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# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	ISSUES AND SUGGESTIONS FOR THE IMPLEMENTATION OF THE INDIA'S RIGHT TO INFORMATION ACT 2005 IN LIGHT OF THE LATIN AMERICAN COUNTRIES' EXPERIENCE <i>DR. PRATIBHA J. MISHRA</i>	1
2.	AN EMPIRICAL STUDY ON JOB STRESS IN PRIVATE SECTOR BANKS OF UTTARAKHAND REGION <i>MEERA SHARMA &amp; LT. COL. DR. R. L. RAINA</i>	7
3.	FOREIGN DIRECT INVESTMENT IN INDIA: AN OVERVIEW <i>DR. MOHAMMAD SAIF AHMAD</i>	14
4.	REFLECTIONS ON VILLAGE PEOPLE'S SOCIO - ECONOMIC CONDITIONS BEFORE AND AFTER NREGS: A DETAILED STUDY OF ARIYALUR DISTRICT, TAMIL NADU <i>DR. P. ILANGO &amp; G. SUNDHARAMOORTHY</i>	19
5.	THE CAUSAL EFFECTS OF EDUCATION ON TECHNOLOGY IMPLEMENTATION – EVIDENCE FROM INDIAN IT INDUSTRY <i>S.M. LALITHA &amp; DR. A. SATYA NANDINI</i>	25
6.	A STUDY ON ONLINE SHOPPING BEHAVIOUR OF TEACHERS WORKING IN SELF-FINANCING COLLEGES IN NAMAKKAL DISTRICT WITH SPECIAL REFERENCE TO K.S.R COLLEGE OF ARTS AND SCIENCE, TIRUCHENGODE, NAMAKKAL DISTRICT <i>SARAVANAN. R., YOGANANDAN. G. &amp; RUBY. N</i>	31
7.	AN OVERVIEW OF RESEARCH IN COMMERCE AND MANAGEMENT IN SHIVAJI UNIVERSITY <i>DR. GURUNATH J. FAGARE &amp; DR. PRAVEEN CHOUGALE</i>	38
8.	VARIABLE SELECTION IN REGRESSION MODELS <i>M.SUDARSANA RAO, M.SUNITHA &amp; M.VENKATARAMANAIH</i>	46
9.	CUSTOMER ATTITUDE TOWARDS SERVICES AND AMENITIES PROVIDED BY STAR HOTELS: A STUDY WITH REFERENCE TO MADURAI CITY <i>DR. JACQUELINE GIGI VIJAYAKUMAR</i>	50
10.	QUALITY AND SUSTAINABILITY OF JOINT LIABILITY GROUPS AND MICROFINANCE INSTITUTIONS: A CASE STUDY OF CASHPOR MICROCREDIT SERVICES <i>DR. MANESH CHOUBEY</i>	56
11.	INDIAN MUTUAL FUND MARKET: AN OVERVIEW <i>JITENDRA KUMAR &amp; DR. ANINDITA ADHIKARY</i>	63
12.	SMART APPROACHES FOR PROVIDING THE SPD'S (SECURITY, PRIVACY & DATA INTEGRITY) SERVICE IN CLOUD COMPUTING <i>M.SRINIVASAN &amp; J.SUJATHA</i>	67
13.	A COMPARATIVE STUDY ON ETHICAL DECISION-MAKING OF PURCHASING PROFESSIONALS IN TAIWAN AND CHINA <i>YI-HUI HO</i>	70
14.	THE INTERNAL AUDIT FUNCTION EFFECTIVENESS IN THE JORDANIAN INDUSTRIAL SECTOR <i>DR. YUSUF ALI KHALAF AL-HROOT</i>	75
15.	STUDY ON ROLE OF EFFECTIVE LEADERSHIP ON SELLING VARIOUS INSURANCE POLICIES OF ICICI PRUDENTIAL: A CASE STUDY OF SUBHASH MARG BRANCH, DARYAGANJ <i>SUBHRANSU SEKHAR JENA</i>	80
16.	AN EMPIRICAL STUDY ON WEAK-FORM OF MARKET EFFICIENCY OF NATIONAL STOCK EXCHANGE <i>DR. VIJAY GONDALIYA</i>	89
17.	THE GOLDEN ROUTE TO LIQUIDITY: A PERFORMANCE ANALYSIS OF GOLD LOAN COMPANIES <i>DR. NIBEDITA ROY</i>	94
18.	STUDY ON THE MANAGEMENT OF CURRENT LIABILITIES OF NEPA LIMITED <i>DR. ADARSH ARORA</i>	99
19.	QUALITY OF MEDICAL SERVICES: A COMPARATIVE STUDY OF PRIVATE AND GOVERNMENT HOSPITALS IN SANGLI DISTRICT <i>SACHIN H. LAD</i>	105
20.	DIVIDEND POLICY AND BANK PERFORMANCE: THE CASE OF ETHIOPIAN PRIVATE COMMERCIAL BANKS <i>NEBYU ADAMU ABEBE &amp; TILAHUN AEMIRO TEHULU</i>	109
21.	CUSTOMER KNOWLEDGE: A TOOL FOR THE GROWTH OF E-LEARNING INDUSTRY <i>DR. MERAJ NAEM, MOHD TARIQUE KHAN &amp; ZEEBA KAMIL</i>	115
22.	THE EFFECTS OF ORGANIZED RETAIL SECTOR ON CONSUMER SATISFACTION: A CASE STUDY IN MYSORE CITY <i>ASHWINI.K.J &amp; DR. NAVITHA THIMMAIAH</i>	122
23.	PERCEIVED BENEFITS AND RISKS OF ELECTRONIC DIVIDEND AS A PAYMENT MEDIUM IN THE NIGERIA COMMERCIAL BANKS <i>OLADEJO, MORUF. O &amp; FASINA, H T</i>	127
24.	INDO - CANADIAN TRADE RELATION IN THE MATH OF POST REFORM PERIOD <i>ANITHA C.V &amp; DR. NAVITHA THIMMAIAH</i>	133
25.	IMPACT OF BOARD STRUCTURE ON CORPORATE FINANCIAL PERFORMANCE <i>AKINYOMI OLADELE JOHN</i>	140
26.	WORK LIFE BALANCE: A SOURCE OF JOB SATISFACTION: A STUDY ON THE VIEW OF WOMEN EMPLOYEES IN INFORMATION TECHNOLOGY (IT) SECTOR <i>NIRMALA.N</i>	145
27.	SCHOOL LEADERSHIP DEVELOPMENT PRACTICES: FOCUS ON SECONDARY SCHOOL PRINCIPALS IN EAST SHOWA, ETHIOPIA <i>FEKADU CHERINET ABIE</i>	148
28.	EMOTIONAL INTELLIGENCE OF THE MANAGERS IN THE BANKING SECTOR IN SRI LANKA <i>U.W.M.R. SAMPATH KAPPAGODA</i>	153
29.	IMPACT OF CORPORATE SOCIAL RESPONSIBILITY PRACTICES ON MEDIUM SCALE ENTERPRISES <i>RAJESH MEENA</i>	157
30.	IMPACT OF CASHLITE POLICY ON ECONOMIC ACTIVITIES IN NIGERIAN ECONOMY: AN EMPIRICAL ANALYSIS <i>DR. A. P. OLANNYE &amp; A.O ODITA</i>	162
	REQUEST FOR FEEDBACK	168

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## WORK LIFE BALANCE: A SOURCE OF JOB SATISFACTION: A STUDY ON THE VIEW OF WOMEN EMPLOYEES IN INFORMATION TECHNOLOGY (IT) SECTOR

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**JAYALAKSHMIPURAM**

### ABSTRACT

Work life balance entails attaining equilibrium between professional and personal life .It enhances efficiency and satisfaction. India has witnessed unprecedented growth in the field of Information Technology. This sector gives more emphasis to knowledge alone it is non-discriminating in nature. This paper attempts to indentify the various factor which helps to maintain work life balance among women employees in Information Technology (IT) sector. To evidence this study is conducted by taking fifty Women employees with reference to Mysore city. The Primary data would be collected through questionnaire and analyzed with the help of statistical tool, if required.

### KEYWORDS

work life balance, Job Satisfaction, IT organisations.

### INTRODUCTION

Work/life balance has important consequences for employee attitudes towards their organizations as well as for the lives of employees. The work/life boundary may be especially significant in the management of highly skilled knowledge workers, such as technical professionals, whose commitment and loyalty present a challenge to employer's work-life conflicts. As a result, today's human resource managers evaluate personnel practices to meet those needs with the hope of increasing employee loyalty toward the organization. In addition to this, many organizations have begun to take a role in developing quality of work-life programs.[1]

Job satisfaction has identified a number of factors like reward system in work, perceived quality of supervision, working conditions, and individual determinates such as status and seniority, age group, marital status, and years of experience that cause people to become satisfied or dissatisfied with their job (Mosadeghrad et al., 2008).The current study examines the relationship between job satisfaction and work-life balance among Information Technology (IT) employees in India. Firstly, the relationship is examined between the different constructs Career opportunities, Recognition, Work task, Pay, Work/life balance, Superior subordinate relationship, and employee satisfaction. Second, keeping the work-life balance as a mediating construct, it is analyzed whether it leads to employee satisfaction.[2]

[1] Human resource management-Dr.C.B.Gupta

[2]Human resource management-T.N.chabbra

### OBJECTIVES

1. To examine the job satisfaction of women employee's in the Information Technology (IT) sector.
2. To analyze the Challenges associated with managing balance between professional and personal life.
3. To suggest strategies to maintain a healthy work life balance

### NEED FOR THE STUDY

The objective of this research is to study the work life balance of working women in the Information Technology (IT) sector. It has major influence on maintaining equilibrium between professional life and the personal life responsibilities. The research was conducted among working Women in Information Technology (IT) firms in Mysore city. Work life balance reduces friction between official and domestic life. The concept of balancing work and life is important in more than one way. There can be many factors affect the balance of work and life, which may be social factors, psychological factors, Working Environment, Type of job, Job satisfaction, Family background, schedule at home and life stage. The employee who is able to maintain balance between private and professional life can contribute more to success of the organization.

### REVIEW OF LITERATURE

Rice (1985) emphasized the relationship between work satisfaction and Quality of people's lives. He contended that work experiences and outcomes can affect a person's general quality of life, both directly and indirectly through their effects on family interactions, leisure activities and levels of health and energy. The study conducted by Karrir and Khurana (1996) found significant correlations of Quality of work life of managers from three sectors of industry viz., Public, Private and Cooperative, with some of the background variables (education qualification, native/migrant status, income level) and with all of the motivational variables like job satisfaction and job involvement.

Being successful in the competitive market depends on the level of the satisfaction of the workers in the establishments. The satisfaction or dissatisfaction of the workers affects the performance of the organization. Also job satisfaction provides positive attitudes and behaviors of the workers (Organ, 1997). New working practices and rapid technological advances are changing the nature of many jobs (Cooper, 1999).

One of the most important factors that affect the behaviors of the workers in the establishments is the feeling of working satisfaction, that is to say, job satisfaction. There is growing evidence that current trends in employment conditions may be eroding levels of job satisfaction and directly damaging the physical and mental health of employees (Kenny et al., 2000).

Vittal (2003) observed that in order to empower women in the Information Technology (IT) sector in the real sense, it is necessary to investigate the social impact of Information Technology (IT) sector on the women's community. The author has indicated the emergence of "metro-sexual men", men who are sharing the responsibility of the family which might help women to be an active agent in the Information Technology (IT) workforce. It is also observed that the dropout rates of women get increased with their marriage and childbirth. It is because childcare and housework remain women's responsibilities, irrespective of her income, educational level or employment. This places a great burden on women and restricts women's choices in terms of better job opportunities.

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

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

## PARAMETERS CONSIDERED

### 1) JOB SATISFACTION

- Happy with present salary
- Superior support
- Improved job satisfaction
- Stressed Job
- Mentally pressurized by the job

### 2) WORK LIFE BALANCE

- Managing private life
- Spend time with family
- Better physical and mental health
- Balance between work and life

## RESEARCH METHODOLOGY

### DATA COLLECTION

The research is based on both empirical and analytical study. The study uses both primary and secondary data.

### PRIMARY DATA

For the purpose of study, well structured questionnaire was used as an instrument to collect the data.

### SAMPLE SIZE & TECHNIQUES

The sample size is 50. The respondents were chosen from the Information Technology (IT) sector. Convenience sampling technique has been adopted to collect the data.

## DATA ANALYSIS & INTERPRETATION

**TABLE 1.1 – JOB SATISFACTION OF WOMEN EMPLOYEES IN THE INFORMATION TECHNOLOGY (IT) SECTOR**

Opinion	Happy with my present salary	Superior support	Improved Job Satisfaction	Physical stress in the job	Mentally pressurized in the job
Strongly agree	16	-	21	-	-
Agree	27	27	15	14	14
Neutral	7	-	14	15	7
Disagree	-	7	-	21	29
Strongly disagree	-	16	-	-	-
Total	50	50	50	50	50

\*figures are in percentage Source: Primary Data Collected from survey

### INFERENCE

Nearly 16% of the women Employees strongly agree that they are happy with their present salary. 7 % of employees feel neutral towards opinion about present salary and 27% of the Employees agree that they are happy with their present salary.

The above table shows that 27% of the employees agree that their superiors are more helpful and cooperative and 23 % ( 7+16) of the Employees feel that their superiors are not more helpful and cooperative.

Flexibility in their work, Friendly work atmosphere and all sorts of refreshments make employee enjoy at their work. The above table reveals that 36 % ( 21+15) of the women employees strongly agree that, they Improved Job Satisfaction. 14% of the Employees feel neutral in their work place.

The analysis shows that 14% of the women Employees agree that they are physically stressed in their job. And 21% of the Employees feel that they are not physically stressed in their job.

From the above table it is understood that 14% of the women Employees agree that they undergo pressure in the job and 29% of the Employees feels that they are not mentally pressurized in their job.

**TABLE – 2 MANAGING WORK LIFE BALANCE OF WOMEN EMPLOYEES IN INFORMATION TECHNOLOGY (IT) SECTOR**

Opinion	Managing private life	Spend time with family	Better physical and mental health	Balance between work and life
Strongly agree	18	17	4	17
Agree	17	18	26	18
Neutral	15	6	10	6
Disagree	-	9	10	9
Strongly disagree	-	-	-	-
Total	50	50	50	50

\*figures are in percentage Source: Primary Data Collected from survey

Women work force now constitutes a important percentage of the total work force in any organization today. In the fast moving life, there are many pressures that women have to deal with- running a home, doing daily household work like cooking/cleaning, raising children and handle the tight deadlines at work. The above table reveals that 35%(18+17) of them said they are able manage the private life efficiently and only 15% of them said they are neutral to manage. There is no women who said who cannot manage private life.

The study shows that 35%(18+17) of the respondents agree that they are able spend their time with family members after meeting official commitment and only 9% of them disagree the fact that they cannot spend sufficient time with family members.

The research reveals that 30% of the respondents agree that they are able to maintain better physical and mental health in spite of their Industry requirements. Many organizations today have realized the significance of the employee-work-life balance and its importance in the efficiency of the employees so that neither the work nor the employee's personal life is affected. From the above table it is understood that 35% of the women employees agrees that they are able to balance their duties and responsibilities both in job as well as families and 9% of the Employees feels that they are not able to balance their duties and responsibilities both in job as well as families.

### STATISTICAL TEST

A un paired t test is applied to test the proposed hypothesis to check is there any significant difference between the opinions of parameters for balance between work and life and improved job satisfaction. The detailed findings of the t test are reported as below.



**T TEST****P VALUE AND STATISTICAL SIGNIFICANCE**

The two-tailed P value equals 0.6620

By conventional criteria; this difference is considered to be not statistically significant.

**CONFIDENCE INTERVAL**

The mean of Bal Between work and life minus Improved JS equals -2.50

95% confidence interval of this difference: From -15.46 to 10.46

**INTERMEDIATE VALUES USED IN CALCULATIONS**

$t = 0.4563$

Degree of Freedom(df) = 7

standard error of difference = 5.479

Group	Balance between work and life	Improved Job satisfaction
Mean	10.00	12.50
SD	7.58	8.89
SEM	3.39	4.44
N	5	4

**HYPOTHESIS**

H0: No significance difference between the balance between work and life and improved job satisfaction.

H1: There is a significance difference between the balance between work and life and improved job satisfaction.

**CONCLUSION****NULL HYPOTHESIS ACCEPTED AND ALTERNATIVE HYPOTHESIS REJECTED****INFERENCE**

As the p value equals there is no significant difference between the balanced work and life and job satisfaction. The reason being both are complementary to each other. If the work and life is balanced, job satisfaction would be high.

**SUGGESTIONS**

Work-life balance is a broad concept including proper prioritizing between Professional life which includes career, challenges, pressure, achievement and ambition on one hand and private life which includes pleasure, leisure, family and spiritual development

- Specific Counseling programmes on Work Life Balance can be conducted.
- Employers can create awareness about the impact of work life balance for employees personal and organisation life.
- Well designed flexible working hours.
- An ideal work culture can be created to achieve work life balance.
- Family welfare programmes and family counseling programmes can be conducted.
- Employees' social gathering programmes and public contact programmes will be the better option to reduce the mental pressure in the workplace as the study reveals that there is mental pressure for the women employees.
- Regular exercises, mediation and other soft skill practices can improve the emotional balance of the employees.
- Reward and recognition system should be fair and objectively to be adapted to each and every employee in the organisation.

**CONCLUSION**

Information Technology (IT) sector is one of the fastest growing sector it provides opportunity for employment of more number of women. The secret to work-life balance will vary depending on field of work, family structure and financial position. Personal life and professional work are two sides of coin it is difficult to separate and form a source of conflict. Companies must strive to develop a special bond with its people, so that they will put in more into their jobs and contribute positively. The philosophy of work life balance for the people/employee of the company is a very progressive and encouraging concept.

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