

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 Inlibnet 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 5000 Cities in 187 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.	A STUDY ON THE JOB SATISFACTION OF THE EMPLOYEES OF BPO SECTOR <i>V. SAVITHA & DR. E. VIJILA</i>	1
2.	A PRODUCTIVE ANALYSIS OF REGIONAL INEQUALITY IN AGRICULTURAL DEVELOPMENT: STUDY OF HARYANA INTER-DISTRICT EMPIRIC <i>DR. INDERJIT</i>	5
3.	THE STUDY OF KEY SUCCESS FACTORS IN NEW PRODUCT DEVELOPMENT PROCESS IN TEXTILE INDUSTRY WITH SPECIAL REFERENCE TO SURAT REGION <i>RASHVIN TAILOR & DR. MANISHA PANWALA</i>	9
4.	AN EMPIRICAL STUDY ON MARKETING INFORMATION SYSTEM <i>DEEPAK S & DR. S. J. MANJUNATH</i>	12
5.	MOMPREENURSHIP: A NEW TREND OF ENTREPRENEURSHIP <i>B. N. LALITHCHANDRA & T. LAVANYA KUMARI</i>	16
6.	RELATIONSHIP BETWEEN JOB SATISFACTION AND OTHER PSYCHOSOCIAL VARIABLES: A COMPARATIVE STUDY OF MALE AND FEMALE EMPLOYEES OF BUSINESS PROCESSING OUTSOURCING (BPO) SECTOR <i>PRIYANKAR SINGHA & DR. SOUVIK RAYCHAUDHURI</i>	20
7.	YOGA AND MEDICAL SCIENCE <i>PRADEEP H. TAWADE</i>	24
8.	A STUDY ON AN ANALYSIS OF SHORT-TERM LIQUIDITY POSITION OF TATA STEEL LIMITED <i>R. SATHISHKUMAR</i>	26
9.	RULES AND VALUES OF CO-OPERATIVE BANKS <i>DR. SAKSHI TEWARI</i>	30
10.	CUSTOMERS BUYING BEHAVIOUR IN ASHOK LEYLAND, CHENNAI <i>DR. R. AMUDHA & K. SRILAKSHMI</i>	34
11.	IMPACT OF ENGLISH INVASION ON INDIAN CULTURE <i>SANGEETHA. J</i>	39
12.	BEST PRACTICES FOR ENHANCING USE OF LIBRARY COLLECTION AND OTHER LIBRARY SERVICES <i>AJIT VASANTRAO JANUGADE</i>	41
13.	ENTREPRENEURSHIP DEVELOPMENT EFFORTS AND THE CHALLENGE OF QUALITY EDUCATION AND HUMAN RESOURCE DEVELOPMENT IN NIGERIA <i>DR. S.O. ONIMOLE</i>	44
14.	FACTORS INFLUENCING THE DECISION OF ADOPTING COMPUTERIZED ACCOUNTING SYSTEM (CAS) BY SMALL AND MEDIUM ENTERPRISES (SMEs) IN KURUNEGALA URBAN AREA IN SRI LANKA <i>PATHMINI MGS & KARUNADASA MKGPSK</i>	49
15.	ASSESSMENT OF CUSTOMERS' ATTITUDE AND BANKS' GROWTH TOWARDS E- BANKING IN NIGERIA <i>FAITH ERINMA ONYEBUENYI</i>	55
16.	IMPLEMENTATION MECHANISM OF MGNREGA IN HIMACHAL PRADESH <i>KHEM RAJ</i>	60
17.	EFFECTS OF FDI IN RETAIL SECTOR IN INDIA <i>NAZEEFA BEGUM MAKANDAR</i>	67
18.	AN ANALYSIS OF SERVQUAL AND SERVPERF IN INDIAN BANKING CONTEXT <i>SUDESHNA DUTTA</i>	72
19.	EFFECT OF MOBILE PHONES ON HUMAN BODY <i>SUNIL KUMAR TRIVEDI</i>	78
20.	SELF EFFICACY AND OTHER PERSONAL RESOURCES AS ANTECEDENTS OF EMPLOYEE ENGAGEMENT: A CRITICAL LITERATURE REVIEW <i>HARSH VARDHAN KOTHARI</i>	82
	REQUEST FOR FEEDBACK & DISCLAIMER	88

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 the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

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

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 titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is 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 inclusion of their 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.

