



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE AND MANAGEMENT

CONTENTS

Sr. No.	Title & Name of the Author (s)	Page No.
1.	OPERATIONS RISK MANAGEMENT IN CENTRALIZED PROCESSING UNITS THE NEED TO CREATE AN OPERATIONAL DIAGNOSTICS MODEL FOR INTERNATIONAL / OUTSOURCED / CENTRALIZED OPERATION UNITS <i>GARIMELLA BHASKAR NARASIMHA RAO & GABRIEL VIJAY PAUL HEDGE</i>	6
2.	VALUE RELEVANCE OF ACCOUNTING INFORMATION: EVIDENCE FROM SRI LANKA <i>CHANDRAPALA PATHIRAWASAM</i>	13
3.	RECENT TRENDS AND DEVELOPMENTS IN APPAREL MARKETING IN INDIA <i>DR. K. RAJESH KUMAR, MR.C.KANDASAMY & N.MANJUNATH</i>	21
4.	PERFORMANCE MEASUREMENT OF MUTUAL FUNDS IN INDIA IN THE POST LIBERALISATION ERA – AN ECONOMIC REVIEW (A STUDY BASED ON SAMPLE OF 100 ACTIVELY TRADED OPEN ENDED FUNDS WITH GROWTH OPTION) <i>DR.BIMAL JAISWAL & NAMITA NIGAM</i>	26
5.	DETERMINANTS OF CAPITAL STRUCTURE: AN EMPIRICAL STUDY OF INDIAN COMPANIES <i>DR. JAGANNATH PANDA & DR. ASHOK KUMAR PANIGRAHI</i>	41
6.	INFLUENCE OF STRESS ON IT PROFESSIONALS – THE GOLD COLLARS – AN INDIAN PERSPECTIVE <i>BEULAH VIJI CHRISTIANA.M & DR.V.MAHALAKSHMI</i>	55
7.	A STUDY OF THE ISSUES OF BORROWERS AND COMMERCIAL BANKS IN SANCTIONING AND RECOVERY OF HOUSING LOANS <i>DR. L. RAJANI & PROF. P. MOHAN REDDY</i>	61
8.	INVESTORS PERCEPTION ABOUT INTERNET STOCK TRADING - A CONSTRAINT ANALYSIS <i>DR.V. SELVAM</i>	71
9.	DUAL CAREER AND ITS EFFECT ON RELATIONSHIPS: A STUDY OF GOVERNMENT AND PRIVATE ACADEMIC INSTITUTES <i>DR. HIMANI SHARMA</i>	76
10.	INDIA'S INTERNATIONAL TRADE DURING GLOBAL RECESSION <i>MRS. JAYASHREE PATIL-DAKE & MRS. SWATI MATHUR</i>	83
11.	DOES INDIAN EQUITY MARKET FOLLOW RANDOM WALKS? EVIDENCE FROM THE NATIONAL STOCK EXCHANGE <i>P. SRINIVASAN</i>	88
12.	NPAs IN HOME LOAN: A SURVEY (WITH SPECIAL REFERENCE TO SELECTED DISTRICTS OF ODISHA) <i>DR. IPSEETA SATPATHY, DR. B.C.M.PATNAIK & PRAKASH KUMAR PRADHAN</i>	95
13.	WORD OF MOUTH MARKETING (WOMM): A CONCEPTUAL FRAME WORK <i>DR. CH. VENKATAIAH</i>	106
14.	WORKING CAPITAL MANAGEMENT: POLICIES AND PRACTICES AT SAREGAMA INDIA LIMITED <i>DR T. KOTI REDDY & RAGHAV BAHETI</i>	109
15.	IMPACT OF FINANCIAL REFORMS ON BANKING SECTOR – EVIDENCE FROM INDIA <i>HARESH BAROT</i>	120
16.	AN OVERVIEW OF FINANCIAL RATIOS FROM 1900'S TILL PRESENT DAY <i>MRS. SANOBAR ANJUM</i>	126
17.	SOCIO-ECONOMIC CONTRIBUTION OF INDIAN DIASPORAS TO HOMELAND: EMPHASIS ON IT INDUSTRIES <i>DEEPTI GUPTA & DR. RENU TYAGI</i>	131
18.	CONTRIBUTION OF HOFSTEDE'S CULTURE MODEL TO INTERNATIONAL BUSINESS <i>DR. DEVINDER PAL SINGH</i>	136
19.	MARKET SEGMENTATION IN FMCG: TIME TO DERIVE NEW BASIS FOR MARKET SEGMENTATION <i>AMANDEEP SINGH</i>	140
20.	EMPOWERMENT OF WOMEN THROUGH MICRO FINANCE: A BOON FOR DEVELOPMENT OF ECONOMY <i>DR. SHEFALI VERMA THAKRAL, NITIMA UPPAL & ESHA CHAWLA</i>	146
	REQUEST FOR FEEDBACK	151

