

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT AND MANAGEMENT

## **CONTENTS**

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	IMPACT OF EMPLOYEES' EDUCATING ON PRODUCTIVITY IN BANKING SECTOR HAMID REZA QASEMI	1
<b>2</b> .	ASSESSING THE EFFECTIVENESS OF FRONTLINE MANAGERS IN PUBLIC SECTOR COLLEGES OF PAKISTAN ANSAR MAHMOOD & DR. WAHEED AKHTER	6
3.	DOES EMPOWERMENT MODERATE OF THE RELATIONSHIP BETWEEN PERCEIVED OVERQUALIFICATION AND JOB ATTITUDES? KENGATHARAN. N	14
4.	LINKING THE 'BIG FIVE' PERSONALITY DOMAINS TO ORGANIZATIONAL COMMITMENT JYOTI KUMAR CHANDEL, DR. SUJEET KUMAR SHARMA & DR. S.P. BANSAL	19
5.	A STUDY ON DEVELOPMENT AND PROCESSING IN MYSORE MILK UNION LIMITED DR. HARISH.M	25
<b>6</b> .	USE OF INTERNET FOR ELECTRONIC GADGETS PURCHASING – IMPACT OF CIRCUMSTANTIAL ELEMENTS ASMATARA KHAN & DR. MOHD. ZAFAR SHAIKH	31
<b>7</b> .	QUALITY MANAGEMENT INITIATIVES AND COMPETITIVENESS - CASE STUDIES ON SMALL AND MEDIUM ENTERPRISES DR. S. R. ASHOK, DR. C. S. VENKATESHA & DR. B. T. ACHYUTHA	37
8.	RELATIONSHIP BETWEEN EMPLOYEE ENGAGEMENT AND COMMITMENT: A STUDY AT IVRCL SURESH KANDULAPATI & DR. G. MANCHALA	44
9.	PERCEPTION AND RECEPTIVITY OF BRANDING BY BANKS BY CUSTOMERS OF SMALL SCALE INDUSTRIES IN BANGALORE: AN EMPIRICAL EVIDENCE DR. S. JOHN MANOHAR & N. S. RAVINDRA	48
<b>10</b> .	EXPECTATIONS AND PERCEPTIONS OF STUDENTS IN ENGINEERING EDUCATION - A STUDY DR. KANAGALURU SAI KUMAR	55
11.	CONSUMER BEHAVIORAL PATTERNS OF PASSENGER CARS BALAKRISHNAN MENON & DR. JAGATHY RAJ V. P.	61
12.	REPATRIATION PROGRAM AS A PROCESS FOR RETAINING REPATRIATES - ISSUES SURROUNDING INTERNATIONAL HUMAN RESOURCE B. R. SANTOSH & DR. KRISHNAVENI MUTHIAH	69
13.	ROLE OF TRAINERS IN IMPROVING TRAINING EFFECTIVENESS: A CASE STUDY OF INSURANCE SECTOR IN ARID INDIA RICHA DIXIT & DR. HARSH PUROHIT	73
14.	A STUDY ON WORK INTERFERENCE WITH FAMILY (WIF) AND FAMILY INTERFERENCE WITH WORK (FIW) AMONG MARRIED FEMALE MANAGEMENT FACULTIES SMRUTI R PATRE & DR. ANANT DESHMUKH	78
15.	WORK-LIFE BALANCE: A CROSS SECTIONAL STUDY OF BANKING & INSURANCE SECTOR PRERNA PATWA	85
<b>16</b> .	THE CHALLENGING JOB DESIGN OF GLOBAL MANAGER PAYAL JOHARI	92
<b>17</b> .	CULTURAL INTELLIGENCE (CQ): LEVERAGING EFFECTIVENESS OF INDIAN BPO SECTOR SHIKHA BHARDWAJ	95
<b>18</b> .	GLOBAL FOREX MARKET VIS-A-VIS INDIAN CURRENCY- A STUDY T. CHANDRABAI, SRIVALLI. J & T. BHARATHI	100
<b>19</b> .	RANKING MFIS IN INDIA: USING TOPSIS SANTANU DUTTA & PINKY DUTTA	103
<b>20</b> .	SERVICE QUALITY EVALUATION: AN APPLICATION OF THE SERVQUAL MODEL WITH SPECIAL REFERENCE TO TWO WHEELER SERVICE STATIONS IN NANGAL DAM ABHAY TIWARI & NITIN CHAUDHARY	108
21.	A STUDY OF PROBLEMS & PROSPECTS OF INTERNET RETAILING IN INDIA DR. HEMANT J. KATOLE	114
22.	ORGANISATIONAL OUTCOMES OF EFFECTIVE RELATIONSHIP MARKETING IN INDIAN INSURANCE COMPANIES DR. M. DHANABHAKYAM & K. VIMALADEVI	117
23.	E – GOVERNANCE: AN INITIATIVE TO PUBLIC DEVELOPMENT IN INDIA WITH SPECIAL REFERENCE TO ODISHA DEVI PRASAD DASH	121
24.	TO STUDY THE FACTORS AFFECTING JOB SATISFACTION LEVEL IN THE SELECTED BPO COMPANIES IN NCR REGION SURENDER SARIN & VIJENDER PAL SAINI	125
25.	JOB SATISFACTION AMONG EMPLOYEES IN SMALL SCALE INDUSTRIES, VISAKHAPATNAM DR. M. RAMESH	130
	REQUEST FOR FEEDBACK	139

