	41	17	7	0	
	(13.33)	(54.67)	(22.66)	(9.33)	(0)	3.72
Poor relationship with supervisors	35	29	7	4	0	
	(46.66)	(38.67)	(9.33)	(5.33)	(0)	3.87
Poor relationship with co workers	0	10	25	34	6	
	(0)	(13.33)	(33.34)	(45.33)	(8)	2.52
Poor relationship with management	22	37	4	8	4	
	(29.33)	(49.34)	(5.33)	10.67)	(5.33)	3.87
Interpersonal conflicts.	31	25	13	3	3	
	(41.33)	(33.34)	(17.33)	(4)	(4)	4.04
Lack of feedback system	7	39	24	5	0	3.63
	(9.33)	(52)	(32)	(6.67)	(0)	

# Interpretation

Table No. 6 explains the various organisational factors affecting stress. Likert five point scales show the favourableness of respondents towards organisational factors affecting. Poor relation with co-worker cannot be considered as an important factor as its mean value is only 2.52. Interpersonal conflict and poor communication are the major factors. Remaining statement shows an average attitude as a factor contributing to stress.

TABLE NO. 7: WORK RELATED FACTORS AFFECTING STRESS

Reason	SA	Α	N	DA	SDA	Mean
	F	F	F	F	F	
Over work load	33	41	1	0	0	
	(44)	(54.66)	(1.34)	(0)	(0)	4.42
Less work load	0	0	1	33	41	
	(0)	(0)	(1.34)	(44)	(54.66)	1.46
Working hours	53	17	5	0	0	
	(70.67)	(22.66)	(6.66)	(0)	(0)	4.63
Work pressure	28	39	3	5	0	
	(37.33)	(52)	(4)	(6.67)	(0)	4.19

## Interpretation

Table No. 7 explains the various work related factors affecting stress. Likert five point scale shows the favourableness of respondents towards work related factors affecting stress. Less workload cannot be considered as an important factor as its mean value is only 1.46. All other statements have a mean value above 4.it shows that all the respondents have a conscience opinion regarding the listed statements.

TABLE NO. 8: ECONOMIC FACTORS CAUSING STRESS								
Reason	SA	Α	N	DA	SDA	Mean		
	F	F	F	F	F			
Poor remuneration	17	22	24	10	2			
	(22.67)	(29.33)	(32)	(13.33)	(2.67)	3.56		
Stability of remuneration	24	37	5	9	0			
	(32)	(49.33)	(6.67)	(12)	(0)	4.01		
Lack of Job security	39	24	7	5	0			
	(52)	(32)	(9.33)	(6.67)	(0)	4.29		
Lack of career opportunities	44	19	11	1	0			
	(58.66)	(25.34)	(14.66)	(1.33)	(0)	4.41		
Difficulty in changing company	15	50	3	7	0			
	(20)	(66.67)	(4)	(9.33)	(0)	3.98		

#### Interpretation

Table No. 8 explains the various economic factors causing stress. Likert five point scale shows the respondents opinion regarding the listed statement. Lack of job security, career opportunities and stability in remuneration are the major economic factors contributing to stress. Response towards poor remuneration and difficulty in changing company is average.

**TABLE NO. 9: PSYCHOLOGICAL FACTORS CAUSING STRESS** 

Reason	SA	Α	N	DA	SDA	Mean
	F	F	F	F	F	
Personal harassment	4	21	40	10	0	
	(5.33)	(28)	(53.34)	(13.33)	(0)	3.25
Insult from supervisors	16	37	14	8	0	
	(21.33)	(49.34)	(18.66)	(10.67)	(0)	3.81
Thoughts about home country	64	8	3	0	0	
	(85.34)	(10.66)	(4)	(0)	(0)	4.81
Tight schedule	33	27	10	5	0	
	(44)	(36)	(13.33)	(6.67)	(0)	4.17
Cultural gap with co workers	13	22	35	2	2	
	(17.33)	(29.34)	(46.66)	(2.67)	(2.67)	3.52

#### Interpretation

Table No. 9 explains the various Psychological factors causing stress. Likert five point scale shows that tight schedule and thoughts about home country are the major psychological factors causing stress as its mean value above 4. Other statements are contributing to stress on an average.

TABLE NO. 10: PLAN TO QUIT FROM CONSTRUCTION INDUSTRY

Classification base	No.of respondents	Percentage of respondents
Yes	39	52
No	36	48

## Interpretation

Even though construction industry provides stress respondents shows a mixed attitude towards leaving the industry. Half of the respondents have planned to leave the industry.

# **FINDINGS**

- All the respondents are male. It shows the physical work required in construction industry.
- More than half of the respondents are satisfied with the job in construction industry.
- Respondents opined that construction industry provides high level of stress
- Poor site conditions, noise levels and safety issues are the major environmental factors contributing to stress.
- Interpersonal conflict and poor communication are the organisational factors contributing to stress.
- Over workload, working hours and work pressure are the work related factors contributing to stress.
- Lack of job security, stability of remuneration is the economic factors contributing to stress.
- Thoughts about home country are the major psychological factor contributing to stress.
- · Even though construction industry provides stress respondents shows a mixed attitude towards leaving the industry.

## **SUGGESTIONS**

- Take necessary measures to provide mental relief to reduce stress through recreation measures.
- · Create a sense of security and address safety issues in construction industry.
- Provide versatile jobs to reduce stress.
- Address noise in the workplace
- Adapt working conditions to workers' differing physical and mental aptitudes.

# CONCLUSION

Work stress is a real challenge for workers and the organization in which they are working. This study focused on various factors contributing to the stress level of workers in construction industry in UAE. The study found that the majority of respondents had suffered from stress, anxiety or depression as a direct result of working in the construction industry. Urgent measures must have been taken to address stress in order to make the workers productive. Construction industry in UAE provides ample opportunities for migrants from India. If stress factors are properly addressed construction industry will contribute much to nation's GDP

## **REFERENCES**

- 1. Jins Joy. P and Dr. R. Radhakrishnan "A study on impact of work stress among tile factory workers in Thrichur district in Kerala" International Journal of Scientific and Research Publications, ISSN 2250-3153, Volume 3, Issue 10, October 2013.
- 2. L. Sasikala and Dr. Aselvarani "A study on work stress among architects and construction professionals in Indian construction Industry" International Journal of Management (IJM), ISSN 0976 6502(Print), ISSN 0976 6510(Online), Volume 6, Issue 1, January (2015), pp. 585-593.

- 3. Mohammad Reza Iravani "Study of Effective Cultural, Social Economical Factors on Making Work Stress among Workers in Mobarakeh Steel Complex". International Journal of Business Administration, ISSN 1923-4007, E-ISSN 1923-4015, Vol. 2, No. 2; May 2011
- 4. Riddhi R. Bhatt, Gaurav J. Desai, Pramod B. Verma "Psychological stress among un organized building construction workers in Gandhinagar, Gujarat, India" The Journal of Medical Research, ISSN: 2395-7565, JMR 2015; 1(4): 129-131 July- August
- 5. Saideh Monatazer, Mohamed Reza Monazzam, Roksana Mirkazemi "Heat stress level among construction workers" Iranian Journal of public health, 2014 April; 43(4): 492–498, PMCID: PMC4433731

# WEBSITES

- 6. www.arabianindustry.com
- 7. www.bbc.com
- 8. www.gulfnews.com

# REQUEST FOR FEEDBACK

# **Dear Readers**

At the very outset, International Journal of Research in Commerce, IT & 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 <a href="mailto:infoijrcm@gmail.com">infoijrcm@gmail.com</a> 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 to an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours** 

Sd/-

Co-ordinator

# **DISCLAIMER**

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

# **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.