CHIEF PATRON**PROF. K. K. AGGARWAL**

Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
 Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

PATRON**SH. RAM BHAJAN AGGARWAL**

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

CO-ORDINATOR**DR. SAMBHAV GARG**

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

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. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

EDITOR**PROF. R. K. SHARMA**

Tecnia Institute of Advanced Studies, Delhi

CO-EDITOR**DR. ASHOK KHURANA**

Associate Professor, G. N. Khalsa College, Yamunanagar

EDITORIAL ADVISORY BOARD**DR. AMBIKA ZUTSHI**

Faculty, School of Management & Marketing, Deakin University, Australia

DR. VIVEK NATRAJAN

Faculty, Lomar University, U.S.A.

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. SATISH KUMAR

Director, Vidya School of Business, Meerut, U.P.

PROF. ROSHAN LAL

M. M. Institute of Management, M. M. University, Mullana

PROF. ANIL K. SAINI

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

DR. TEJINDER SHARMA

Reader, Kurukshetra University, Kurukshetra

DR. KULBHUSHAN CHANDEL

Reader, Himachal Pradesh University, Shimla, Himachal Pradesh

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

DR. SAMBHAVNA

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

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA

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

DR. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

DR. VIKAS CHOUDHARY

Asst. Professor, N.I.T. (University), Kurukshetra

DR. SHIVAKUMAR DEENE

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

ASSOCIATE EDITORS**PROF. NAWAB ALI KHAN**

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

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

DR. PARDEEP AHLAWAT

Reader, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

SURUCHI KALRA CHOUDHARY

Head, Department of English, Hindu Girls College, Jagadhri

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

SUNIL KUMAR KARWASRA

Vice-Principal, Defence College of Education, Tohana, Fatehabad

BHAVET

Lecturer, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

TECHNICAL ADVISORS**DR. ASHWANI KUSH**

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Head, Department of Computer Applications, Institute of Management Studies, Noida, U.P.

DR. ASHOK KUMAR

Head, Department of Electronics, D. A. V. College (Lahore), Ambala City

DR. ASHISH JOLLY

Head, Computer Department, S. A. Jain Institute of Management & Technology, Ambala City

MOHITA

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

AMITA

Lecturer, E.C.C., Safidon, Jind

MONIKA KHURANA

Associate Professor, Hindu Girls College, Jagadhri

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

SAKET BHARDWAJ

Lecturer, Haryana Engineering College, Jagadhri

NARENDRA SINGH KAMRA

Faculty, J.N.V., Pabra, Hisar

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

CALL FOR ARTICLES/RESEARCH PAPERS

We invite original research papers in the area of computer, finance, marketing, HRM, Banking, Insurance, and other allied subjects. The above mentioned tracks are only indicative, and not exhaustive. The journal expects unpublished and original quality research articles/papers only.

You may submit your articles/papers at the email addresses, info@ijrcm.org.in or infoijrcm@gmail.com.

GUIDELINES FOR SUBMISSION OF ARTICLE/PAPER

1. COVERING LETTER FOR SUBMISSION:

The Editor
IJRCM

Subject: Submission of Manuscript.

Dear Sir/Madam,

Find my submission of research paper/article for possible publications in your e-journal.

I hereby affirm that the content of this manuscript are original. Furthermore it has been neither published elsewhere fully or partially or any language nor submitted for publication (fully or partially) elsewhere simultaneously.

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

Also, if our research paper/article 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 two journals i.e. International Journal of Research in Commerce & Management or International Journal of Research in Computer Application & Management..

Name of Corresponding Author (s)

Designation:

Affiliation:

Mailing address:

Mobile Number (s):

Landline Number (s):

E-mail Address (s):

2. **INTRODUCTION:** Manuscript must be in English prepared on a standard A4 size paper setting. It must be prepared on a double space and single column with 1" margin set for top, bottom, left and right. It should be typed in 12 point-Times New Roman 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 12-point Calibri Font. It must be centered underneath the title.

5. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 300 words. The abstract must be informative and explain background, aims, methods, results and conclusion.

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 stop at the end.

7. **HEADINGS:** All the headings and sub-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. **MAIN TEXT:** The main text should be in a 8 point Calibri Font, single spaced, fully justified.

9. **FIGURES & TABLES:** These must be simple, centered & numbered, and table titles must be above the tables. Sources of data should be mentioned below the table.

