# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & 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., The American Economic Association's electronic bibliography, EconLit, U.S.A., EBSCO Publishing, U.S.A. Index Copernicus Publishers Panel, Poland, Open J-Gage, India [link of the same is duly available at inflibnet of University Grants Commission (U.G.C.)] as well as in Cabell's Directories of Publishing Opportunities, U.S.A.

Circulated all over the world & Google has verified that scholars of more than Hundred & Twenty One countries/territories are visiting our journal on regular basis. Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

# <u>CONTENTS</u>

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No
1.	HR 2.0: A SOCIAL MEDIA BASED FRAMEWORK FOR EMPLOYEE ENGAGEMENT ANUJ SHARMA & ABHISHEK TOTAWAR	1
<b>2</b> .	CHALLENGES FACED BY ACCOUNTING ACADEMICS AHESHA SAJEEWANI PERERA	6
3.	THE EFFECT OF EXECUTIVE BOARD AND OWNERSHIP CONTROL ON QUALITY OF ACCOUNTING EARNINGS MOHAMMADREZA ABDOLI, ALIREZA MEHRAZIN & EBRAHIM DEHROUYEH	10
4.	MALAYSIAN REAL ESTATE INVESTMENT TRUSTS (M-REITS) AND THE FINANCIAL CRISIS: A PERFORMANCE AND COMPARATIVE ANALYSIS NAI-CHIEK, AIK	13
5.	ASSESSMENT OF RECEIVABLES MANAGEMENT OF MANUFACTURING COMPANIES IN ETHIOPIA Dr. D. GURUSWAMY	19
6.	IMPACT OF SOCIO ECONOMIC VARIABLES ON THE FOREST AREA OF PAKISTAN (1972-2005) DR. NAILA NAZIR & DR. ABDUL QAYYUM KHAN	23
7.	THE IMPACT OF NON-PERFORMING ASSETS ON THE PROFITABILITY OF INDIAN SCHEDULED COMMERCIAL BANKS: AN EMPIRICAL EVIDENCE DR. N.KAVITHA	27
8.	EVALUATING SERVICE PERFORMANCE OF ADVERTISING FIRMS: STUDY ON BANGLADESHI ADVERTISING COMPANIES MD. MONIRUZZAMAN SARKER & NAFISA KASEM	31
9.	SOCIOECONOMIC ANALYSIS OF POVERTY INCIDENCE AND FOOD INSECURITY IN KANO STATE-NIGERIA: 1990 - 2007 DR. AHMAD MUHAMMAD TSAUNI	35
10.	A MODEL SUPPLY- CHAIN MANAGEMENT FOR AUGMENTING MORE INCOME TO BASMATI FARMERS – FARMER EMPOWERMENT NAVNEESH SHARMA	40
11.	THE MICROFINANCE, ENTREPRENEURSHIP AND SUSTAINABILITY AS AN EFFECTIVE TOOLS FOR REDUCING POVERTY IN INDIA DR. RAJNALKAR LAXMAN, AKRAM BASHA SAHEB B & DR. CHANNABASAVANAGOUDA P	44
<b>12</b> .	MANAGING MULTICULTURAL ENVIRONMENT IN INDIAN IT SECTORS       DR. R. KARUPPASAMY & C. ARUL VENKADESH	48
<b>13</b> .	<b>IMPACT OF BASIS RISK ON THE PERFORMANCE OF RAINFALL INSURANCE SCHEME FOR COFFEE: A PERCEPTUAL ANALYSIS</b> <i>M. PRABHU, D. P. SHIVAKUMAR &amp; DR. G. KOTRESHWAR</i>	52
14.	WIDELY FLUCTUATING RUPEE AND ITS IMPACT ON INDIAN EXPORT PERFORMANCE FOR THE LAST TEN YEARS FROM 2000 TO 2009 S. RAMESH KUMAR MEHTHA, AVINASH DEOSTHALI & VIJAYSHRI R.MEHTHA	56
15.	CORPORATE FINANCIAL DISTRESS – AN EMPIRICAL STUDY DR. V. K. SHOBHANA & DR. N. DEEPA	62
<b>16</b> .	WOMEN IN MANGEMENT DR. R. SAVITHRI	66
<b>17</b> .	INDIAN BRANDS IN THE INDIANS' CONTEXT	68
18.	STRESS-WORK LIFE BALANCE - PSYCHOLOGICAL WELLBEING OF WOMEN MECHANICS IN BMTC ROHINI SHIVANANDA & DR. ASHOK H. S.	72
19.	DEPTH OF OUTREACH OF SELF HELP GROUPS - A STUDY OF SBS NAGAR DISTRICT OF PUNJAB RUPNEET KAUR RANDHAWA & DR.PARAMJIT KAUR	76
20.	EMPLOYEES JOB SATISFACTION: A STUDY OF PRIVATE PROFESSIONAL COLLEGES IN HARYANA STATE ANIL KUMAR & NEELAM RATHEE	82
21.	RECRUITMENT AND SELECTION PRACTICES ACROSS CULTURES RADHIKA MADAN	87
22.	FINANCIAL ANALYSIS OF TATA STEEL LTD- A CASE STUDY BHARGAV H. PANDYA	93
23.	CONTEMPORARY APPROACH TOWARDS EVALUATION OF SUSTAINABLE TOURISM DEVELOMENT: A CASE STUDY OF GOA SHAMIMA AKHTAR & ABRAR M SHAH	98
24.	CUSTOMER SATISFACTION WITH SERVICE QUALITY: AN EMPIRICAL STUDY OF PUBLIC AND PRIVATE SECTOR BANKS IN TIRUPATI REGION V. G. MURUGAN	106
25.	GREEN BANKING: A UNIQUE CORPORATE SOCIAL RESPONSIBILITY OF INDIAN BANKS MUKESH KUMAR VERMA	110
	REQUEST FOR FEEDBACK	115