NAME OF CORRESPONDING AUTHOR

Designation/Post* :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

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 :

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

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 the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **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 be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document. However, you can mention short notes to elucidate some specific point,** which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

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

CONTRIBUTIONS TO BOOKS

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

JOURNAL AND OTHER ARTICLES

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

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

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

ONLINE RESOURCES

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

WEBSITES

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

RELATIONSHIP BETWEEN JOB SATISFACTION AND OTHER PSYCHOSOCIAL VARIABLES: A COMPARATIVE STUDY OF MALE AND FEMALE EMPLOYEES OF BUSINESS PROCESSING OUTSOURCING (BPO) SECTOR

PRIYANKAR SINGHA
RESEARCH SCHOLAR
DEPARTMENT OF PSYCHOLOGY
CALCUTTA UNIVERSITY
KOLKATA

DR. SOUVIK RAYCHAUDHURI
ASSOCIATE PROFESSOR
DEPARTMENT OF PSYCHOLOGY
CALCUTTA UNIVERSITY
KOLKATA

ABSTRACT

The present study deals with gender difference in job satisfaction among the business processing outsourcing sector (BPO) employees. Attempts were also made to assess their interpersonal relationship, psychological sense of well being and, level of happiness and coping style. The sample size was 50 divided into 2 groups (male- 25 and female- 25). Each group was consisted respondents age ranging between 22-35 years and having minimum 2 years of job experience. The data were collected from BPO sector of private company located at Kolkata. Job satisfaction scale, interpersonal relationship inventory, Subjective well being inventory, Oxford happiness inventory and coping checklist II were administered to assess the level of job satisfaction, quality of interpersonal relationship, subjective sense of well being, level of happiness and coping style of the employees. It is revealed that female workers were found to be more satisfied than male workers in their job and in case of subjective sense of well being the same result has been found. A significant difference between the gender has been revealed in job satisfaction and subjective sense of well being. Furthermore, significant correlation has been found between job satisfaction and subjective sense of well being for the entire group of selected sample and a significant correlation could not be drawn between job satisfaction and the other variables except sense of well being for the present sample. The results of the present study can be fruitful for further research studies.

KEYWORDS

business processing outsourcing sector, job satisfaction, male and female employees, psycho-social variables.

INTRODUCTION

The concept of job satisfaction has been developed in many ways by many different researchers and practitioners. One of the most widely used definitions in organizational research is that of **Locke (1976)**, who defines job satisfaction as "a pleasurable or positive emotional state resulting from the appraisal of one's job or job experiences" (p. 1304) (**Locke, E.A. (1976)**). Others have defined it as simply how content an individual is with his or her job; whether he or she likes the job or not (**Spector, P.E. (1997)**). It is assessed at both the global level (whether or not the individual is satisfied with the job overall), or at the facet level (whether or not the individual is satisfied with different aspects of the job). **Spector (1997)** lists 14 common facets: Appreciation, Communication, Coworkers, Fringe benefits, Job conditions, Nature of the work, Organization, Personal growth, Policies and procedures, Promotion opportunities, Recognition, Security, and Supervision).