10. **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 Harvard Style of Referencing. 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 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.
- Note that italics are used only for titles of books and names of journals. 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.
- Use endnotes rather than footnotes.
- The location of endnotes within the text should be indicated by superscript numbers.
- For sources which have insufficient details to be included in the Reference, use endnotes (such as interviews, some media sources, some Internet sources).

SEE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

Books

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill
- 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.
- Kiran Ravi, Kaur Manpreet (2008), Global Competitiveness and Total Factor Productivity in Indian Manufacturing, International Journal of Indian Culture and Business Management, Vol. 1, No.4 pp. 434-449.

Conference papers

- Chandel K.S. (2009): "Ethics in Commerce Education." 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. (2006): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University.

Online resources

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

Website

- Kelkar V. (2009): Towards a New Natural Gas Policy, Economic and Political Weekly, Viewed on 11 September 2009 <http://epw.in/epw/user/viewabstract.jsp>

INFLUENCE OF STRESS ON IT PROFESSIONALS – THE GOLD COLLARS – AN INDIAN PERSPECTIVE

BEULAH VIJI CHRISTIANA.M

SENIOR LECTURER

MBA DEPARTMENT

PANIMALAR ENGINEERING COLLEGE

BANGALORE TRUNK ROAD

POONAMALLEE

CHENNAI- 600 123

DR.V.MAHALAKSHMI

PROFESSOR & DEAN

MBA DEPARTMENT

PANIMALAR ENGINEERING COLLEGE

BANGALORE TRUNK ROAD

POONAMALLEE

CHENNAI- 600 123

ABSTRACT

In an era of innovation economy where knowledge workers play a predominant role in contributing to the Indian economy, the level of stress experienced by them is also found to be in an upswing. Gold Collars are knowledge workers who are known for their problem solving abilities, creativity, talent and intelligence. IT Professionals come under the umbrella of gold collars and IT sector in India witnessed a tremendous growth in the past few decades due to factors like liberalization and globalization of the Indian economy. IT jobs are mostly contractual with less job security but high pay, and entail strong competitiveness, along with a globalized life style. There are a few evidences that IT jobs are offering an elevated standard of life, but it takes a toll on the mental health and relationship aspects of the professionals. This paper examines the impact of stress on gold collars from Indian IT professionals working in various companies and the respective coping strategies resorted by them.

KEY WORDS

Gold Collars, IT Professionals, Stress, Coping Strategies

Stress is the trash of modern life - we all generate it but if you don't dispose it properly, it will pile up and overtake your life

Terri Guillemets

INTRODUCTION

In an era of innovation economy where knowledge workers play a predominant role in contributing to the Indian economy, the level of stress experienced by them is also found to be in an upswing. This fact is quite well known and there is nothing new about it. Stress has been experienced from time immemorial and now the temper is still more. Innovative trends in the nature of work have led to the emergence of a particular kind of knowledge worker--the gold-collar worker, who is known for problem-solving abilities, creativity, talent, and intelligence. They perform non repetitive and complex work that is difficult to evaluate. Though the term gold collars embrace a wide variety of knowledge workers like IT Professionals, lawyers, community planners, engineers, doctors, stock analysts etc., gold collars who are greatly influenced and subjected to stress are the employees in the IT Profession.

IT sector in India witnessed a tremendous growth in the past few decades due to external liberalization (i.e.) globalization of the Indian economy. These policies in turn brought a new work environment and see changes in the employment trends. Service providers characterized this sector by adhering to strict deadlines set by their customers, working in different time zones, interdependency in teams, multitasking and prolonged work hours. In short majority of the IT professionals are forced to face serious stress problems. At times IT/ITES professionals are forced to change the entire paradigms amidst constant uncertainty and high risk.

More and more gold collar employees are experiencing stress at work. They may be coping with too much pressure, long hours or rapid change. The nature of employment has now changed and the idea of a job for life has been replaced by an emphasis on performance. Stress is now recognized as a valid health and safety issue at work. Today's world moves at a much faster-pace than one has ever imagined and most people accept and expect stress in their lives as they strive to balance the demands of their work and home lives. Deadlines to be met, changing priorities, longer working hours, e-mails commuting are some of the reasons that contribute towards stress. Most of the gold collars are put under pressure to handle situations that are not life-threatening but nevertheless provoke stress signals. These can lead to a range of unpleasant and debilitating feelings and symptoms, such as headache, backache, stomach upsets, anxiety attacks and lethargy. This in turn leads to lack of productivity, burn-out and long-term illness if not prevented.

BACKGROUND OF THE STUDY

STRESS AMIDST GOLD COLLARS – an Issue of growing Concern

"Nothing gives one person so much advantage over another as to remain always cool and unruffled under all circumstances."