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, ProQuest, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A. Circulated all over the world & Google has verified that scholars of more than eighty-one countries/territories are visiting our journal on regular basis. Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

## <u>CHIEF PATRON</u>

PROF. K. K. AGGARWAL Chancellor, Lingaya's University, Delhi Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

## <u>PATRON</u>

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



**AMITA** Faculty, E.C.C., Safidon, Jind

# 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 Dean (Academics), Tecnia Institute of Advanced Studies, Delhi

## CO-EDITOR

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

# EDITORIAL ADVISORY BOARD

DR. AMBIKA ZUTSHI Faculty, School of Management & Marketing, Deakin University, Australia DR. VIVEK NATRAJAN Faculty, Lomar University, U.S.A. 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. KULBHUSHAN CHANDEL Reader, Himachal Pradesh University, Shimla DR. TEJINDER SHARMA Reader, Kurukshetra University, Kurukshetra

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT  $_{\rm ii}$ 

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

## **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, Government F. G. College Chitguppa, Bidar, Karnataka **MOHITA** Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar ASSOCIATE EDITORS **PROF. NAWAB ALI KHAN** Department of Commerce, Aligarh Muslim University, Aligarh, U.P. **PROF. ABHAY BANSAL** Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida **PROF. A. SURYANARAYANA** Department of Business Management, Osmania University, Hyderabad **DR. ASHOK KUMAR** Head, Department of Electronics, D. A. V. College (Lahore), Ambala City **DR. JATINDERKUMAR R. SAINI** Head, Department of Computer Science, S. P. College of Engineering, Visnagar, Mehsana, Gujrat **DR. V. SELVAM** Divisional Leader – Commerce SSL, VIT University, Vellore **DR. PARDEEP AHLAWAT** Reader, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak S. TABASSUM SULTANA Asst. Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

# TECHNICAL ADVISOR

AMITA Faculty, E.C.C., Safidon, Jind MOHITA Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

# FINANCIAL ADVISORS

DICKIN GOYAL Advocate & Tax Adviser, Panchkula

NEENA Investment Consultant, Chambaghat, Solan, Himachal Pradesh

# LEGAL ADVISORS

JITENDER S. CHAHAL Advocate, Punjab & Haryana High Court, Chandigarh U.T. CHANDER BHUSHAN SHARMA Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

## <u>SUPERINTENDENT</u>

SURENDER KUMAR POONIA

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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

# **CALL FOR MANUSCRIPTS**

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Business Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email addresses, <u>infoijrcm@gmail.com</u> or <u>info@ijrcm.org.in</u>.