A more recent definition of the concept of job satisfaction is from **Hulin and Judge (2003)**, who have noted that job satisfaction includes multidimensional psychological responses to an individual's job, and that these personal responses have cognitive (evaluative), affective (or emotional), and behavioural components (**Hulin, C. L., & Judge, T. A, 2003**). Job satisfaction scales vary in the extent to which they assess the affective feelings about the job or the cognitive assessment of the job. Affective job satisfaction is a subjective construct representing an emotional feeling individuals have about their job. Hence, affective job satisfaction for individuals reflects the degree of pleasure or happiness their job in general induces. Cognitive job satisfaction is a more objective and logical evaluation of various facets of a job. Cognitive job satisfaction can be unidimensional if it comprises evaluation of just one facet of a job, such as pay or maternity leave, or multidimensional if two or more facets of a job are simultaneously evaluated. Cognitive job satisfaction does not assess the degree of pleasure or happiness that arises from specific job facets, but rather gauges the extent to which those job facets are judged by the job holder to be satisfactory in comparison with objectives they themselves set or with other jobs. While cognitive job satisfaction might help to bring about affective job satisfaction, the two constructs are distinct, not necessarily directly related, and have different antecedents and consequences (**Moorman, R.H, 1993**).

Job satisfaction can also be seen within the broader context of the range of issues which affect an individual's experience of work, or their quality of working life. Job satisfaction can be understood in terms of its relationships with other key factors, such as general well-being, stress at work, control at work, home-work interface, and working conditions (**Tomažević, N.; Seljak, J.; Aristovnik, A. 2014**).

The Business Process Outsourcing (BPO) sector is one of the fastest growing sectors in the global scenario. India's BPO industry is known for its massive turnover and its huge employment base. Current environment is the business environment as it is giving birth to the corporate advancement in the country. This sector is also becoming the part of the Indian economy as the tremendous growth of the BPO sector over the past few years has resulted in considerable changes in the lives of its young workforce. In India, almost 70% of the total youngest population is doing job in BPO sector. Employment in the BPO sector has meant that young adults are reaching their career milestones and financial goals much earlier than before. Survey and evidences reported that the level of job satisfaction of the BPO sector employees varies from different area to area of the working environment. Repetitive tasks, such as responding to telephone calls more than 100 times a shift have resulted in absenteeism among the many employees of this sector and these kind of long term responses may be lead to determine the level of job satisfaction which may affect the other areas of functioning such as happiness level, inter-personal relationship, coping capability, sense of well being etc. A growing number of employees also experience physical and emotional problems such as panic attacks, depression, relationship problem, alcoholism and sleeping and eating disorders.

REVIEW OF LITERATURE

Several research being studied in the field of Job Satisfaction, show that there are gender differences in job satisfaction. It has been studied that though women's role at work are lesser in position and pay, they have lesser complains of dissatisfaction at work. Job Satisfaction depends on the job characteristics, family responsibility and personal expectation of the employees (**Flarencis et. al, 2010**). A lot of studies state that women face greater work load stress leading to a lower overall satisfaction compared to men. There is a significant gender difference seen in time management, organisational support, job pressures and pay and increment (**Hodson Randy, 1989**). The employees' personality and attitude towards women and their growth in the company matter a lot in experiencing a higher job satisfaction as it will not make a difference in one's job satisfaction if being supervised by a woman (**Belsky et.al, 1985**).

There has been a recent interest in exploring factors influencing job satisfaction with a specific focus on gender differences. **Clark (1997)** used a large-scale survey to test the proposition that men and women in identical jobs should be equally satisfied. Study results reported that the average job for females was lower in stature and income than for males, yet females reported higher levels of job satisfaction. **Sousa-Poza and Souza-Poza (2003)** report similar findings from a national household panel survey in the Britain. In a study among women working in the private banking sector, **Metle (2001)** found that job satisfaction declines with increasing levels of education. **Metle (2001)** argues that higher levels of education tend to increase employee goal and income expectations. Women participating in the study reported gender discrimination in seniority and qualifications.

Men and women working in gender-balanced groups have higher levels of job satisfaction than those who work in homogeneous groups. Employees who work in groups comprised of mostly men tend to show the lowest levels of job satisfaction, and those working in groups of mostly women fall in the middle of the gender-balanced and mostly-men groups (**Fields & Blum, 1997**).