—Thomas Jefferson

THE CONCEPT OF STRESS

"Stress" according to Oxford Dictionary is "a state of affair involving demand on physical or mental energy". It is a condition or circumstance which can disturb the normal physiological and psychological functioning of an individual. Extreme stress conditions, psychologists say, are detrimental to human health but in moderation stress is normal and, in many cases, proves useful. Stress, nonetheless, is synonymous with negative conditions.

Stress-related disorders encompass a broad array of conditions, including psychological disorders (e.g., depression, anxiety, post-traumatic stress disorder) and other types of emotional strain (e.g., dissatisfaction, fatigue, tension, etc.), maladaptive behaviors (e.g., aggression, substance abuse), and cognitive impairment (e.g., concentration and memory problems). In turn, these conditions may lead to poor work performance or even injury.

WHY IT PROFESSIONALS ARE TERMED GOLD COLLARS?

The term Gold Collars are used to refer high skilled knowledge workers who are known for their intelligence, innovative capability, independence, problem solving skills, creativity, talent, who perform non-repetitive and complex task and above all who rely heavily on their brain power. Since IT Professionals satisfy all the above mentioned criteria they are termed as gold collars.

JOB STRESS AMONG GOLD COLLARS- THE IT PROFESSIONALS

Job stress amidst gold collars is considered to be the harmful physical and emotional responses that occur when the requirements of the job do not match the capabilities, resources, or needs of the worker. Job stress can lead to poor health (mental and physical) and even injury. Stress among gold collars is relatively high as it involves high challenges. Challenge energizes psychologically and physically, and it motivates individuals to accumulate new skills and master jobs. When a challenge is met, one feels relaxed and satisfied. But gold collar stress is quite different - the challenge has turned into job demands that cannot be met, relaxation has turned to exhaustion, and a sense of satisfaction has turned into feelings of stress. In short, the stage is set for illness, injury, and job failure.

REVIEW OF LITERATURE

It is quite true from the review of research works previously undertaken that many researchers have studied the influence of stress among diversified group of people in various dimensions. But currently more focus is given on IT professionals as the influence of stress experienced by them is relatively high when compared to its impact on people belonging to various other sectors.

As per the study conducted on "Work-related stress among women professionals in Chennai City" it is found that impact of outcome variables, depression and life satisfaction were significant on stress among women professionals. Role overload is found to have more influence on women IT professionals.

In a study conducted on "Distress, Wellness and Organisational Role Stress among IT Professionals" it is found that IT professionals in Kolkata, subjectively experienced distress and wellness which are closely associated with Organizational role stress. In other words, personal and professional stressors exert cumulative effect on the individuals. Women professionals have a greater feeling of wellness and less Organizational stress than men professionals. The older age group is more distressed than the younger age group. Wellness and Organizational role stress can be predicted from the number of stressful life events and coping resources taken together.

According to the research study conducted on "Stress Among Gold Collars in Chennai City" by Prof. Ramaniah Mu. Subrahmanian, it is found that the impact of stress is relatively high on both individual performance and Organisational performance. It is also quite evident from the study that roles are critical in integrating employees with their organization. It is also concluded that organizational role stress contributes high stress among IT professionals. It is also suggested that IT employees need to be treated differently and HR strategies must be relaxed and designed having proper understanding of their expectations.

As per the research study conducted by P.S.Swaminathan and Dr. S. Rajkumar, it is found that the phenomenon of stress is highly individualized in nature. Some people have a high level of stress tolerance and they feel quite comfortable to thrive in a dynamic environment. Most of the employees are found to be paralyzed in the face of the stressors present in the Organisation. The stressors which are commonly identified are pressure to meet the deadlines, meeting the high standards of performance expectations, working within the constraints of moderate resources and coping with sudden emergencies.

In the exploratory study on job stress and its effect of the information systems professional in Taiwan, the impact of job stressor and its outcome among IT professionals is focused. The result shows that some of the stressors really affect the information system personnel, and they suffer from anxiety, depression, fatigue, low self-esteem, low job satisfaction, and some health-related problems... etc. Those factors contributing to on-the-job stress among IT professional are (1) fast IT technological innovation (technological uncertainty), (2) long working hours and heavy duty demands (task demands), (3) lack of social support from colleagues and poor interpersonal relationship with users (interpersonal demands), (4) the managerial style of information systems department's manager (organizational leadership), (5) personal marital difficulties (family problem), and (6) personal financial troubles (economic problem).