# **GUIDELINES FOR SUBMISSION OF MANUSCRIPT**

#### 1. COVERING LETTER FOR SUBMISSION:

THE EDITOR

IJRCM

#### Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF

(e.g. Computer/IT/Finance/Marketing/HRM/General Management/other, please specify).

DEAR SIR/MADAM

Please find my submission of manuscript titled '

' for possible publication in your journal.

DATED:

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 anywhere.

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

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

#### NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address & Pin Code:

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

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

- INTRODUCTION: Manuscript must be in British English prepared on a standard A4 size paper setting. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of the every page.
- 3. MANUSCRIPT TITLE: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.
- 4. **AUTHOR NAME(S) & AFFILIATIONS**: The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address should be in italic & 11-point Calibri Font. It must be centered underneath the title.
- 5. ABSTRACT: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para.
- 6. **KEYWORDS**: Abstract must be followed by list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
- 7. **HEADINGS**: All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 8. **SUB-HEADINGS**: All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
- 9. MAIN TEXT: The main text should be in a 8 point Calibri Font, single spaced and justified.
- 10. **FIGURES &TABLES:** These should be simple, centered, separately numbered & self explained, and titles must be above the tables/figures. 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.
- 11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
- 12. **REFERENCES**: The list of all references should be alphabetically arranged. It must be single spaced, and at the end of the manuscript. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (ed.) for one editor, and (ed.s) for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parentheses.
- The location of endnotes within the text should be indicated by superscript numbers.

#### PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

#### BOOKS

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

#### CONTRIBUTIONS TO BOOKS

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

#### JOURNAL AND OTHER ARTICLES

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

#### CONFERENCE PAPERS

 Garg Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

#### UNPUBLISHED DISSERTATIONS AND THESES

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

#### ONLINE RESOURCES

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

### WEBSITE

Garg, Bhavet (2011): Towards a New Natural Gas Policy, Economic and Political Weekly, Viewed on July 05, 2011 http://epw.in/user/viewabstract.jsp

## A STUDY ON WORK INTERFERENCE WITH FAMILY (WIF) AND FAMILY INTERFERENCE WITH WORK (FIW) **AMONG MARRIED FEMALE MANAGEMENT FACULTIES**

## SMRUTI R PATRE ASST. PROFESSOR DR. AMBEDKAR INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH DEEKSHABHOOMI, NAGPUR

## DR. ANANT DESHMUKH ASSOCIATE PROFESSOR DEPARTMENT OF BUSINESS MANAGEMENT NAGPUR

#### ABSTRACT

This paper examines two aspects of work family interferences: work interference with family (WIF) and family interference with work (FIW) among married female teaching faculties in Nagpur context. This study consists of 40 married female Management teaching faculties. It highlights the significance of gender role orientation as one of the key factor affecting WIF and FIW. This paper examines the effects of some of the essential personal background variables like age, job experience and duration of marriage on WIF and FIW. The findings revealed that respondents who adopt a more egalitarian gender role attitude experienced higher FIW and WIF. The study also revealed that female teaching faculties with older age, higher job experience and longer duration of marriage, perceived low level of WIF and FIW. Implications are discussed and recommendations are made in this area.

#### **KEYWORDS**

WIF, FIW, Management faculty.

#### INTRODUCTION

omen's participation in the workforce has increased all over the world (Davidson and Blurke, 2004). Women these days have excelled in all the possible fields of work. She has not only excelled in the house management, buts has also captured and won all the other fields of employment. There is no job field left, where women have not proved herself. She has set benchmark for men in terms of motivation and inspiration to complete and do a job whole- heartedly. From driving an auto-rickshaw to working in a factory as a mechanic, she has achieved success in every field.

Involvement of women in paid work contributed to the rise of dual-earner family. This increased participation of women has several effects on families as a result of changing roles at work place and in the family. Given the common perceptions of appropriate roles of men and women, their demands for combining motherhood and marriage with career becomes an immense challenge for many female executives. The increase in the number of women in formal employment sector may be related more with an increase in the number of highly educated women and the need to enhance family economy due to high cost of living (Karimi & Nouri, 2009), rather than a change in traditional way of thought.