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories www.ijrcm.org.in

### 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

### <u>PATRON</u>

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

DR. SAMBHAV GARG Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

### <u>ADVISORS</u>

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. M. N. SHARMA Chairman, M.B.A., Haryana College of Technology & Management, Kaithal PROF. S. L. MAHANDRU Principal (Retd.), Maharaja Agrasen College, Jagadhri

### EDITOR

PROF. R. K. SHARMA Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

### CO-EDITOR

DR. BHAVET Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

### EDITORIAL ADVISORY BOARD

DR. RAJESH MODI Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia PROF. SANJIV MITTAL University School of Management Studies, Guru Gobind Singh I. P. University, Delhi PROF. ROSHAN LAL Head & Convener Ph. D. Programme, M. M. Institute of Management, M. M. University, Mullana PROF. ANIL K. SAINI Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi DR. SAMBHAVNA Faculty, I.I.T.M., Delhi

**INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT** 

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories WWW.ijrcm.org.in

#### DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

#### DR. SHIVAKUMAR DEENE

Asst. Professor, Government F. G. College Chitguppa, Bidar, Karnataka

ΜΟΗΙΤΑ

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

### ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN Department of Commerce, Aligarh Muslim University, Aligarh, U.P. PROF. ABHAY BANSAL Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida DR. KUMARDATT A. GANJRE Director, Mandar Education Society's 'Rajaram Shinde College of M.B.A.', Pedhambe – 400 706, Maharashtra DR. V. SELVAM Divisional Leader – Commerce SSL, VIT University, Vellore DR. N. SUNDARAM Associate Professor, VIT University, Vellore DR. PARDEEP AHLAWAT Reader, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak S. TABASSUM SULTANA Asst. Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

### TECHNICAL ADVISOR

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

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories WWW.ijrcm.org.in

DATED:

## **CALL FOR MANUSCRIPTS**

We invite 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; Business 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 addresses: <u>infoijrcm@gmail.com</u> or <u>info@ijrcm.org.in</u>.