"The Study on General Role Stress among IT/ ITes Professionals" reveal that stressor 'Role Boundedness' contributes significantly higher than 'Self Role Distance'. The stressor 'Personal Inadequacy' contributes minimum of the general role stress. In Indian context respondents belonging to the age group of 22 to 28 years did not occupy many roles; therefore, the conflict that the individual faces when he or she is occupying more than one role is less i.e. IRD contributes relatively less to GRS. (General Role Stress). Also, the 'Personal Inadequacy' factor is low as professional in general are competent for the work assigned. The stressor 'Role Boundedness' figures high among the respondents, this may be due to the long working hours, working on weekends and working with strict deadlines; leaving them with not sufficient time for themselves. It leads to the feeling of forgoing pleasures in personal life, which respondents feel is due to the work obligations demanded by the organization.

In a research study titled "A study on stress and depression experienced by women IT professionals in Chennai, India" the influence of age and experience on stress and depression and the relationship between stress and depression among women information technology (IT) professionals in Chennai, India. The study aimed (1) to find out the level of stress and depression experienced by women IT professionals, (2) to understand the impact of age and experience on stress and depression, and (3) to study the relationship between stress and depression were studied. Overall stress and stress dimension is found to have significant correlation with depression among employees. Depression is high when stress levels are high. Role stagnation, role erosion, and inter-role distance are related to higher level of stress. Managers, with the participation of employees, can take steps such as managing work allocation, adequate staffing, etc. to reduce the level of stress of these dimensions. The

overall stress, inter-role distance, role isolation, personal inadequacy, self-reported distance, role ambiguity, and resource inadequacy vary significantly among employees based on age and are found to be high among the employees.

To tackle the prevalence of high levels of stress among employees, many IT companies have "help hotlines" that provide counselling intervention to their employees who face stress or psychological fatigue. Companies are also trying to help employees combat stress better. Companies such as Infosys, Tata Consultancy Services, Cognizant and Wipro have regular "stress breaks" intended to help the employees strike a healthy balance between work and fun. Cognizant, as part of an initiative called 'The Everest,' has a set of people planning 'adventure travel' for employees. The company also has yoga sessions for interested employees. While companies such as Wipro and TCS have regular 'family day functions' and 'workout programmes' for their employees, Infosys has regular 'green food stalls' on its food courts to encourage healthy eating habits among its work force.

The study by the Indian Council for Research on International Economic Relations, a New Delhi-based research group, said India's rapid economic expansion has boosted corporate profits and employee incomes, but has also sparked a surge in workplace stress and lifestyle diseases that few Indian companies have addressed. Long working hours, night shifts and a sedentary lifestyle make people employed at information technology companies prone to heart disease and diabetes, the report said. There have also been growing reports of mental depression and family discord in the industry.

Infosys Technologies Ltd., India's second-largest software exporter, has a 24-hour hotline for employees suffering from depression to access psychiatrists. But not many companies in the outsourcing industry conduct regular health checks or provide similar support to their employees. The ICRIER study, which surveyed 81 companies, said they lose approximately 14% of their annual working days due to employee sickness. Less than a third of them provide their staff with preventive health care measures.

Although it is true that IT professionals enjoy hefty salaries, nothing in this world comes complementary. Most IT companies know very well how to take the juice out of the person for whom they are paying well. In the early 2000, there was a real shortage of IT professional in India and IT companies resorted to all possible measures to keep their employees happy besides paying a lump sum salary. But today the scenario has totally changed. Every good student with high percentage prefers to take up IT profession. The over supply of software engineers in the Indian market has resulted in considerable amount of stress both among the existing IT professional as well as on those seeking for jobs.

Jobs in Information technology is the most coveted one in modern India, and the most brilliant section of the youth are going for it. While each job has its own stress, IT jobs are somewhat different from our traditional and typical concept of secured employment: IT jobs are mostly contractual with less job security but high pay, and entail strong competitiveness, along with a globalized life style. There are a few evidences that IT jobs are offering an elevated standard of life, but taking tolls on the mental health and relationship aspects of the professionals.

Mental health professionals are now convinced that an increasing number of persons working in the IT and IT-enabled services sector fall prey to depression, because of the high stress they undergo. Studies confirm that at least 10 per cent of the population in India have gone through some degree of depression. Of these, IT and ITES employees form a large chunk, say doctors. The signs that a person is going through depression becomes apparent through loss of interest in regular activities, poor sleep and appetite, feeling of worthlessness, negative thoughts about the past and present and hopelessness about the future and even thoughts of self harm.

Since IT professionals are more achievement oriented, they do not have much of a social life and the time spent with family is also less. There is also lack of recreation and opportunities to relax, and all these may lead to frustration and eventually depression, he explains. But taking time off from their busy schedule, taking up recreational activities and better sleep and eating patterns are bound to help matters.

RATIONALE OF THE RESEARCH

It is quite true from the literature reviewed that stress is highly predominant amidst IT professionals compared to the employees from the various other sectors. The researchers have attempted in this study to project a holistic picture of the influence of the various stressors on the IT professionals in India and the respective coping strategies that need to be resorted to cope up with the same. Highly motivated and high performing IT professionals are the need of the hour in the Indian IT industry. Strategies need to be resorted by them to ease out or bring down the stress level which in turn will enable the gold collars to come out with superior performance.

OBJECTIVES OF THE STUDY

The study is mainly carried out to find the various factors influencing stress among the Indian IT Professionals and to know about the various individual and organizational coping strategies that are adopted by gold collars to combat stress

METHODOLOGY OF RESEARCH

The research design adopted for this study is descriptive as descriptive research focuses on the description of the state of affairs, as it exists at present. The data for this study are both primary and secondary in nature. A sample of 500 professionals was selected by using proportional allocation and the same questionnaire was sent to the selected software companies. Data were collected from diversified respondents like programmers, developers, team leaders, project managers etc. But response was only from 245 out of which 40 were found to be incomplete. Hence the sample size was restricted to 205. The questionnaire is based on the seven-point Likert-scale, comprising of ten factors to measure stress. Along with this, demographic data is also collected through the same questionnaire using multiple-choice, dichotomous questions etc.

CRUCIAL FACTORS

The factors mentioned below are found to have a powerful influence on gold collars

1. Technological Obsolescence
2. Interaction with the team members
3. Client interactions: Interaction during business analysis and system analysis.
4. Carrying out work at home or working for late hours.
5. Role overload: Assuming different roles in a different or same project.
6. Work culture: Travelling abroad and facing different cultures.
7. Technical constraints: Lack of technical expertise.

8. Attitude and relation of the family towards work.
9. Workload: Excessive and diverse work.
10. Technical risk propensity: Risk due to using innovative technology or process.

DATA ANALYSIS & INTERPRETATION

RESPONDENT'S PROFILE

- YEARS OF WORK EXPERIENCE:

It is inferred from the study that 31% of the gold collar employees have got a work experience of less than 3 years, 36% of the have got a work experience of 10 years and 33 % of them have got an overall experience of above 10 years in the IT Industry.

- GOLD COLLARS –GENDER:

Among the gold collars from which data were collected 60% of them were male and 40 % of them were female

- NATURE OF JOBS:

It is found that 65% are involved in technical jobs and others are involved both in technical and managerial jobs

- QUALIFICATION:

56% of the respondents are under graduates and 44% of them are Post Graduates

- INEVITABLE ROLE OF STRESS:

Most of the gold collars (i.e.) 86% preferred the option that stress at work is highly inevitable and 14% are of the opinion that it is not inevitable.

Applying interval estimation method it is found that the gold collars opinion regarding the inevitable role of stress at work lies between 0.811 and 0.909 at 95% confidence level and population proportion lies between 81.1% and 90.9%. This is a clear indication of the fact that majority of the gold collars – IT professionals are greatly influenced by stress.

RELIABILITY

The reliability of the scales is determined through Cronbach's Alpha and all the variables are found reliable, that is, the value of alpha is greater than .7 except workload.

VALIDITY

The validity of the scale is determined through the people working in different software companies.

DESCRIPTIVE ANALYSIS

Each factor of stress is measured on a seven-point scale, where '1' indicates the lowest level of intensity and '7' indicates the highest level of intensity. Table 3.3 shows the average level of intensity of each subscale along with their standard deviation. On the basis of coefficient of variance (cv %), it is found that the factor 'fear of obsolescence' (mean 3.97) contributes more towards jobs stress followed by 'client interaction' (mean 3.86) and 'technical constraints' (mean 3.40). The next two factors that contributes towards job stress are, 'team factors' (mean 3.11) and 'role overload' (mean 3.38). Hence, major factors contributing towards the job stress are not the work or workload but changing technology, availability of technology and availability of technical staff to build the suitable team for a project.