Pook, Füstös, and Marian (2003) surveyed 932 employees in Eastern Europe to explore the impact of gender bias on job satisfaction. Results suggest that women are less likely to receive help from their managers toward advancement and are less satisfied than men with the work they performed. This may be the result of being assigned less-challenging tasks, non-commensurate with their backgrounds.

Using data from the U.S. National Study of the Changing Workforce, **Bender, Donohue, and Heywood (2005)** report that overall women have higher job satisfaction than men and have higher job satisfaction in workplaces dominated by women. However, men and women value job flexibility differently, and once this difference is controlled for, gender composition in the workplace plays no role in determining job satisfaction of women.

IMPORTANCE OF THE STUDY

Gender difference in Job satisfaction is a major concern for organisations in today's global workforce and has been widely studied throughout Organisational Psychological and Managerial literature. The main purpose of the study is to explore the gender difference in job satisfaction among the business processing outsourcing (BPO) sector employees and its relations to their inter-personal relationship, sense of well being, level of happiness and coping style.

OBJECTIVES

1. To find out the significance of difference between the mean of male and female BPO sector employees in the level of job satisfaction.
2. To find out the significance of difference between the mean of male and female BPO sector employees in the interpersonal relationship.
3. To find out the significance of difference between the mean of male and female BPO sector employees in subjective sense of well being.
4. To find out the significance of difference between the mean of male and female BPO sector employees in the level of happiness.
5. To find out the significance of difference between the mean of male and female BPO sector employees in the coping style.
6. To find out the significant correlation between job satisfaction and interpersonal relationship among the employees working under BPO sector.
7. To find out the significant correlation between job satisfaction and sense of well being among the employees working under BPO sector.
8. To find out the significant correlation between job satisfaction and level of happiness among the employees working under BPO sector.
9. To find out the significant correlation between job satisfaction and coping style among the employees working under BPO sector.

HYPOTHESIS

1. There is a significant difference between the mean of male and female BPO sector employees in the level of job satisfaction.
2. There is a significant difference between the mean of male and female BPO sector employees in the interpersonal relationship.
3. There is a significant difference between the mean of male and female BPO sector employees in subjective sense of well being.
4. There is a significant difference between the mean of male and female BPO sector employees in the level of happiness.
5. There is a significant difference between the mean of male and female BPO sector employees in the coping style.
6. There is a significant correlation between job satisfaction and interpersonal relationship among the employees working under BPO sector.
7. There is a significant correlation between job satisfaction and sense of well being among the employees working under BPO sector.
8. There is a significant correlation between job satisfaction and level of happiness among the employees working under BPO sector.
9. There is a significant correlation between job satisfaction and coping style among the employees working under BPO sector.

RESEARCH METHODOLOGY

• RESEARCH DESIGN

This existing study is descriptive in its nature. Well, descriptive research can be defined as describing some particular situation, some phenomena or something. Descriptive researches are those which define the current situation instead of inferring and making judgments (**Creswell, 1994**). The core goal of the descriptive research is to verify the developed hypotheses that reveal the current situation. This kind of research offers information about current scenario and emphasis on the elements that effect the job satisfaction. Furthermore, the current research is comparative in nature, evaluating the Gender differences in Job Satisfaction experienced by male and female employees of BPO sector.

• SAMPLE AND DATA

In order to gather data for understanding job satisfaction, a sample of 50 respondents was asked to take part in a self-administered questionnaire. The respondents for the current study were BPO sector employees. The total size of the sample was 50 and divide into two groups of gender (male- 25, female-25). The present research uses a non-probability sampling technique that is convenience sampling. Convenience sampling is a procedure that gains and gathers the appropriate information from the unit of study or sample that are suitably accessible (**Zikmund, 1997**).