Indian Society has down the ages witnessed male-chauvinism in its extreme forms. Although women have been held in high esteem, yet their joining professions of choice has been a long drawn battle. Women have often faced ridicule and even been ostracized for making a choice of profession. Mahatma Gandhi called "Women as incarnation of Ahimsa". Teachers are called Nation Builders. With emancipation of women, spread of education, special facilities for their academic and professional education; more and more women have joined professions that were deemed a male prerogative, so far. Though, today women have become pilot and have also reached moon, but still teaching remains the most preferred and secured profession for women. The choice of taking to Teaching was allowed because of the high degree of prestige attached with Teaching. Women are finding the teaching profession safe, respectful, satisfying and many have proved their mettle.

#### **CHALLENGES OF TEACHING (MANAGEMENT FACULTIES) AS A PROFESSION**

Teaching is respectful. Working hours suit women. Mother is the first teacher of a child and the mother extends this role to the society by joining a School. Her innate qualities, her patience, her love and care and her "Mother Figure" role enable her to be ideally suited for this profession.

"Teacher's have it so easy because they have their summers off," is a big myth. A teaching career today is highly challenging, intellectually demanding and emotionally rewarding. There are a number of factors that can make working as a teacher quite draining. Faculties encounter long working hours, high workloads, time pressures and stressful and demanding responsibilities. The job demands being continuously updated, achieving higher education, and developing personality. Thus female management faculties, like other female workers are faced with demands of work and home responsibilities as their main daily tasks.

There are two domains in each working women's life- outside the house and inside the house; and each domain contains its own duties. Work and family are two fundamental and interdependent systems for dual-career life that inconsistency in any one system may influence the other one also. (Pleck, 1977). These bidirectional influences of work and family can lead to two types of work-life conflict, namely, work interference with family (WIF) and family interference with work (FIW)

Vast researches have been carried out to investigate the WIF and FIW issues (Greenhaus & Beutell, 1985; Bacharach, Bamberger & Conley, 1991; Gignac, 1996; Anderson, Coffey & byerly, 2002; Karatepe & Bekteshi, 2008; Livingson & Judge, 2008). But most of these researches are conducted in western countries and hence their outcomes are not necessarily applicable to developing countries like India.

#### FACTORS RELATING TO WORK-LIFE CONFLICT

Often there is uneven distribution of household responsibilities between couples. Hence it is commonly believed that working wives may experience more workfamily conflict than their spouses. (Aryee and Luk, 1996). For married professional female faculties, a significant amount of household commitment has to be balanced with the pursuit if the career. Thus these women might feel greater role pressures from both the work and family domains as compared to their male counterparts.

Four forms of work-family conflict are highlighted in existing literature. They are: time-based conflict, stress based conflict, behavior based conflict and gender role orientation based conflict.

- 1 Time-based conflict: Time spent on activities within one role makes it difficult to participate in other role.
- Strain-based conflict: Strain symptoms such as tension, anxiety and fatigue, experienced within one role intrude into the other role and affects ones 2. performance in that role.

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT 78

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

Behavior based conflict: Specific patterns of in-role behaviors are incompatible with expectations regarding behavior within other role. 3

- Gender role orientation based conflict: beliefs individuals hold about normal roles of men and women in meeting family and work responsibilities. 4.
- Some of the above mentioned factors are related to work-role characteristics while others are associated with family life.

#### **DETERMINANTS OF WORK-FAMILY INTERFERENCES**

As discussed above there are number of factors which influence work-life conflict. These factors are explained below: A) Job-related factors.

There are many job related factors which have a major impact on work-family conflict, particularly, WIF. They are discussed below.

The first is career salience; that is psychological identification with work role. As argued by Greenhaus and Beutel (1985), work-role salience may lead to higher level of work family conflict. When a persons career sub identity grows, a person becomes more ego involved in that particular role and produce strain that may interfere with another role. As a result role pressure and inter role conflict emerge.(Halls model of psychological success, 1976).

Another major factor is one's involvement at work, that is, the degree to which a person actively participates in her role (Kejner, 1985). It influences the time and effort one could spend in the job. High involvement leads to high conflict.