Table 3.3 : Descriptive Analysis of Factors

Factors	Min	Max	Mean	SD	CV%
Fear of obsolescence	1.94	5.94	3.9702	.7512	18.92%
Team factors	.00	6.77	3.1126	1.1735	37.70%
Client interaction	.00	6.71	3.8648	1.4203	36.75%
Work family interaction	.00	6.71	3.2251	1.3287	41.20%
Role overload	.00	6.13	3.3848	1.2821	37.88%
Work culture	.00	6.75	2.2780	1.7766	77.99%
Technical constraint	.00	6.80	3.4039	1.2487	36.68%
Family support	.00	7.00	2.8951	1.4531	50.19%
Workload	.00	7.00	3.7463	1.5392	41.09%
Technical risk	.00	7.00	3.3837	1.4568	43.05%

Work culture and family support has the least priority in contributing to jobs stress, because work culture is measured through data where professionals are visiting foreign countries and having stress due to new environment and culture, where most of the workers have not reported any foreign experience. Similarly, family support is not found as stressor because 75% respondents are unmarried and 76% are under the age of 28 years.

CORRELATION ANALYSIS

The correlation matrix reveals that the highest correlation is found in 'workload' and 'work family interaction' i.e. .624, and 'client interaction' and 'work overload' are also highly correlated. Hence, this suggests that staff interacting with clients have multiple roles in the organizations and this mounts stress among the professionals at senior positions. On the other hand, there is weak correlation between fear of obsolescence with work culture and workload. Similarly, there is an obvious weak correlation of client interaction with family support. One factor 'role overload' has very high correlation with almost all other factors. Hence, this seems to be a greater source of stress or at least the cause of creating stress through other sources as well.

Table 3.4: Correlation Matrix of Factors

	1	2	3	4	5	6	7	8	9	10
1	1.000	.474	.401	.354	.315	.268	.349	.213	.185	.349
2	.474	1.000	.501	.472	.569	.409	.346	.358	.309	.348
3	.401	.501	1.000	.547	.616	.307	.489	.197	.450	.434
4	.354	.472	.547	1.000	.586	.433	.358	.420	.624	.344
5	.315	.569	.616	.586	1.000	.438	.559	.308	.535	.572
6	.268	.409	.307	.433	.438	1.000	.425	.356	.291	.365
7	.349	.346	.489	.358	.559	.425	1.000	.319	.359	.488
8	.213	.358	.197	.420	.308	.356	.319	1.000	.335	.315
9	.185	.309	.450	.624	.535	.291	.359	.335	1.000	.442
10	.349	.348	.434	.344	.572	.365	.488	.315	.442	1.000

ANALYSIS OF VARIANCE

Analysis of variance is applied on subscales to check whether all subscales have the same impact of stress or not. The analysis suggests that each factor does not contribute equally in the overall stress. Individual analysis of the factors also reveals that 'fear of obsolescence' and 'team interaction' are the most important contributors towards job stress in software companies

Table 3.5: Analysis of Variance (ANOVA)

Source of Variation	SS	df	MS	F	F crit
Between groups	458.0577	9	50.8953	27.2369	1.8845
Within groups	3811.979	2040	1.8686		
Total	4270.036	2049			

EXTENT OF STRESS CREATED BY THE VARIOUS FACTORS

The various factors that contribute towards stress commonly like working overtime, setting of high standards, deadlines set, future uncertainty, Organizational roles, Challenging Jobs are identified and the respondents are asked to rate the various factors. It is inferred from the analysis through weighted average method that the gold collars are greatly stressed mainly because of the deadlines that are set to complete the task as this attribute occupies the first position. It is followed by other factors like working overtime, setting of high standards, future uncertainty, and organizational roles, challenging jobs which occupy the 2nd, 3rd, 4th, 5th and 6th positions respectively.

COPING STRATEGIES TO COMBAT STRESS

When the respondents were asked whether they resort to any coping strategies continuously to combat stress, it is found that around 79% of the gold collars resort to coping strategies frequently and 21% of them resort to such strategies occasionally.

By interval estimation method, it is found that the coping strategies frequently adopted by gold collars to reduce stress lie between 0.73 and 0.85 at 95% confidence level and population proportion lies between 73% and 85%.

CONSEQUENCES OF STRESS AMIDST IT PROFESSIONALS – THE GOLD COLLARS

From the researches carried out previously, it is strongly believed that majority of the gold collars suffer from psychological problems in the initial stage which ultimately have lead to physiological problems at a later stage.

PROBLEMS	NO.OF RESPONDENTS	PERCENTAGE
Physical Problems	38	18.53
Psychological Problems	140	68.30
Behavioral Problems	27	13.17

It is evident from the above analysis that majority of the gold collars suffer from psychological problems followed by physical problems and behavioral problems.