### **GUIDELINES FOR SUBMISSION OF MANUSCRIPT**

#### 1. COVERING LETTER FOR SUBMISSION:

THE EDITOR
LIRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

#### DEAR SIR/MADAM

Please find my submission of manuscript entitled '\_\_\_\_\_\_' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

#### NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address, contact numbers & Pin Code: Residential address with Pin Code: Mobile Number (s): Landline Number (s): E-mail Address: Alternate E-mail Address:

#### NOTES:

- a) 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 the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the SUBJECT COLUMN of the mail: New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/ Engineering/Mathematics/other, please specify)
- c) 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.
- d) The total size of the file containing the manuscript is required to be below 500 KB.
- e) Abstract alone 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 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.
- 2. MANUSCRIPT TITLE: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.
- 3. AUTHOR NAME (S) & AFFILIATIONS: The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address should be in italic & 11-point Calibri Font. It must be centered underneath the title.
- 4. ABSTRACT: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

### **INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT**

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories

#### VOLUME NO. 3 (2012), ISSUE NO. 1 (JANUARY)

- 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.
- MANUSCRIPT: Manuscript must be in BRITISH ENGLISH prepared on a standard A4 size PORTRAIT SETTING PAPER. It must be prepared on a single space and 6. 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 **HYPOTHESES RESULTS & DISCUSSION** 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. LES: These should be simple, 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. EQUATIONS: These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right. 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, Kurukshetra University, Kurukshetra.

#### ONLINE RESOURCES

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

10.

11.

12.

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp
  - INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories

#### STRESS-WORK LIFE BALANCE - PSYCHOLOGICAL WELLBEING OF WOMEN MECHANICS IN BMTC

#### ROHINI SHIVANANDA GUEST FACULTY & RESEARCH SCHOLAR DEPARTMENT OF PSYCHOLOGY BANGALORE UNIVERSITY JNANABHARATHI, BANGALORE

DR. ASHOK H. S. READER DEPARTMENT OF PSYCHOLOGY BANGALORE UNIVERSITY JNANABHARATHI, BANGALORE

#### ABSTRACT

The world of work and business has undergone a paradigm shift in the recent past that could be analyzed at global, national and the individual level. While IT revolution, globalization, free trade etc have taken place at the global level, urbanization, demand and enrolment in technical education, women participation in education and employment etc are seen at the national level. At the individual level, it has affected the work and personal life of individuals. This has resulted in many changes at the workplace and also in the employee demographics resulting in an increased concern for the boundary between employee work and non work lives. In addition, due to the increase in the availability of women technical resources and the administrative support women are hired into certain technical jobs that were hitherto considered to be domain of men. In this light, in the present study an effort is made to identify the causes and impact of stress on the work-life balance and psychological well-being and family life satisfaction of women mechanics at BMTC. The sample for the study consisted of Women mechanics working in BMTC at various depots at Bangalore city. The results of the correlation analysis show a significant positive correlation between work life balance and psychological well being. The correlations among other variables of the study were not significant. However a negative correlation was observed between work life balance and stress. The result show that married women mechanics have relatively a higher degree of psychological well being, work life balance but also tend to have a higher degree of stress compared to those unmarried. Unmarried mechanics on the other hand tend to have external locus of control and a greater degree of family life satisfaction. The implications of the findings of the study are also discussed.

#### **KEYWORDS**

Family life satisfaction, Psychological well being, Work-life balance.

#### INTRODUCTION

he world of work and business has undergone a paradigm shift in the recent past. While IT revolution, globalization, liberalization, free trade etc are seen at the macro level, moving towards urbanization, demand for technical education, increased number of women in higher education and employment etc are the typical features at the national level. One of the major consequences of these changes is an increased concern for the boundary between employee work and non work lives (Hochschild, 1997). Due to the fact that more women are joining the workforce dual career couples are becoming increasingly common (Moorhead, Steele, Alexander, Stephen and Duffin 1997). In addition, today's workforce is a mosaic of different genders, ages, races, ethnic groups, religions marked by varied lifestyles (Esty, Griffin & Schoor Hirsch, 1995). Remarkable demographic and social changes mean a host of new challenges for today's workers as they struggle to cope with the often competing pressures of work demands and personal responsibilities. As a result of these the traditional model explaining the coordination between work and family is no longer valid for the modern work force.