• DATA COLLECTION TOOLS AND MEASURES

1. Job satisfaction was measured using job satisfaction scale by **B.C. Muthayya (1973)**. The scale consisted of 34 items. The answer categories for each of the items were agree (A), not sure (NS), disagree(D) and not applicable(NA). The split-half reliability coefficient of the scale is 0.81. The score range is 0-68.
2. Inter-personal relationship was measured by applying interpersonal relationship inventory (**Tilden, 1990**). The scale consisted of 39 items and these items are divided into 3 domains such as social support, reciprocity and conflict. The test retest reliability for one 2 weeks is found to be 0.91(social support), 0.84(reciprocity) and 0.81(conflict).
3. Sense of well being was measured by applying subjective well being inventory (**Dupey, 1970**). The scale consisted of 40 items and can be scored by attributing the values 3, 2 and 1 to response categories of positive items and 1, 2 and 3 to the response categories of negative items. The minimum and maximum scores that can be obtained are 40 and 120. The test retest reliability for one month is found to be 0.91.
4. Level of happiness was measured using oxford happiness inventory (1980s). This inventory consisted of 29 items and each item having four incremental levels of response, numbered from 0 to 3. The items receive the score same as the response given by the subjects, for e.g., response of 1 gets a score of 1. The higher score denotes the higher level of happiness. The score ranges between 0-57. The alpha reliability for the test is found to be 0.92.
5. Coping was measured by coping checklist II (**Rao et.al, 1989**). The test retest reliability for a period of one month is 0.74 and the internal consistency is 0.76.

• STATISTICAL TOOL

Descriptive statistics and correlation statistics were done using SPSS (version 16.0).

RESULTS**TABLE- 1**

Showing the difference in mean (M), standard deviation (SD) and 't' values between male and female BPO employees for selected variables. (n=50, male=25, female=25).

variables	MALE		FEMALE		't' value
	M	SD	M	SD	
JOB SATISFACTION	30.08	6.81	38.48	6.17	4.571**
INTERPERSONAL RELATIONSHIP	140.09	8.16	138	6.84	0.876
SENSE OF WELL BEING	82.24	14.29	71.60	11.87	2.862**
HAPPINESS	54.68	5.17	52.12	7.40	1.149
COPING	16.24	4.01	18.28	5.36	1.522

**p<0.01, *p<0.05

TABLE- 2: SHOWING THE PRODUCT MOMENT CORRELATION COEFFICIENT VALUE BETWEEN JOB SATISFACTION AND OTHER VARIABLES FOR THE TOTAL GROUP

Variables	'r' value
Job satisfaction-interpersonal relationship	0.200
Job satisfaction-sense of well being	0.553**
Job satisfaction-level of happiness	0.054
Job satisfaction-coping	0.133

**p<0.01, *p<0.05

DISCUSSION

It is revealed from the result table that the female BPO employees are more satisfied to their job than the male BPO employees as the mean of the female is found to be greater than the mean of male employees. In case of inter personal relationship the result reveals that the male BPO employees are slightly better in their interpersonal relation than the male employees which indicates that the male BPO employees are slightly more sociable than the female but it is noticeable that the differences between the two groups for interpersonal relationship is very close. Thus it can be interpreted that the male and female employees experiences the same quality of interpersonal relationship in social aspect. For the variable subjective sense of well being the male employees are found to quite better than the female employees and the same result have been found in the measurement of happiness of the employees. In case of coping style, the mean of female employees is found to be slightly greater than the male employees.

In the measurement of significant difference between the male and female BPO sector employees for the selected variable a unique co-combination of difference is revealed in the result. A significant difference between the two groups of employees has been found in the level of job satisfaction and subjective sense of well being which indicates that there a difference between the two groups of employees for the level of job satisfaction and subjective sense of well being. There may have the impact of equal pay scale, gender inequality norm, social acceptance of both sexes for the work etc. Furthermore, in case of interpersonal relationship, level of happiness and coping there is no significant difference has been found between the two groups of employees.

In case of relationship among the selected variables it is observed that job satisfaction is significantly correlated with the subjective sense of well being only among the variables of BPO SECTOR. So it can be said that the professional life and personal life is maintained separately by the employees of the BPO sector. So that the relationship between the job satisfaction and other psychosocial variables except sense of well being are not found to be significantly correlated with each other.

CONCLUSION

1. There is a significant difference between the mean of male and female BPO sector employees in the level of job satisfaction.
2. There is no significant difference between the mean of male and female BPO sector employees in the interpersonal relationship.
3. There is a significant difference between the mean of male and female BPO sector employees in subjective sense of well being.
4. There is no significant difference between the mean of male and female BPO sector employees in the level of happiness.
5. There is a significant difference between the mean of male and female BPO sector employees in the coping style.
6. There is no significant correlation between job satisfaction and interpersonal relationship among the employees working under BPO sector.
7. There is a significant correlation between job satisfaction and sense of well being among the employees working under BPO sector.
8. There is no significant correlation between job satisfaction and level of happiness among the employees working under BPO sector.
9. There is no significant correlation between job satisfaction and coping style among the employees working under BPO sector.

LIMITATIONS OF THE STUDY

1. Respondent's opinions are dynamic; they keep changing from time to time.
2. Some of the respondents might not have given the actual information due to fear of being disclosed.
3. The study was conducted with the limited number of respondent due to time constraint.
4. Study may be obsolete because of changing environment and needs.
5. Satisfaction level to various factors may differ from person to person.

SCOPE FOR FURTHER RESEARCH

This research can be applied to large no of sample more effective generalization including the other work related factors to understand the indicators of job satisfaction among the employees working under BPO sector.

REFERENCES

1. Clark, Andrew E. (1997) 'Job satisfaction and gender: why are women so happy at work?', *Labour Economics* 4 (4): 341-372.
2. Creswell, J. W. (1994). *Research designs: Qualitative and quantitative approaches*. Thousand Oaks, CA: Sage.
3. Flarencis LB, Lucia Madrigal and cermen pages (2010), 'part time work, gender and job satisfaction', *journal of development studies* 46(9): 1543-71
4. Hodson Randy (1989), 'Gender Differences in Job Satisfaction: Why Aren't Women More Dissatisfied?', *The Sociological Quarterly*, 30:3:385-99.
5. Hulin, C. L., & Judge, T. A. (2003). Job attitUdes. In W. C. Borman, D. R. ligen, & R. J. Klimoski (Eds.), *Handbook of psychology: Industrial and organizational psychology* (pp. 255-276).
6. J Belsky, M Perry-Jenkin., &Crouter (1985). The work-family interface and marital change across the transition to parenthood. *Journal of Family Issues*, 6, 205-20.
7. Locke, E.A. (1976). The nature and causes of job satisfaction. In M.D. Dunnette (Ed.), *Handbook of industrial and organizational psychology* (pp.1297-1349). Chicago: Rand.
8. Metle, M. K. (2001). Education, job satisfaction and gender in Kuwait. *International Journal of Human Resource Management*, 12: 311-332.

9. Moorman, R.H. (1993). "The influence of cognitive and affective based job satisfaction measures on the relationship between satisfaction and organizational citizenship behavior". *Human Relations* 6: 759–776.
10. Sousa-Poza, Alfonso and Sousa-Poza, Andrés A. (2003) 'Gender Differences in Job Satisfaction in Great Britain, 1991-2000: Permanent or Transitory?' *Applied Economics Letters* 10 (11): 691-694.
11. Spector, P.E. (1997). *Job satisfaction: Application, assessment, causes and consequences*. Thousand Oaks, CA: SAGE.
12. Tomažević, N.; Seljak, J.; Aristovnik, A. (2014). Factors Influencing Employee Satisfaction in the Police Service: The Case of Slovenia". *Personnel Review* 43 (2): 209–227.
13. Zikmund, W.R., (1997), *Business Research Methods* (5th Ed.), the Dryden Press, Fort Worth, Texas.

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 for further improvements in the interest of research.

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

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

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, 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