Studies prove that psychological stress has got a great influence towards chronic anxiety, frustration, emotional outburst, depression, boredom and ultimately burnout. Physiological stress is highly associated with high blood pressure, high level of cholesterol and can result in heart disease, ulcer and arthritis. Behavioral Problems may be in the form of alcoholism, drug addiction, increased smoking, sleeplessness etc

MOSTLY PREFERRED COPING STRATEGIES:

COPING STRATEGIES	NO. OF RESPONDENTS	PERCENTAGE
Good Ergonomics	22	10.73
Get Together Parties	21	10.24
Entrusting on Spiritual Power	47	22.93
Entertainment/Recreation	35	17.07
Visiting Holiday Resorts	40	19.51
Yoga	25	12.20
Share Feelings with Trust worthy People	15	7.32

It is implied from the above table that Gold Collars try to combat stress mainly by entrusting more in the Spiritual Power and some try to combat stress by visiting various holiday resorts which in turn is followed by entertainment and recreation activities. Good Ergonomics, Get Together Parties, Sharing Feelings with trust worthy people are the other measures used by gold collars to combat stress.

INDIVIDUAL AND ORGANIZATIONAL STRATEGIES

It is also found out from the research that around 60% of the respondents are of the opinion that the organizational strategies are more powerful in combating stress whereas 40% of the gold collars believe that individual strategies are self sufficient in combating stress.

KEY FINDINGS

It is implied from the study that stress plays a predominant role in the life of gold collars from both the Organizational perspective and individual perspective. Stress if left unnoticed is likely to cause serious effects on the IT Professionals both in terms of their physical health and mental health.

- ✓ Analysis of variance suggests that all factors taken into account are not equally contributing towards job stress among software professionals working in different software
- ✓ On the average, 'fear of obsolescence' is the most contributing factor in job stress
- ✓ Client interaction' and 'workload' are next major factors, after fear of obsolescence
- ✓ According to correlation analysis of the factors, highest correlation is found of 'workload' with 'client interaction' and 'work family support'; and moderate correlation is found with almost every other factor.
- ✓ Those professionals who are playing dual role of handling technology and managerial position are facing more stress
- ✓ Many IT professional suffer from the deadlines that are set in completing the specific task.
- ✓ 79% of the gold collars resort to various coping strategies frequently to combat stress
- ✓ Majority of the gold collars – the IT professionals are found to be suffering from psychological problems
- ✓ Gold collars try to combat stress by visiting holiday resorts and relying more on the spiritual power

CONCLUSION

In businesses across the world, stress levels of IT professionals who are considered to be the gold collar employees are rising along with talk of recession and with the highly fluctuating stock market performance. Problems can also come from a reality that's painfully close by. The gold collars have got no other go but to combat the stress devising suitable strategies. Emotional, rather than cognitive intelligence could well be the key to a successful career. But new research suggests that stress can seriously damage emotional intelligence and with it, workplace effectiveness. IT professionals can resort to healthy ways and means to relax and recharge themselves. To escape from stress they should not resort to negative practices that may affect their health and mar their future. To have an emotional and physical well being they need to have a shift in attitude. They should remember that although feelings of stress and symptoms are very frightening, they are not dangerous or harmful. It is argued that stress can be good as well as bad however bad stress is what causes adverse effects in employee's productivity. A successful approach requires Organizations worldwide to willingly look at organisational stressors as well as employee-directed strategies and programmes to combat stress and enhance competencies since it is believed that Organizational effectiveness begins with personal effectiveness.

REFERENCES

1. Jain.K.K, Fauzia Jabeen, Vinita Mishra and Naveen Gupta " *International Review of Business Research Papers*" Vol. 3 No.5 , November 2007 (Pp.193-208)
2. Jawahar Rani " *A study on Work-Relate stress among Women Professionals in Chennai City*", Vol.24,No.2, June 2010(pp 543-548)
3. Kakoli Sen " *The Indian Journal of Industrial Relations*", Vol.44, No.1, July 2008 (Pages 14-23)
4. Ramaniiah , Subrahmanian. Mu. " *Management and Labor Relations*" Vol.33, No.4, November 2008 (pp 474-480)
5. Sanjay Kumar Singh and Paramjeet Kaur Dhillon " *Management and Labour Studies*", Vol. 30, No.3, August 2005.
6. Sunetra Bhattacharya , Jayanti Basu " *Journal of the Indian Academy of Applied Psychology*" Vol.33, No.2,July 2007 (pp 169-178)
7. Swaminathan.P.S, Rajkumar.S " *Management and Labour Studies*", Vol.35, No.1, February 2010 (pp 59-71)

WEB LINKS

- www.indianmba.com
- www.hindu.com
- www.helpguide.org
- www.wikipedia.org
- www.aisel.aisnet.org
- www.wbiconpro.com
- www.proud2bindian.in

REQUEST FOR FEEDBACK

Esteemed & Most Respected Reader,

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

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

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

Hoping an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator