

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I  
J  
R  
C  
M



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 Scholar,

Open J-Gate, India [link of the same is duly available at Infilbnet of University Grants Commission (U.G.C.)],

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 4767 Cities in 180 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

<http://ijrcm.org.in/>

# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<b>IMPACT OF FACEBOOK USAGE ON STUDENT ACADEMIC PERFORMANCE: THE CASE OF WOLLEGE UNIVERSITY</b> <i>V.P.S. ARORA &amp; SARFARAZ KARIM</i>	1
2.	<b>A STUDY ON THE IMPACT OF EMOTIONAL INTELLIGENCE ON QUALITY OF WORK LIFE AMONG WOMEN EMPLOYEES OF ITES COMPANIES WITH SPECIAL REFERENCE TO SELECTED COMPANIES IN COIMBATORE DISTRICT</b> <i>DR. S. GANESAN &amp; SUKANYA.L</i>	7
3.	<b>IMPACT OF VILLAGE INFRASTRUCTURE INITIATED BY KORBA COALFIELDS OF CHHATTISGARH (INDIA) ON VILLAGERS' WAY OF LIVING</b> <i>A S BABU &amp; SUKANTA CHANDRA SWAIN</i>	11
4.	<b>REVENUE MANAGEMENT: A CASE STUDY OF BHARAT SANCHAR NIGAM LIMITED</b> <i>DR. U. PADMAVATHI</i>	18
5.	<b>DIGITAL MARKETING – WAY TO SIGNIFICANCE</b> <i>SEMILA FERNANDES &amp; VIDYASAGAR A.</i>	22
6.	<b>PERFORMANCE MANAGEMENT IN SUGAR INDUSTRIES</b> <i>M. SARADADEVI &amp; K. YASODA</i>	28
7.	<b>FOREIGN DIRECT INVESTMENT INFLOWS, TECHNOLOGICAL INNOVATION, SUSTAINABLE DEVELOPMENT AND SKILLED HUMAN BEHAVIOR: A MULTIVARIATE GRANGER CAUSALITY STUDY – EVIDENCE FROM FRANCE</b> <i>DR. BHUMIKA GUPTA &amp; DR. JASMEET KAUR</i>	32
8.	<b>CONSTRUCTION OF INTER QUARTILE RANGE (IQR) CONTROL CHART USING PROCESS CAPABILITY FOR STANDARD DEVIATION</b> <i>DR. C. NANTHAKUMAR &amp; S.VIJAYALAKSHMI</i>	35
9.	<b>EQUITY SHARE PERFORMANCE OF AUTO MOBILE INDUSTRY IN BSE</b> <i>M. NIRMALA &amp; P. PAVITHRA</i>	39
10.	<b>TURN OF THE MONTH EFFECT IN INDIAN METAL SECTOR WITH SPECIAL REFERENCE TO BSE METAL INDEX</b> <i>J. SUDARVEL &amp; DR. R. VELMURUGAN</i>	43
11.	<b>ROLE OF MAHILA SAHKARI BANK IN WOMEN EMPOWERMENT</b> <i>DR. R. P. AGRAWAL &amp; AJITA SAJITH</i>	46
12.	<b>STRESS AMONG IT SECTOR EMPLOYEES</b> <i>SABARI GHOSH</i>	49
13.	<b>MOBILE BANKING IN INDIA: A COMPARATIVE STUDY ON HDFC BANK AND AXIS BANK</b> <i>N. NEERAJA</i>	54
14.	<b>LEADERSHIP REQUIREMENTS TO MANAGE GLOBAL BUSINESS</b> <i>DEEPA NATHWANI</i>	58
15.	<b>A STUDY ON EMOTIONAL INTELLIGENCE AMONG TEACHERS IN PRIVATE SCHOOLS OF DINDIGUL DISTRICT</b> <i>DR. R. RADHIKA DEVI &amp; SOUNDARYA.N.</i>	63
16.	<b>A STUDY ON CONSUMERS OPINION TOWARDS ECO-FRIENDLY PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY</b> <i>NITHYA M &amp; T. RAHUL PRASATH</i>	67
17.	<b>AN EVALUATION OF SERVICES BY DOCTORS PROVIDED BY PHARMACEUTICAL COMPANIES</b> <i>MENKA TRIPATHI &amp; DR. PRATIBHA JAIN</i>	74
18.	<b>OPPORTUNITIES AND CHALLENGES TO TOURISM INDUSTRY: A CASE STUDY OF JAMMU AND KASHMIR</b> <i>MUNEER A KHAN, SHAHNEYAZ A BHAT, SUHAIL A BHAT &amp; MUDASIR AHMAD WAR</i>	79
19.	<b>PERCEPTION OF STUDENT TOWARDS FATE AND LOCUS OF CONTROL AT HIGHER SECONDARY LEVEL: A STUDY IN PERCEPTION</b> <i>P. THANGARAJU</i>	83
20.	<b>SOCIO ECONOMIC CONDITIONS OF HANDLOOM WEAVERS: A STUDY OF KARIMNAGAR DISTRICT</b> <i>ANKAM SREENIVAS &amp; KALAKOTLA SUMAN</i>	85
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	96