Balancing work and family roles has become an issue of concern not only for women, but also their spouses and families, Organizations as well as the State (Rajadhyaksha, 2004). The issue of work life balance is of a major concern for Indian organizations as the percentage of women of employees is steadily on the increase. Women today do not have any reservations in joining organizations that were hitherto male dominated. Dynamics of work life balance for women in non traditional sectors are different hence it is the need of the hour to analyze it.

A survey of literature have repeatedly shown that the stress and work life balance among women and employees serving in service organizations are relatively high and is contingent upon the social support system available to them both at the home and at the work place. Prevailing organizational culture, reward systems were found to moderate the work life balance and stress profile of the employees especially in the government and service sector Lori and Bradley(2000) Mohan and Chauhan (1999) Kim and Kim et.al (2007).

A survey conducted by Padma (2008), on working women in different professions at Hyderabad city revealed that majority of women are working 40-45 hours per week and 53% of the respondents report that they are struggling to achieve work-life balance.

Despite accumulating evidence that work and family life are interrelated, the available research literature, in the Indian context, is limited. Even, in the area of work-life balance and locus of control, only a few studies have explored the interaction between these variables. The present study aims at investigating mechanics serving in a service sector on a technical job role perceive their occupation and how their perceptions affect work-life balance and psychological well-being.

#### PRESENT STUDY

#### PROBLEM

To study the effect of work-life balance and work-locus of control on perceived stress, psychological well-being and family life satisfaction of women mechanics. **OBJECTIVES** 

The concept of work life balance has evolved as a result of changing work environment and work culture. Women in the modern days are entering into newer professions that call for the ability to balance between work and life. Hence in the present study an attempt is made to examine the relationship between work life balance and work-locus of control with psychological well-being, stress and family life satisfaction of women mechanics. Keeping this in view the following objectives have been identified.

1. To assess the degree of work-life balance (WLB) and work-locus of control(WLC) among women employed in technical field.

2. To study the effect of work-life balance on psychological well-being (PWB), stress and family life satisfaction (FLS).

3. To study the effect of work-locus of control on psychological well being, stress(S) and family life satisfaction.

4. To examine the relationship between the work- locus of control with work life balance, stress, psychological well- being and family life satisfaction.

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories

#### **OPERATIONAL DEFINITIONS**

1. WORK-LIFE BALANCE: Work-life balance refers to the simultaneous pursuing of the roles in work and life without any conflict or imbalance (Fisher –McAuley et.al.2003)

2. STRESS: The term stress is typically been used to refer both to the adjustive demands placed on an organism and to the organisms internal biological and psychological responses to such demands (Hanzs Selye, 1956, 1976a).

3. WORK-LOCUS OF CONTROL: A generalized expectancies about control of reinforcements or rewards at work (Spector P.E. 1988)

4. PSYCHOLOGICALWELL-BEING: psychological well-being represents people's evaluation of their lives and includes happiness, pleasant emotions, life satisfaction and a relative absence of unpleasant moods and emotions (Diener & Diener, 2000).

5. FAMILY LIFE SATISFACTION: life satisfaction is an overall assessment feelings and attitudes about one's life at a particular point in time ranging from negative to positive. It is one of three major indicators of well-being. Life satisfaction, positive affect and negative affect. (Diener, 1984)

#### **HYPOTHESES**

1. There is no relationship between the work-life balance, perceived stress, psychological well-being, and family life satisfaction.

2. There is no relationship between Work-locus of control and perceived stress, psychological well-being and family life satisfaction.

3. There is no relationship between Work- Locus of control and work-life -balance.

#### PROCEDURE

A single group design is used consisting of a sample of 30 women mechanics drawn from the various depots of BMTC.

#### SAMPLE

The sample consisted of 30 women mechanics of which -15 married and 15 unmarried. The age of the sample ranged from 21 years to35 years, with the job experience ranging from 2 to 12 years. Women mechanics who volunteered to participate were only selected for the study. Women mechanics were interviewed at their place of work and data was collected from those who volunteered to participate. On an average each individual required 30-45 minutes to complete the process.

#### ASSESSMENT TOOLS

In the initial stage the mechanics were interviewed using the schedule developed by the department of psychology, Bangalore university, Bangalore. To fulfill the objectives of the study the following tools are utilized in the present study.

	TABLE SHOWING PROPERTIES OF ASSESSMENT TOOLS								
Sl. No.	Variable	Tool	Author	Psychometric Properties					
1.	Locus of Control	Work locus of control scale	Paul E. Spector, (1988),	Coefficient of alpha ranging from .80 to .85					
				Test retest reliability .60					
2.	Work-life balance	Work-life balance scale	Fisher – McAuley et.al	Cronbach alpha					
			(2003)	Value ranging from 0.69 to 0.93					
3.	Occupational stress	Stress questionnaire	Latha (1984),	Test-retest reliability					
				Coefficient for the source of stress, coping mechanisms and somatization scale are					
				.81,.86 and .79 respectively					
4.	Psychological well-	Psychological well-being	Bhogle & Prakash	Internal consistency co-efficient 0.84					
	being.	questionnaire	(1995).	Split-half consistency 0.91 Test- retest reliability 0.72					
5.	Family-life	Family life questionnaire	Bernard Gurney Jr.	Test retest r=0.61					
	satisfaction		(1976)						
6.	Information schedule		Devised by the						
			researcher						

#### TABLE SHOWING PROPERTIES OF ASSESSMENT TOOLS

#### **ANALYSIS OF DATA**

Keeping the objectives of the study, the data were analyzed using the SPSS (12.0 version) and discussed.

#### RESULTS AND DISCUSSION

The primary objective of this study was to compare the psychological profile of women mechanics at Bangalore Metropolitan Transport Corporation. The psychological profile constituted measuring the work-life balance, work-locus of control, psychological well-being, stress and family life satisfaction. Among these variables work-life balance and work-locus of control were treated as the independent variables where as psychological well-being, stress and family life satisfaction constituted the dependent variables of the study. The data was collected from a total of 30 (15 married and 15 unmarried) women mechanics working at BMTC. The responses were scored using the standard procedure and discussed.

Table 1 depicts the descriptive statistics in terms of mean standard deviation and the range of scores on all the variables of the study. Based on the possible maximum and minimum score one could get on all the variables of the study and the obtained mean score of the sample on all the variables it is observed that work life balance is above average, greater orientation towards external locus of control, higher degree of psychological well being. Women mechanics also were found to be experiencing a high degree of family life satisfaction and a moderate degree of occupational stress.

One of the objectives of the study is to analyze the relationship among the variables of the study. Table 2 depicts the correlation among the different variables of the study.

The results of the correlation analysis show a significant positive correlation between work life balance and psychological well being. The correlations among other variables of the study were not significant. However a negative correlation was observed between work life balance and stress. Earlier research by Bruke and Greenglass,(1987); Eckenrode and Gore,(1990); Greenhaus and Beutell,(1985)have also observed the negative correlation between work life balance and stress implying that individuals with low degree of work life balance tend to experience higher degree of stress. Similarly the observed negative correlation between work locus of control and stress also finds support from the earlier study by Meng, (2008). Significant correlation among the subscales of occupational stress scale only provide proof for the psychometric property of the tool.

In summary, the above results it is clear that higher the degree of psychological well-being higher will be the work-life balance. Higher degree of family life satisfaction leads to higher degree of work-life balance. This finding is in accordance with the findings of the study which states that working women whether employed out of necessity or out of their own choice- have been able to combine their role as worker with that of wife and household successfully (Kapur, 1970). As there is a lower degree of stress higher will be the work-life balance (-0.099). The obtained correlation in the negative direction between work-life balance and stress (though not significant) is in accordance with the theoretical views.

Further a comparison is made among married and unmarried mechanics. The result show that married women mechanics have relatively a higher degree of psychological well being, work life balance but also tend to have a higher degree of stress compared to those unmarried. Unmarried mechanics on the other hand tend to have external locus of control and a greater degree of family life satisfaction. The results as depicted in table no.3.shows mean scores obtained by the married and unmarried mechanics do not differ significantly which is in accordance with the study conducted by Srinivasan, (2006) on work-life balance

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories

among women IT professionals. The study showed that marital status does not lead to women dropping out but they moved within the industry. So marital status does not impact work-life balance but parental status does.

The above findings were also supported by their responses to the personal interview aimed at collecting information about their perception about the job, peer group, organization etc. In general it was reported by the women mechanics that they are getting co-operation from their family members, peers and their immediate supervisors.

The somatic symptoms related to stress were reported by only 5 out of 30 mechanics. The predominant somatic symptom were found to be Inability to relax (9.99%), problem with voice during stress (6.6%) and problems with speech, sleep disturbances and a feeling of blood rushing towards the head during anger (3.33% each).

The common coping strategies used by the employees to overcome the stress were to attend some entertainment programme (50%), withdrawal from social relationships (41%), escaping from the difficult situations (41%), reading books as a means of relaxation (41%) etc were reported by the mechanics.

Since mechanical roles at BMTC were hitherto were performed by male and women are taking up these jobs currently, perception of the role senders i.e. their immediate supervisors was also obtained.

The overall opinions of the 10 immediate supervisors about their women mechanics are as follows:

1. Women mechanics cannot be assigned all the jobs due to their inherent difficulties such as the job requiring too much of physical power.

2. They lack appropriate job orientation and job training.

3. Their interpersonal relationship with the peer is found to be good with mutual co-operation ensuring mutual personal benefits is detrimental to the organization.

4. Interpersonal relationship between mechanics with their supervisors is found to be very poor.

5. Nine out of ten supervisors believe that women mechanics have a bleak professional future as they cannot find similar employment in any other organization. 6. Most of the supervisors have suggested that by assigning job which is demanding less physical energy. Eg. Seat cover stitching, assembling certain parts in the central work-shop etc productivity of women mechanics could be enhanced.

#### **IMPLICATIONS OF THE STUDY**

Recruitment and placement of women especially on mechanical job require providing sufficient job knowledge and training.

Induction training could provide more confidence and skills to perform functions to the degree to which their male counterparts are performing.

Training in gender sensitization to both male and female mechanics is the need of the hour as the job requirement and training being the same for both the gender the discrepancy observed while assigning the job could be more objective without gender discrimination.

Interpersonal relationship needs to be enhanced.

To enhance the degree of work-life balance among women mechanics a healthy environment should be created in the workplace.

#### SUMMARY AND CONCLUSIONS

The women mechanics working at BMTC were studied to analyze their degree of work-life-balance, nature of work-locus of control and its relationship with psychological well-being, family life satisfaction and stress. From the findings of the study it is evident that a lower degree of stress has lead to a higher degree of work-life balance. Higher degree of psychological well-being and family life satisfaction accounts for the higher degree of work-life balance. An orientation towards extrinsic work-locus of control has lead to a higher degree of work-life balance, psychological well-being, family life satisfaction and a lower degree of stress in the mechanics.

#### REFERENCES

Baruch, Yehuda, O'Creey, Mark Fenton, Hind, Practica, (2004), "Prosocial behavior and job performance: Does the need for control and the need for achievement make a difference", International Journal of Social behavior and Personality, Vol. 32, No. 4, pp 399-412.

Cooper C.L., Jackson, S., (1997), "Creating tomorrows organizations: a handbook for future research in organizational behavior". John Wiley & sons, New York.

Dex S., Bond S., (2005), "Measuring work-life balance and its covariates", Work employment and society, Vol 19, No.3, pp 627-637.

Hayman J,(2005), "psychometric assessment of an instrument designed to measure work life balance" Research and practice in human resource management, Vol. 13,no.1 pp 85-91.

Hochschild A.R.(1997), "The time bind :when work becomes home and home becomes Work" Henry Holt & company, Newyork.

Moorehead A. Steele M. & Duffin L. (1997)," Changes at work " the 1995 Australian workplace and industrial relations survey. Melbourne, Longman.

Rajadhyaksha U. Smita N. (2004),"Tracing a timeline for work and family research in India" Economic and political weekly 1674-1680.

Ray, Eileen Berlin, Miller, Katherine I., (1994), "Social support, home/Work stress and Burnout: Who can Help"?, Journal of Applied Behavioral Science, Vol. 30, No.3. pp. 357-373

Ronald J., (2001), "Organizational values, work experiences and satisfaction among managerial and professional women", *Journal of management development*, Vol. 20, No. 4, pp. 346-354.

Selye H.(1956)," The evolution of stress", American scientist, Vol.61, No.6, pp 692-699

Sampler J.L., (1998), "Redefining Industry structure for the information age", Strategic Management, Vol. 19, No. 4, pp 343-355.

Spector C.E., Cooper C.L., (2002), "The pitfalls of poor psychometric properties", Applied psychology: An International review, Vol. 51, pp. 174-178.

Spector P.E., Cooper C.L., Sanchez J.I., ODriscoll M., Sparks K., Bernin P., (2001), "Do national levels of individualism and internal locus of control relate to well being; an ecological level International study", Journal of Organizational Behavior, Vol. 22, pp. 815-832.

Spector C. E., Cooper C.L. Sparks K. Bernin P. Bssing A. Dewe P. et.al. (2001), "An international study of the psychometric properties of the Hofstede values Survey Module 1994", Applied Psychology: an international Review, Vol. 50, pp. 269-281.

Spector, P. E., (1988), "Development of the work locus of control scale", Journal of Occupational Psychology, Vol. 61, pp. 335-340.

#### APPENDICES

TABLE NO.1 DESCRIPTIVE STATISTICS									
	Ν	Minimum	Maximum	Mean	Std. Deviation				
PSYCHOLOGICALWELL-BEING	30	14.00	28.00	24.2333	2.80004				
WORK-LOCUS OF CONTROL	30	42.00	69.00	54.6333	7.87174				
WORK LIFE BALANCE	30	55.00	88.00	66.2667	8.15764				
FAMILY LIFE SATISFACTION	30	55.00	78.00	68.0333	5.47397				
STRESS	30	113.00	210.00	146.3333	23.53769				
FAMILY	30	15.00	31.00	21.3333	3.83571				
PERSONAL	30	7.00	30.00	13.1000	6.26071				
OCCUPATIONAL	30	10.00	26.00	18.7667	5.11039				
HEALTH	30	5.00	14.00	7.8333	2.43655				
FINANCIAL	30	6.00	18.00	10.7333	3.39303				
MARITAL	30	.00	16.00	3.9333	4.64560				
Valid N (listwise)	30								

	TABLE NO.2: SHOWING THE CORRELATIONS BETWEEN THE VARIABLES										
	PWB	WLC	WLB	FLS	TS	Family	Personal	Occupnl	Health	Financial	Marital Status
PWB	1	.151	.387*	124	111	187	228	059	151	011	.060
		.426	.035	.513	.559	.322	.226	.758	.426	.952	.755
	30	30	30	30	30	30	30	30	30	30	30
WLC	.151	1	.168	.106	016	.041	027	064	075	.067	176
	.426	•	.375	.577	.933	.831	.889	.737	.693	.724	.352
	30	30	30	30	30	30	30	30	30	30	30
WLB	.387*	.168	1	.348	099	156	242	.195	159	.180	077
	.035	.375		.059	.603	.410	.197	.302	.401	.342	.686
	30	30	30	30	30	30	30	30	30	30	30
FLS	124	.106	.348	1	.208	.119	.116	.339	175	.303	310
	.513	.577	.059		.269	.530	.543	.067	.354	.103	.095
	30	30	30	30	30	30	30	30	30	30	30
TS	111	016	099	.208	1	.668**	.672**	.587**	.371*	.497**	.334
	.559	.933	.603	.269		.000	.000	.001	.044	.005	.071
	30	30	30	30	30	30	30	30	30	30	30
FAMILY	187	.041	156	.119	.668**	1	.666**	.076	.427*	.121	.158
	.322	.831	.410	.530	.000		.000	.689	.019	.524	.404
	30	30	30	30	30	30	30	30	30	30	30
PERSONAL	228	027	242	.116	.672**	.666**	1	.104	.318	.095	102
	.226	.889	.197	.543	.000	.000		.584	.087	.616	.593
	30	30	30	30	30	30	30	30	30	30	30
OCCU PATIONAL	059	064	.195	.339	.587**	.076	.104	1	.052	.690**	.129
	.758	.737	.302	.067	.001	.689	.584		.784	.000	.498
	30	30	30	30	30	30	30	30	30	30	30
HEALTH	151	075	159	175	.371*	.427*	.318	.052	1	206	.100
	.426	.693	.401	.354	.044	.019	.087	.784		.275	.601
	30	30	30	30	30	30	30	30	30	30	30
FINANCIAL	011	.067	.180	.303	.497**	.121	.095	.690**	206	1	.132
	.952	.724	.342	.103	.005	.524	.616	.000	.275		.486
	30	30	30	30	30	30	30	30	30	30	30
MARI TALS	.060	176	077	310	.334	.158	102	.129	.100	.132	1
	.755	.352	.686	.095	.071	.404	.593	.498	.601	.486	•
	30	30	30	30	30	30	30	30	30	30	30

PWB=Psychological Well-being

WLC=Work-locus of control

WLB=Work-life balance

FLS=Family life satisfaction TS=Total stress

### TABLE NO. 3: SHOWING THE GROUP STATISTICS OF MARRIED AND UNMARRIED WOMEN MECHANICS

	MARITAL	Ν	Mean	Std. Deviation	Std. Error Mean
PWB	1.00	15	24.6667	2.25726	.58282
	2.00	15	23.8000	3.27763	.84628
WLC	1.00	15	52.9333	7.86917	2.03181
	2.00	15	56.3333	7.76132	2.00396
WLB	1.00	15	66.8000	9.17450	2.36885
	2.00	15	65.7333	7.28469	1.88090
FLS	1.00	15	66.6000	4.99714	1.29026
	2.00	15	69.4667	5.71797	1.47637
TS	1.00	15	148.2667	22.04044	5.69082
	2.00	15	144.4000	25.57007	6.60216
FAMILY	1.00	15	20.5333	4.56488	1.17865
	2.00	15	22.1333	2.87518	.74237
PERSONAL	1.00	15	11.0000	5.26444	1.35927
	2.00	15	15.2000	6.63540	1.71325
OCCU PATIONAL	1.00	15	19.4000	4.96847	1.28285
	2.00	15	18.1333	5.34344	1.37967
HEALTH	1.00	15	7.2000	2.95683	.76345
	2.00	15	8.4667	1.64172	.42389
FINANCIAL	1.00	15	11.5333	3.31375	.85561
	2.00	15	9.9333	3.39046	.87541
MARITAL	1.00	15	7.8667	3.39888	.87759
	2.00	15	.0000	.00000	.00000



Note: 1.00 = Married 2.00 = Unmarried

# REQUEST FOR FEEDBACK

#### **Dear Readers**

At the very outset, International Journal of Research in Commerce 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-mails i.e. **infoijrcm@gmail.com** or **info@ijrcm.org.in** 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** 

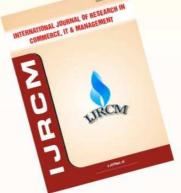
### **ABOUT THE JOURNAL**

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.

Our Other Fournals







L

**INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT** 

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories WWW.ijrcm.org.in