A job-related factor that has drawn attention is job flexibility. It reflects the autonomy and control one has regarding time schedule and work location. High flexibility reduces conflict.

Time commitment to work is next important factor. There is a positive relationship between time commitment to work and conflict.

B) Family related factors:

Apart from factors at workplace, family-related factors also have a significant impact on work-family conflict, particularly FIW. They are discussed below.

The most dominating factor that has drawn attention is caring of children at home (Pleck et al, 1980). Since child care responsibilities rests with females normally, working wives with more children are likely to experience greater work family conflict.

A related second factor is age of the children. Younger children generally require more attention from working parents and thus more time is needed to spend on them.

Family orientation is another attitudinal factor that may lead to work-life conflict (parasuraman et al., 1996). Working women who have stronger identity with familial roles are likely to have FIW.

Based on above discussion, job related factors are likely to play a more important role in determining degree of WIF, while family related factors seem to exert stronger influences on FIW.

#### **OBJECTIVES OF RESEARCH PAPER**

Overall, this study has following objectives:

- To study personal background variables affecting WIF and FIW, like age, job experience, duration of marriage. 1.
- 2. To study the relationship between gender role attitude (Traditional and Egalitarian) and WIF & FIW.

#### HYPOTHESIS

- H<sub>0</sub>: WIF and FIW among married female management teaching Faculties remain Unaffected with Personal background variables like age, job experience and Duration of marriage. (At 99% confidence level)
- $H_{1:}$  Personal background variables like age, job experience, duration of marriage Affect WIF and FIW among married female management teaching faculties.

#### **RESEARCH METHODOLOGY**

The population of the study consists of all married management teaching female faculties of Nagpur city. Sampling:

Sample size for the study is 40 female faculties.

Sample selection criteria:

- 1. Female Teaching faculties from Management course.
- Female Teaching faculties should be married. 2.
- Female Teaching faculties should have minimum one child. 3.

Convenient sampling was done.

Data collection:

Two types of data were collected; Primary and secondary.

Primary data collection:

The method of data collection used was self administered questionnaire.

Statistical tools used for hypothesis testing:

- Karl Pearson Co-relation to find correlation between age, no. of years of experience, duration of marriage and WIF and FIW. 1)
- T-test to (r) correlation value to test the relationship between background variables and WIF & FIW. 2)

#### SCALES TO MEASURE WIF AND FIW

1. WIF scale:

A WIF scale was developed which consisted of 10 items which measured WIF. Responses were obtained on a five point likert scale where 1 = strongly disagree to 5= strongly agree.

2. FIW scale:

Similarly a FIW scale was developed which consisted of 10 items which measured FIW. Responses were obtained on a five point likert scale where 1 = strongly disagree to 5= strongly agree.

#### **RESULTS OF THE STUDY**

Table '1' presents descriptive data which includes mean, standard deviations, minimum and maximum scores and categories of scores for all variables of study. The range of respondents' age is from 25 to 65 years. Respondent's job experience ranged from 0 to 20 years, Likewise, duration of marriage of the respondents ranged from 0 to 20 years.

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT 79

#### TABLE 1: DISTRIBUTION AND MEANS & SD OF VARIABLES (INTEREFERENCES SCORE RANGE)

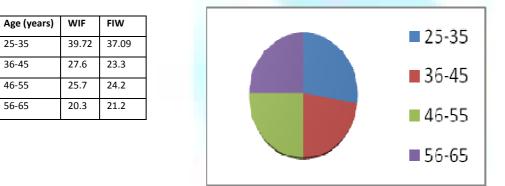
Low WIF/FIW:	10 to 23
Medium WIF/FIW:	24 to 37
High WIF/FIW	38 to 50

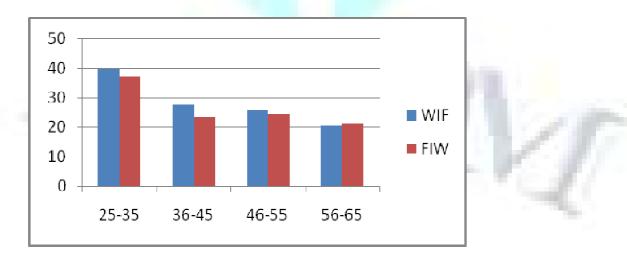
Variables	N	%	Min	Max	Mean	SD
WIF			17	42	28.675	8.52
Low level (10 to 23)	12	30%				
Moderate level (24 to 37)	17	42.50%				
High level (38 to 50)	11	27.50 <mark>%</mark>				
FIW			17	40	26.8	7.72
Low level (10 to 23)	19	47.50%				
Moderate level (24 to 37)	13	32.50%				
High level (38 to 50)	8	20%				

N= Frequency, SD= Standard Deviation, Min-Minimum, Max= Maximum

### DATA ANALYSIS

a)	AGE and WIF & FIW								
SN	Age (years)	No.	%	WIF	FIW				
1	25-35	11	27.50%	39.72	37.09				
2	36-45	9	22.50%	27.6	23.3				
3	46-55	10	25%	25.7	24.2				
4	56-65	10	25%	20.3	21.2				



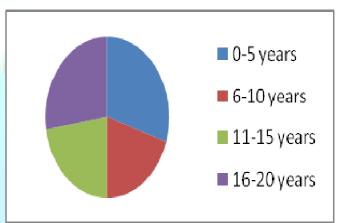


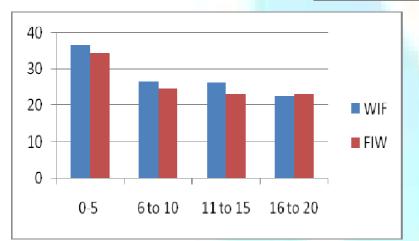
INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories www.ijrcm.org.in

### b) No. of years of Job experience and WIF & FIW

SN	Job experience	No.	%	WIF	FIW
1	0-5 years	12	23%	36.41	34.58
2	6-10 years	8	20%	26.5	24.62
3	11-15 years	9	22.50%	26.44	23
4	16-20 years	11	27.50%	22.72	23

Job experience	WIF	FIW
0-5	36.41	34.58
6 to 10	26.5	24.62
11 to 15	26.44	23
16 to 20	22.72	23

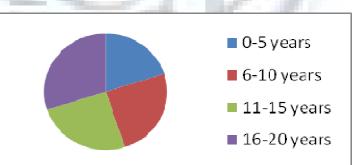




### C) Duration of Marriage

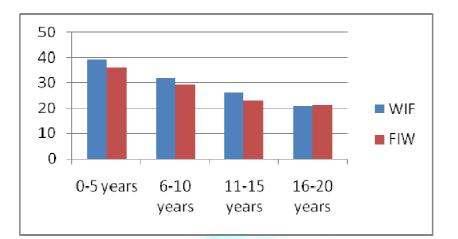
SN	No. of years	No.	%	WIF	FIW
1	0-5 years	8	20%	39.5	36.2
2	6-10 years	10	25%	31.8	29.2
3	11-15 years	10	25%	26.2	23.2
4	16-20 years	10	30%	20.2	21.25

No. of years	WIF	FIW	
0-5 years	39.5	36.2	
6-10 years	31.8	29.2	
11-15 years	26.2	23.2	
16-20 years	20.91	21.25	