**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

**ADVISORS**

**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, Shree Ram Institute of Engineering & Technology, Urjani

**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. ANIL K. SAINI**

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

**DR. SAMBHAVNA**

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

**DR. MOHENDER KUMAR GUPTA**

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

**DR. SHIVAKUMAR DEENE**

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

***ASSOCIATE EDITORS***

**PROF. NAWAB ALI KHAN**

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

**PROF. ABHAY BANSAL**

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

**PROF. A. SURYANARAYANA**

Department of Business Management, Osmania University, Hyderabad

**PROF. V. SELVAM**

SSL, VIT University, Vellore

**DR. PARDEEP AHLAWAT**

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

**DR. S. TABASSUM SULTANA**

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

**SURJEET SINGH**

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

***FORMER TECHNICAL ADVISOR***

**AMITA**

Faculty, Government M. S., Mohali

***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**

## **CALL FOR MANUSCRIPTS**

We invite unpublished novel, original, empirical and high quality research work pertaining to 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](mailto:infoijrcm@gmail.com) or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

## **GUIDELINES FOR SUBMISSION OF MANUSCRIPT**

### 1. **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 specify)**

**DEAR SIR/MADAM**

Please find my submission of manuscript entitled ' \_\_\_\_\_ ' for possible publication in one of 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 co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

<b>NAME OF CORRESPONDING AUTHOR</b>	:
Designation	:
Institution/College/University with full address & Pin Code	:
Residential address with Pin Code	:
Mobile Number (s) with country ISD code	:
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:
Landline Number (s) with country ISD code	:
E-mail Address	:
Alternate E-mail Address	:
Nationality	:

**NOTES:**

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version 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 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) **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 within twenty four hours** and in case of non-receipt of acknowledgement 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 a separate mail to the journal.
  - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except 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 **bold typed, 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 italicized text**, ranging between **150 to 300 words**. The abstract must be informative and explain 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.
  7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at [www.aeaweb.org/econlit/jelCodes.php](http://www.aeaweb.org/econlit/jelCodes.php), however, mentioning JEL Code is not mandatory.
  8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. 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 range from 2000 to 5000 WORDS.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** *It should be ensured that the tables/figures are referred to from the main text.*
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should 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: 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 are supposed to follow Harvard Style of Referencing. **Also check to make sure 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 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 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 after 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>



**STRESS AMONG IT SECTOR EMPLOYEES**

**SABARI GHOSH**  
**ASST. PROFESSOR**  
**DEPARTMENT OF MBA**  
**TECHNO INDIA INSTITUTE OF TECHNOLOGY**  
**TECHNO INDIA GROUP**  
**KOLKATA**

**ABSTRACT**

The new mantra for job opportunities among young population is "call center" A call center is nothing but a voice-based customer. ITes comprises of the following: 1. Business Process Outsourcing(BPO) 2. Knowledge Process Outsourcing(KPO) 3. Engineering Services Outsourcing(ESO) 4. Legal Process Outsourcing(LPO) 5. Games Process Outsourcing(GPO) A Stress is our bodies way of dealing with nerves and anxiety. Stress comes from a person's worries. Stress is a normal physical response to events that make us feel threatened or upset our balance in some way. When we sense danger—whether it's real or imagined—the body's defenses kick into high gear in a rapid, automatic process known as the "fight-or-flight-or-freeze" reaction, or the stress response. Everyone has stress. Stress is a natural part of life. Our study has focussed on the cause and sign of stress, supporting documentation and some remedy to combat stress.

**KEYWORDS**

role- conflict, stressors, work-life balance, absenteeism, turnover or job quit, mental illness, family support, maternity, health disorder, combat, yoga and meditation.

**INTRODUCTION**

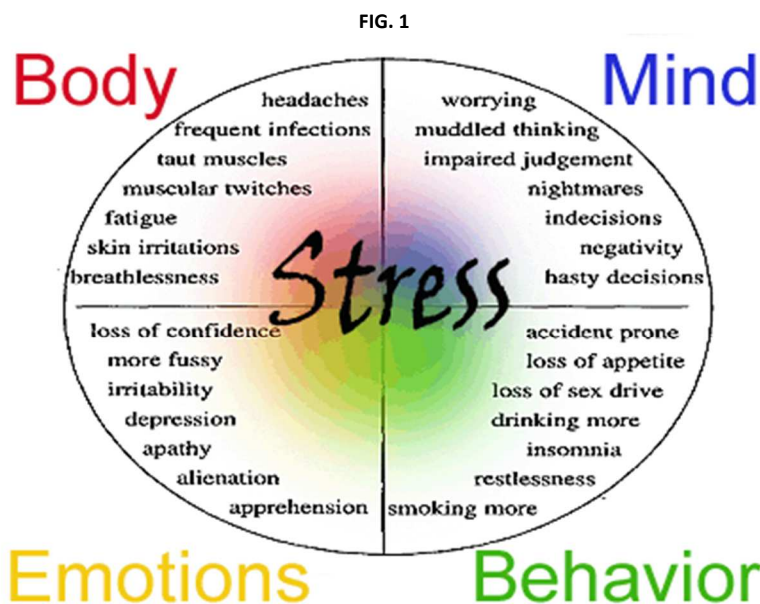
The Indian Information Technology (IT) and Information Technology enabled Services (ITeS) sectors go hand-in-hand in every aspect. The industry has not only transformed India's image on the global platform, but also fuelled economic growth by energising higher education sector (especially in engineering and computer science). The industry has employed almost 10 million Indians and hence, has contributed a lot to social transformation in the country. India is expected to become world's second-largest online community after China with 213 million internet users by December 2013 and 243 million by June 2014, according to a report by Internet and Mobile Association of India (IAMAI) and IMRB International. India's IT-business process outsourcing (BPO) industry revenue is expected to cross US\$ 225 billion mark by 2020. (INDIA BRAND EQUITY FOUNDATION, IT & ITeS Industry in India Last Updated: December 2013. **One-third of global IT workforce is in India** Around one-third of the global workforce employed in top IT companies is based in India — a sign of the fact that our country is virtually turning into the global IT headquarters. Sample this: Accenture's strength in India, at over 90,000, is more than double that in the US (its traditional home), at about 43,000. (Top global IT firms have more staff in India than home nations, Shilpa Phadnis & Sujit John, TNN Nov 6, 2013, 03.23AM IST). As the sector is engaging more human force so their stress arousal is also more which is my study area.

**CAUSES OF STRESS**

Following can be the real causes of stress among IT sector employees:

1. The technological advancements in this sector come up in short span of time with significantly high efficiencies,
2. This sector is very volatile and faces the problem of lack of job security and constant upgradation of skills to remain marketable.
3. Average working hours extended to 50 hours per week, working on Saturdays and Sundays and not being able to take leave when sick
4. Strict deadlines set by their customers, working in different time zones, interdependency in teams, multitasking, increased interaction with offshore clients and extended work hours
5. The most significant stressors reported are work overload, career opportunities, role ambiguity and role conflict and working with diversified personalities
6. Conditions of changing technology, redundancy, and resource inadequacy also place a high demand along with financial pressure, budget constraints, and other resource inadequacy problems

**SYMPTOMS OF STRESS**



Source: <http://www.boundless.com/management/organizational-behaviour/stress-in-organizations/defining-stres/>



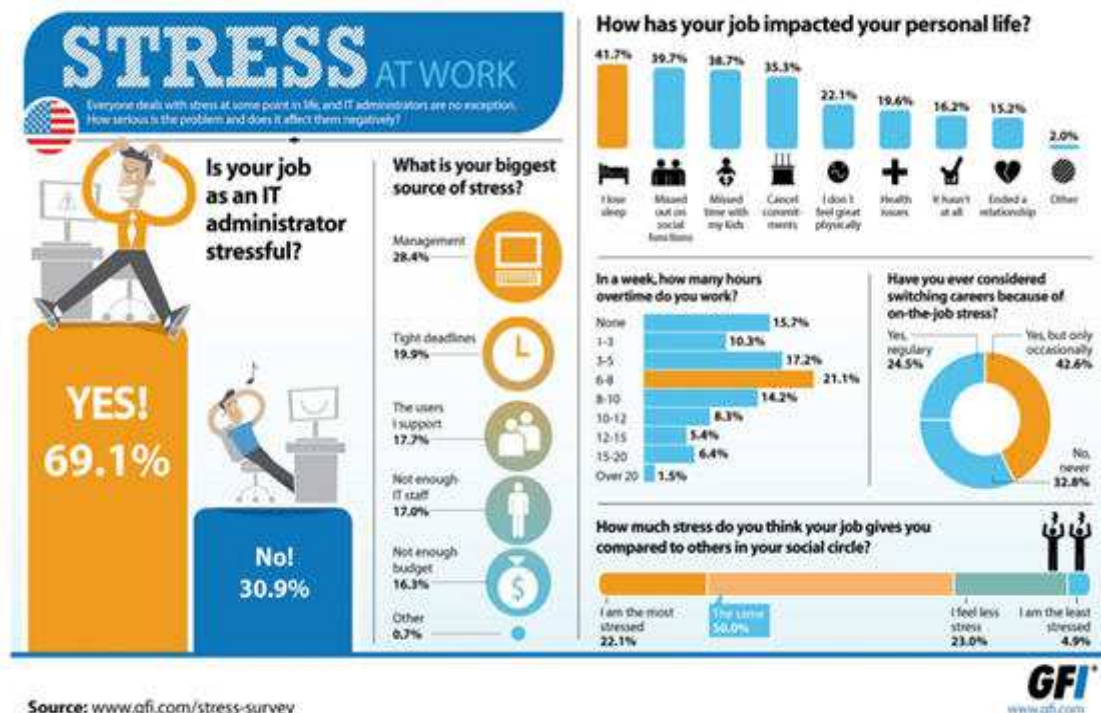
## OBJECTIVES

1. Trying to find out the reasons of stress among IT sector Employees
2. A brief about symptoms of stress among IT sector Employees
3. Give some supporting cases to give evidence to the fact of IT stress.
4. General findings of stress level among IT Sector employees
5. Suggestive measures to reduce stress

## LITERATURE REVIEW

Job stress has fuelled a significant, multifaceted literature. An important stream of literature starting with **Beehr and Newman** defined occupational stress as "A condition arising from the interaction of people and their jobs/work and characterized by changes within people that force them to deviate from their normal functioning."

FIG. 2



**Chaturvedi et al. (2007)** studied to detect stress, anxiety and depression in IT/ITeS professionals in the Silicon Valley of India. **Bhuyar et al. (2008)** studied the mental, physical and social health problems of call centre workers. Expert at NIMHANS, Bengaluru have reported that an increasing number of young professionals, especially in IT Sector have been reporting psychological problems. **Dr. B. N. Gangadhar** of the Department of Psychiatry at NIMHANS says that he usually sees half a dozen of techies on his outpatient days and most commonly reported problems are marital discord and depression. (**Udai Parek Udai, Understanding Organisational Behaviour, Pg 328**)

In a recent study **Babani** shows that 1 in 4 Indian executives suffer from obesity and 44% middle level executives report that job stress drives them to high level of alcohol consumption. (**Dr. S. S. Khanka, Organisational Behaviour, May, 6, 2002, pg. 329**). **Roepke et al (2000)** showed in fact, software development is a human-intensive industry and farsighted project managers recognize that the greatest impediments to success are often related to people rather than to information, technology, and systems. **Mak et al (2000)** studied the high costs associated with replacing IT staff and their experience, it makes sense for companies to invest in mechanisms designed to keep IT staff longer. **G. Latha et al (2002)** studied that BPO sector young generation are working on continuous night shifts, which affect their biological balance. Apart from this, excessive workloads, not reachable targets and pressurizing customers are creating stress among the employees. **Carmel E. et al (2002)** studied that the maturation of Offshore Sourcing of Information Technology Work, 65-78. **Rajeshwari et al (2003)** developed an instrument to measure stress among software professionals. **Aziz M. (2004)** studied Role stress among women in the Indian information technology sector. Women in Management Review. pp356-363. A study conducted by **Aziz, (2004)**, investigated the intensity of organizational role stress among women informational technology professionals in the Indian private sector. **Sunita Malhotra et al (January - July 2005)** identified that women face new set of problems involving both family and profession.

**Rajeshwari et al (2005)** studied that the human-computer interaction factor also has an effect on work exhaustion. **Bhatia P, Kumar P. (2005)** Part II – Clinical applications and guidelines. pp711-717. **Vanitha et al (2006)** studied on organizational commitment and stress among information technology professionals. **Shahnawaz, (2006)** studied that due to long working hours and monotonous work, the call-centre jobs have been equated to 'electronic sweat shop', 'battery hens', '19th century prison' and 'Roman slave ship'

**Sunetra Bhattacharya et al, (2007)** studied Distress, Wellness and Organizational Role Stress among IT Professionals pp169-178. **Das et al (2008)**. has shown high intention to leave IT sector. **Bhuyar et al (2008)** studied mental, physical and social health problems of call centre workers. **Das, J. K. et al (2008)** studied management of occupational stress in the service sector pp.33-52. **S.Subramanian et al (October 2009)** studied Hardiness Personality, Self-Esteem and Occupational Stress among IT Professionals. **Das, S et al (Feb 2009)** studied stress at work place pp.35-41. **AziziYahaya, NoordinYahaya, atI (2009)** attempted to find out the causes of occupational stress within the organization and the implication on job satisfaction and intention to leave and absenteeism. The finding showed that occupational stress does not have direct effect on intention to leave and absenteeism but have direct negative effect on job satisfaction. Job satisfaction has negative effect on intention to leave and absenteeism.

**Guchait et al (2010)** identified that, the turnover in this industry is reported as high as 80% However, in spite of such high stress levels, there are no studies that have explored the level of stress in this industry in detail. **Partha Sarkar, Amir Jafar, Ranjan Sarkar Understanding Employees' discernment of fairness in workplace and Employee voice: Perspective from Indian Outsourcing Sector in the post-Recession period. Das, J. K. et al. (2011a)**. studied Sources of job stress among the employees of service sector in Kolkata and ways to mitigate stress, pp.1-16. **Das, J. K. et al. (2011b)**. studied Occupational Stress and its impact on employees of service sector in pp.59-69. **Das, J. K. et al. (2011c)** tried to measure Occupational Stress in the service sector of Kolkata and ways to handle stress Pg.44-58. **Santoshi Sengupta, (2011)** studied on job and demographic attributes affecting employee satisfaction in the Indian BPO industry pp.248 – 273. **N. Akbar Jan (October, 2011)** conceptualized Green Health Management for employees in IT and BPO using Sharon Schema with Christina Theory. **K. ThriveniKumari**

(December, 2011) has dealt about impact of stress on women work life balance. The impact of stress on work life balance of women employees with reference to BPO and education sector in Bangalore

**Dr. Kalyani Kenneth (9 Dec,2011)** In this conceptual paper, the author emphasized on work stress and employee counseling. In the present scenario, employees are experiencing stress due to the rapid and dynamic growth of globalization and vocationalization. **Das, Nandialath and Mohan, (2011)** studied on Indian call centers also showed that leadership is a key factor that affects their experiences at work and can impact their intention to leave **Ankita Srivastava, et al (Nov-Dec2011)** studied the root causes of attrition and retention in BPOs, analyzing the level of motivation, satisfaction and involvement, generated a model for maximizing sustenance of employees in the organization and come up with concrete recommendation. **Shefali Malhotra et al (9 January 2012)** The research reveals that salary, job task, colleagues, sense of purpose, career path opportunity, work environment, autonomy and workload are the major variables to introduce the stress among the employees in BPO Sector **Dr. R. Uma Rani, M.Saravanan, (April, 2012) conducted Management of Stress among Employees in BPO using clustering algorithm K. Tamizharasi et al, (April, 2012)** This study is concerned with the non viability of the BPO and the fact that the young generation of India is actually losing out in the BPO. **Vidya Sunil Kadam (June, 2012)** This study is conducted to find out the main causes behind the increase in attrition in IT Industries and to find out the ways to control attrition. **Murali Patibandla (June, 2012)** studied Foreign Direct Investment in India's Retail Sector. In the **DQ-CRM BPO E Sat - Survey 2012**, for which the findings will be published in the next issue of Dataquest magazine, the respondents have regarded travel time (37%) as the biggest reason for stress in the BPO sector.

**Subechhya Haldar1 et al (August, 2012)** studied Employees perception on Employee Day- Shift v/s Night Shift – Shift Jobs with special reference to BPO Sector in Hyderabad. **Steve (August, 2012)** studied stress in call centres

**Anita D'souza (August, 2012)** identified in today's modern 24/7 economy, night shifts are becoming more common. Previously, night shift jobs were a relative rarity, confined to particular businesses or skeleton crews that kept a bare minimum of a functions operating until morning. **Datta Damayanti (September,2012)** has experienced a 57% rise in stress over the past two years. Pp-51, INDIA TODAY.

## DATA ANALYSIS

I have taken up the study relying on Secondary Data only. Case studies, publications, journals have helped me a lot.

### CASE TO SUPPORT THE FACTS OF STRESS AMONG IT SECTOR EMPLOYEES

#### CASE 1

**Source:** Exploring the Lives of Youth in the BPO Sector  
Findings from a Study in Gurgaon

**Monisha Vaid, Fellow**

Paper No. 10 Health and Population Innovation Fellowship Programme(<http://popcouncil.org/asia/india.html>)

The study, conducted in 2006, in a location of Gurgaon, one of India's major outsourcing hubs. Approximately 42 Indian and international BPOs operate in Gurgaon, of which some 20 BPOs serve international clients (Call Centre Association of India, verbal communication). The study was conducted among unmarried young people working in the BPO sector in Gurgaon. Many BPO employees acknowledged high levels of stress associated with their jobs and while acknowledging that this is a competitive and demanding sector, BPOs need to consider measures that would alleviate some of this stress.

#### CASE 2

**Source:** International Conference on Technology and Business Management March 28-30, 2011

#### Job Stress of Call Centre Employees

**Meera Sharma**

**R. L. Raina**

**Ravindra Sharma**

**Shri Guru Ram Rai Institute of Technology & Science, Dehradun**

**Abhay Kumar Tiwari**

**ICFAI, IBS, Dehradun**

The sample size was 50 and the data was collected from various call centres of Dehradun (Uttarakhand). It is found that customer service departments are most stressful areas to work. Poor ergonomics, irregular sleeping / working hours, time pressure, high call volume and low job security are the main stressors found among Call Centre employees. Findings showed that total maximum respondents believe that their 50-75% productivity decreases due to various stressors at work place. Hence it has become imperative for the system to take measures to reduce the workplace stress and its impact on productivity increasing the Job satisfaction and Job Performance of the employees.

#### CASE 3

**Source:** IJRIM Volume 2, Issue 1(January 2012) (ISSN 2231-4334) International Journal of Research in IT & Management 24 <http://www.mairec.org>

#### Stress in the context of Job satisfaction: An empirical Study of BPO

**Shefali Malhotra\***

**Omesh Chadha\*\***

To conduct this study, total 300 questionnaires were distributed among the employees working in the call centers of Mohali, Panchkula and Chandigarh. This study was conducted during Dec. 2010- April 2011. But after the completion of the survey only 256 employees gave their response, but only 250 questionnaires are included in this study. So, the response rate was 83%. Results discussed that 68.4%employees agreed that working environment of the organization is the main source of the stress. 74.44% employees responded that Employee must be given a proper job task in the organization, if must be given a job task as per his knowledge, experience and interest, if proper job task is not given to the employee in the organization, then employee will be frustrating because every human being can excel in one field in the organization. On the other hand, 67.6% employees responded that job task and working environment is not the cause of stress among the employee they said that work load the reason to raise the stress among the employees. 67.2% employee assumed that bungling colleagues are the main source of stress, they believed that when the employees are corrupted, political and diplomatic in nature, then it is very difficult for an employee to work in that environment.

#### CASE4

**Source:** Suicide among Software Engineers/Heavy Stress in Indian IT Industry by: Bharat, Category: India Post Date: 2010-01-19

Article Source: <http://www.saching.com>

According to National Crime Records Bureau at least 35 in every 1,00,000 people in Bangalore commit suicide due to stress. Citizens are unable to cope with Bangalore's quick growth

References, who committed suicide in Bangalore are as follows:

1. Prince Singla (2010), Software Engineers, Age :27, a Native of Rajasthan
2. Lakshmi Nair (2010), Software Engineer, Age: 23, A Native of Thiruvananthapuram and many others

#### CASE 5

**Source:** Journal of the Indian Academy of Applied Psychology,

July 2008, Vol. 34, No.2, 215-220. **Mental Health and Stress among Call Center Employees**

**Sushma Suri and Saba Rizvi**

Jamia Millia Islamia, New Delhi

The study aimed to find out the stress and mental health among call center employees. For this purpose, a total of 100 employees were selected from two different call centers i.e. Domestic (N=50) and International (N=50). The sample included both male and female employees in equal number. Two scales namely Life Stress

Scale and Mental Health Inventory were administered to all the subjects. Interview conducted personally on employees revealed that international call center employees have more work stress as compare to domestic one. This is due to heavy work load, no limited time for social interaction and completion of work

## FINDINGS

- Stress exists among IT employees like normal schedule.
- The engagement of staff is in the age group of 20-30 years.
- The engagement of employees in IT sector is due to the high pay structure
- Excessive workload and tight deadlines are major causes of stress.
- The Signs of stress include feelings of hopelessness, agitation, anxiety (heart palpitations, shortness of breath), making mistakes, forgetfulness, poor communication, being easily angered, and increased intake of alcohol or drugs.
- The stress is occurring due to excessive work load, odd schedules and poor adjustment of personal and professional life.
- Remedial measures are there but some are following, some are not following
- Organisations need to help employees to come out of stress

## STRESS BUSTERS

There are certain organisational and extra organisational stress busters to combat the ill effect of stress:

### ORGANISATIONAL STRESS BUSTERS

1. **RECREATION ACTIVITIES:** Plan a recreation day for your colleagues where you can play games, sing aloud, dance and do what eases you out.
2. **WORK 'N' PLAY!** Stress buster at work range from corporate games and events, to music lessons and video games. Shashank Venkat, who works with a news portal says, "Our office has everything possible to keep the employees relaxed and stress-free. We have equipments including a punching bag, futsal table, XBOX, guitars, violins and lots more. (Source: Corporate stress busters for you, Chaitrali Sardesai, Mumbai Mirror Nov 24, 2013, 12.00AM IST)
3. **EMPLOYEES DAY OUT!** A popular corporate stress buster is to take the employees for an outdoor trip. Playing outdoor games and sports is usually the agenda on such days.
4. **GET PAMPERED:** What can be better than a relaxing massage when your tensions are at soaring levels at work? Needless to mention, this is an excellent way to kill stress. Some offices have massages and spa treatments on specific days of the week for whoever wants to be pampered. Acupressure and acupuncture experts are in demand in many offices.
5. **SNACK ON:** This is an interesting one to get rid of the tension. One of the worst side effects of stress is ignoring the meals and being at the desk for hours without realising that they have just skipped their lunch. To avoid this, offices have now started stacking up their pantries with delicious snacks which one can nibble on. Munchies like sandwiches, puffs, rolls, pastries and many more are made available at any time in office. Coffee machines, cotton candy and popcorn vending machines are also kept at some workplaces to keep the employees in a light mood throughout the day. Snacking on eatables at regular intervals can keep you active and energetic.

### INDIVIDUAL STRESS BUSTERS

1. Physical Exercise
2. Relaxation
3. Bio-feedback
4. Meditation
5. Behavioural Self-Control
6. Cognitive therapy
7. Networking (source: Organizational Behaviour, Concept and Cases, Dr. Mrs. Anjali, Ghanekar, Everest publishing House, ISBN 81-86314-12-1)

## CONCLUSION

Stress being the natural outcome of daily activities are present in our everyday life. This sector, being the most populous industry with high economic return is one of the stressful sector of economy. India being a labour intensive economy, just to cater to the needs of upcoming youth, for their economic engagement IT sector has to be nurtured well so that it gets removal from worse effect of stress.

## REFERENCES

1. **Beehr, Terry A. (1995), Psychological Stress in the Workplace**, Routledge London and New York
2. **Bhattacharya Sunetra and Basu Jayanti** Calcutta University, Kolkata Journal of the Indian Academy of Applied Psychology, July 2007, Vol. 33, No.2, Distress, Wellness and Organizational Role Stress among IT Professionals: Role of Life Events and Coping Resources
3. **Bhuyar P, Banerjee A, Pandve H, Padmnabhan P, Patil A, Duggirala S, Rajan S, Chaudhury S.** Mental, (2008) physical and social health problems of call centre workers.
4. **Chavan SmitaR., Potdar Balkrushna, 'A Critical Study on Work-life Balance of BPO Employees in India'** (March 28-30, 2011)
5. **City Helode Stress among Gold Collar employees in Chennai R.D. (1987)**
6. **Collins (2005) J J, Baase C M, Sharda C E, Ozminowski R J, Nicholson S, Billotti G M, Turpin R S, Olson M, Berger M L.**
7. **Das, J. K. and Datta, S. (2008).** Management of occupational stress in the service sector: An empirical study, Indian Accountancy Review,
8. **Das, J. K. and Datta, S. (2011a).** Sources of job stress among the employees of service sector in Kolkata and ways to mitigate stress, Journal of Business and Economic Issues, Vol.3, No.1, pp.1-16.
9. **Das, J. K. and Datta, S. (2011b).** Occupational Stress and its impact on employees of service sector in Kolkata – A Comparative Study, Review of Professional Management, Vol.9, No.2, pp.59-69.
10. **Das, J. K. and Datta, S. (2011c).** An Empirical study measuring Occupational Stress in the service sector of Kolkata and ways to handle stress, Survey, Vol.51, No.3-4, Pg.44-58. "A Syndrome Produced by Diverse Nocuous Agents" - 1936 article by Hans Selye from The journal of neuropsychiatry and clinical neurosciences.
11. **Das, S. and Ghosh, K.B. (2009).** Stress at work place, HRM REVIEW, The ICFAI University Press, Vol-IX, Issue-II, Feb 2009,
12. **Drake C L, Roehrs T, Richardson G, Walsh J K, Roth T. (2004).** Shift work sleep disorder; prevalence and consequences beyond that of symptomatic day workers.
13. **Eksdedt M, Soderstrom M, Akerstedt T, Nilsson J, Sondergaard H P, Aleksander P. (2006).** Disturbed sleep and fatigue in occupational burnout. Scand J Work Environ Health. 32(2); 121 - 131. The assessment of chronic health conditions on work performance, absence and total economic impact for employers. J Occu Env Med.
14. **Farrell D. (2004).** Beyond Offshoring. Harv Bus Rev, 82(12);
15. **Ghanekar Dr. Mrs. Anjali,** Organizational Behaviour, Concept and Cases, Everest publishing House, ISBN 81-86314-12-1
16. **Haldar Subechnya 1 Dube Dipa 1, Dube Indrajit 1, Gawali Bhagwan R.** Women in BPO Sector in India: A Study of Individual Aspirations and Environmental Challenges August, (2012) Employees perception on Employees Day Shift v/s Night Shift (With special reference to BPO Sectors in Hyderabad)
17. **Hayward (2005)** gives a brief account of the early uses of the word stress in her paper, 'Historical Keywords'

18. **Latha1 G. and Panchanatham N. Call Center Employees: Is Work Life Stress a Challenge** Department of Business Administration, Annamalai University, Indialatha2002@yahoo.co.in
19. **Malhotra Shefali, Omesh Chadha Stress in the context of job satisfaction: An empirical study of BPO SECTOR IJRIM Volume 2, Issue 1(January 2012) (ISSN 2231-4334)** International Journal of Research in IT & Management 24 <http://www.mairec.org>
20. **Masrom Monalisa Binti, Factors that influence employee stress: A study in Banking Sector (October, 2010)**
21. **Martimao K P, Varonen H, Husman K, Viikari-Juntura E. (2007).** Factors associated with self assessed work ability. *Occup Med (Lond)*; Jun 4 [E=pub ahead of print].
22. **Menzel N N. (2007).** Psychological factors in musculoskeletal disorders. *Critical Care Nursing Clin of North America.* 19(2); 145-53.
23. **Morse T F, Warren N, Dillon C, Diva U. (2007).** A population based survey of ergonomic risk factors in Connecticut; distribution by industry, occupation and demographics. *Conn Med*, 262-268.
24. **Salleh Abdul Latif, Bakar Raida Abu, Keong Wong Kok (October-November 2008)** International Review of Business Research
25. **Sardesai Chaitrali,** Corporate stress busters for you, *Mumbai Mirror*, Nov 24, 2013, 12.00AM IST
26. **Sethi Vikram, King Ruth C. & Quick James,** showed what causes stress in information system professionals (March, 2004)
27. **Sharma Meera, Raina R.L., Sharma Ravindra** International Conference on Technology and Business Management (March 28-30, 2011), **Job Stress of Call Centre Employees**
28. **Shepell. Fgi Research Group (2008)** Employee health & Well being – Trends in call centre sector, Vol.2, Issue 1.
29. **Sengupta Santoshi (2011)** "An exploratory study on job and demographic attributes affecting employee satisfaction in the Indian BPO industry", *Strategic Outsourcing: An International Journal*, Vol. 4 Iss: 3, pp.248 – 273
30. **Srivastava, P. K. and Sinha, M. M. (1983)** Occupational Stress Index: A pilot study, *Indian Journal of clinical. Psychology*, 8(2).
31. **Shukla, A., Singh, S. Kaur, P., and Sinha, A.K. (1987).** Organizational stress and executive behaviour, New Delhi: Shri Ram Centre for. Managerial turnover: Perceived causes and consequences, *Indian Journal of Applied Psychology* 21, 209-24.
32. **Suri Sushma and Rizvi Saba, Mental Health and Stress among Call Center Employees** *Journal of the Indian Academy of Applied Psychology*, July 2008, Vol. 34, No.2, 215-220. Jamia Millia Islamia, New Delhi
33. **Vaid Monisha, Fellow,** Exploring the Lives of Youth in the BPO Sector Findings from a Study in Gurgaon Paper No. 10, Health and Population Innovation Fellowship Programme (<http://popcouncil.org/asia/india.html>)
34. **Cooper, C. L (September 2003).** Journal of Organisational Behaviour.
35. **Subramanian S. (October 2009) Hardiness Personality, Self-Esteem and Occupational Stress among IT Professionals and M.** University, Coimbatore
36. **Bharat (2010-01-19),** Suicide among Software Engineers/Heavy Stress in Indian IT Industry Category: India Article Source: <http://www.saching.com>
37. **Dr. Kalyani Kenneth (9 Dec, 2011)** In this conceptual paper, the author will be emphasizing on work stress and employee counseling. In the present scenario, employees are experiencing stress due to the rapid and dynamic growth of globalization and vocationalization **Work Stress and Employee Counselling**
38. **K. Tamizharasi, Dr. R. Uma Rani, M. Saravanan, (April, 2012) Management of Stress among Employees in BPO using clustering algorithm**
39. **Patibandla Murali,** June, 2012, Working Paper No. 366, **Foreign Direct Investment in India's Retail Sector: Some Issues** Professor Corporate Strategy & Policy Indian Institute of Management Bangalore
40. **Vidya Sunil Kadam (June, 2012) Attrition: The Biggest Problem in Indian IT Industries Stress' Journal of Applied Psychology.**
41. **Steve (August, 2012) BPO INDIA.ORG Stress in call centres**

## **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 [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail [infoijrcm@gmail.com](mailto: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, indirect, 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 co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