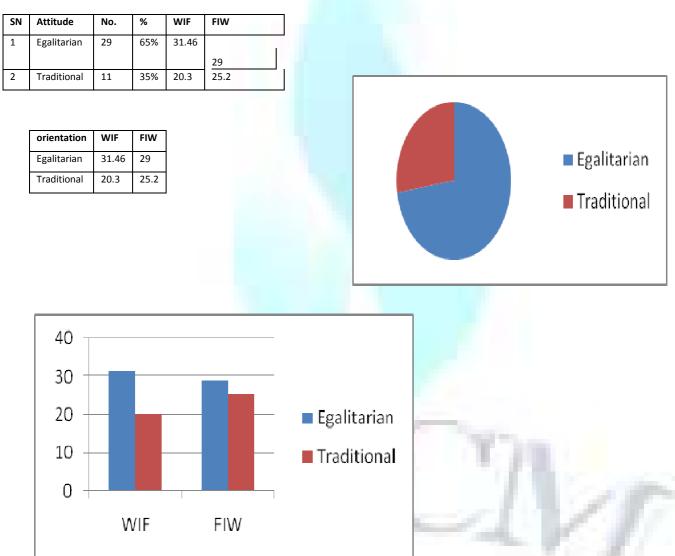


INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT 81

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



#### D) Gender role Attitude



a) Relationship between respondents' background variables like age, job experience, duration of marriage and WIF & FIW was examined as follows:

 The findings from Karl Pearson Correlation analysis showed that there were significant negative relationships between respondents age and WIF (r= -0.23) and FIW (r= -0.19)

2. The findings also suggested that there were negative relationship between the respondents job experience and WIF (r= -0.25) and FIW (r = -0.17).

3. Furthermore, there were significant negative relationships between the respondents duration of marriage with WIF (r= -0.29) and FIW (r= -0.14).

4. Thus, the findings imply that respondents with older age, more years of job experience and longer duration of marriage perceived lower level of WIF and FIW.

b) The results of extent of relationships between gender role orientation and WIF and FIW demonstrated that:

- 1. There was a significant positive relationship between traditional gender role orientation with WIF (r= 0.17) and FIW (r= 0.32), Egalitarian gender role attitude with WIF (r= 0.67) and FIW (r= 0.41)
- 2. Thus the findings indicate that respondents who adopt more egalitarian role tend to experience higher work interference with family as compared to

## INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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

traditional role attitude.

- Also, those who adopt more egalitarian role tend to have higher family interference with work as compared to traditional role attitude. 3.
- The overall WIF and FIW among married female management faculties lie in the range of middle level of interferences scores, as can be seen from table c) 1.

#### DISCUSSION AND IMPLICATIONS

The present study aims to determine the influence of age, job experience, gender role attitude and duration of marriage among married female management faculties. The study established that respondents with higher age had low level of WIF and FIW. The study also reveals that the respondents with more job experience experienced lower level of WIF and FIW. The results show that married female management faculties who have been married for longer duration demonstrated lower WIF and FIW. This shows that with higher age, more job experience and longer duration of marriage, working females are more comparatively more stable and find newer and better ways to prevent work interfering with family and vice-versa. The study also reveals that more egalitarian role is linked with an increased WIF and FIW as compared to traditional gender role attitude.

#### CONCLUSIONS AND SUGGESTIONS

From the present study it can be concluded that both FIW and WIF among married female management faculties are influenced by age, duration of marriage, job experience and gender role attitude.

There are several limitations to study like: data restricted to one city only with sample size of 40 only, hence results cannot be generalized for entire married female management faculties. Hence it is suggested to have more heterogeneous population with larger sample size. Also the study can be conducted on opposite fender, i.e., male faculties.

#### REFERENCES

Aryee, S (1992). Antecedents and outcomes of work-family conflict of wives in dual earner families. Pertanika J Soc. & Hum., 7(1): 1-9

Davidson, M. J., & Burke, R J. (2004). Women in management worldwide: facts, figures and analysis-an overview.

Zhao X & Qu, H (2009). A study on the impacts of work-family conflict on job and life satisfaction among hotel sales managers in China.

Yang, N., C C., Choi & Zou, Y. (2000). Sources of work-family conflict: A Sino-US comparison of the effects of work and family demands. Academy of Management Journal. 113-123.

#### APPENDIX

#### OUESTIONNAIRE

#### Work Interference with family (WIF)

#### Kindly give your rating for the following particulars on the degrees mentioned below. The purpose is to find out your work interference with family.

SN	Particulars	Strongly	Disagree	Neither disagree	Agree	Strongly
		disagree		nor agree		agree
1.	The amount of time my job takes up makes it difficult to fulfill my family responsibilities					
2.	The number of hours of my job in a week is not fixed and often gets extended.					
3.	The amount of mental and physical effort that my job demands reduces my activities at my home					
4.	The worries and problems of my job distracts me when I am at my home					
5.	For me my personal success largely depends only on my career performance					
6.	I consider my career rather than my family, at top priority in my life					
7.	My job demands me to be dominating and commanding which affects my behavior at my home					
8.	My job allows autonomy and control regarding time and schedule.					
9.	My job demands updating current knowledge daily which always interferes with my activities at my home.					
10.	Considering that being a female, I should take maximum responsibility of home rather than work, I feel guilty that I cannot do that.					

Strongly disagree =1, disagree=2, neither agree nor disagree=3, agree=4, strongly agree=5

#### QUESTIONNAIRE

#### Family interference with work (FIW)

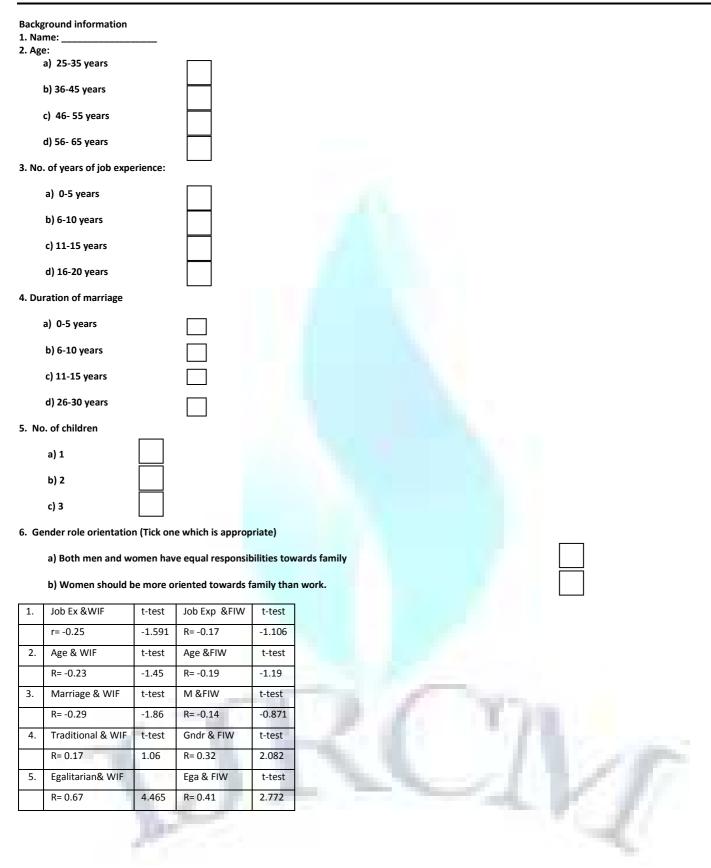
Kindly give your rating for the following particulars on the degrees mentioned below. The purpose is to find out your family interference with work life.

SN	Particulars	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
1.	The amount of time my family related activities takes up makes it difficult to fulfill my work responsibilities.		1.00	1		
2.	There is insufficient assistance related to domestic help and thus I often get late to my work.		1	1		
3.	The amount of mental and physical effort that my family demands reduces my activities at my job.				11	
4.	The worries and problems of my family distract me when I am at my work.					
5.	For me my personal success largely depends only on my family performance					
6.	I consider my family rather than my job, at top priority in my life					
7.	My family demands me to be suppressed and submissive which affects my behavior and performance at work.					
8.	My family allows autonomy and control regarding time and schedule.					
9.	My family demands me to be more social and hence always interferes with my activities at my home.					
10	Considering that being a female, I should take maximum responsibility of home rather than work, I feel guilty that I cannot do that.					

#### Strongly disagree =1, disagree=2, neither agree nor disagree=3, agree=4, strongly agree=5

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT 83

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



# **REQUEST FOR FEEDBACK**

### **Dear Readers**

At the very outset, International Journal of Research in Commerce, IT and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mails i.e. **infoijrcm@gmail.com** or **info@ijrcm.org.in** for further improvements in the interest of research.

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

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

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator