A STUDY ON JOB STRESS OF WOMEN EMPLOYEES IN IT AND ITES INDUSTRIES, TAMILNADU.

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ABSTRACT

The present study aims to study the Job Stress of Women Employees in It and Ites Industries, Tamilnadu. The Objectives of the study is to analyze the major factor influencing job stress and impact of job stress on physical and psychological wellbeing of women employees and impact of job stress on employee engagement. 384 respondents were selected for this study from various districts of tamilnadu, India. The results of friedman test and structural equation modeling shows that Meeting deadlines and Job Insecurity is the major factors influencing Job Stress of women employees. Due to job stress the women employees are experiencing more psychological stress than the physiological stress. And there is a negative relationship between Job stress and employee engagement. The suggestions are given based on the results.

INTRODUCTION TO THE STUDY:
EMERGENCE OF IT AND ITES INDUSTRY IN INDIA

Over the past decade, India has emerged as one of the fastest growing IT markets in the Asia Pacific region. According to the statistics cited at the India Brand Equity Foundation (which quotes data from Reserve Bank of India (RBI), India's central bank, and IDC): "India's sunshine sector--IT-ITeS--continues to chart double-digit growth and is expected to grow to US$ 53 billion by the end of calendar year 2008.India has emerged as the preferred outsourcing destination; accounting for approximately 55% of the addressable global sourcing market in CY10. IT Services are broadly defined as systems integration, processing services, Information
Services (IS) outsourcing, packaged software support and installation, hardware support and installation and IT training and education.

IT enabled services are human intensive services that are delivered over telecom networks or the internet to the range of business segments which inter alias include

- Medical Transcription
- Legal Database Processing
- Digital content development / animation
- Remote Maintenance
- Back office operations – Accounts, financial services
- Data Processing
- Call Centres
- Human Resources Services
- Website Services
- Business Process Outsourcing (BPO’s)

**Key Words: Stress, Women**

Indian ITeS BPO industry is an integral part of the global sourcing strategy and has been increasingly contributing to the domestic economy over the years. In 2010, the Indian BPO industry accounted for almost 34% of the global BPO market, making the country the largest destination for BPO service delivery.

Along with IT services, overall revenue of the IT and ITeS BPO industry is estimated to have reached USD 88.1 bn in FY11 and its contribution to GDP is estimated to have risen from 1.2% in FY98 to 6.4% FY11. Their share in exports has also increased from less than 4% to almost 26% during the period. They have also attracted significant investment, accounting for almost 7% of the total FDI in the country as on May 2011.
WOMEN AND WORKPLACE STRESS:

Stress at work, the stress of raising children, the stresses that come with aging parents -- any of these situations could provide a moderately high amount of stress. When women are faced with multiple roles, all of which carry heavy demands, they face levels of stress that are high enough to contribute to health problems, missed work, and a diminished capacity to take on more. Research also shows that women in relationships do greater than 60% of household maintenance and childcare. Divorced and single women, living alone, more than likely have 80-100% of childcare responsibilities as well as the household chores. Consequently, women are likely to have obstacles finding time for their own stress reducing self-care. Women are more likely to arrive to work, stressed before their workplace demands begin. Perceived locus of control is one area proven to be a predictor of stress.

Perceived locus of control is one area proven to be a predictor of stress. Therefore a woman working in an environment with little flexibility or choice would be a greater risk of distress than a climate of no-voice. Would it stand to reason that women therefore, with their own businesses would be less stressed than those working for someone else? Interestingly, women's stress issues do not vary significantly. Women are multi-taskers by nature and enfold tasks within tasks. Work, family and home are not separate and the issues around balance prevail regardless of working for yourself or someone else. Women who own their own business have the same childcare and home issues as their sisters who are working for someone else. However, women, working in their own business are likely to be pursuing a passion and adopt a mindset that allows a positive attitude.

The Common causes of work place stress of women are:

- Unreasonable demands for performance
- Lack of interpersonal communication between the employer and the employees
- Lack of interpersonal relationship among the employees
The fear of losing one's job
Long working hours
Less time to spend with the family
Harder to balance work and home demands
Treated inferiorly to your male colleagues

OBJECTIVES:
1. To Study the Job Stress of Women Employees in IT and ITeS industries.
2. To analyze the factors influencing job stress among women Employees in IT and ITeS industries.
3. To Study the impact of job Stress on physical and psychological well being of women employees in IT and ITeS industries.
4. To analyze the impact of stress on employee engagement of women employees in IT and ITeS industries.

RESEARCH METHODOLOGY:
The Present study is descriptive in nature. The Methodology used for this present study is as follows. Population for selecting sampling units of the study includes women employees working in Information technology and Information technology enabled services in the state of Tamilnadu. Convenience sampling method is used for this study. Total Population is 115000. The total sample size 384 is selected for this study.

Instruments used for this study
21 items adopted from Questionnaire drafted by Health and Cronbach's alpha value is 0.92 9 items physiological stress items were taken from the Questionnaire drafted by Health and Safety (USDAW) for physiological well being and Psychological stress questionnaire by Azman Ismail et al. Cronbach's alpha value is 0.87 and 0.76.9 items were adopted from Shortened version of Utrecht Work Engagement Scale Schaufeli & Bakker (2003). Cronbach's alpha value is 0.80.
ANALYSIS AND INTERPRETATIONS:

Hypothesis 1: Job Stressors influence job stress of women employees
Hypothesis 2: Job Stress Influence Physical and Psychological well being of women employees
Hypothesis 3 : Job stress influence Employee engagement.

1. Stressors

<table>
<thead>
<tr>
<th>STRESSORS</th>
<th>Mean Rank</th>
<th>RANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shift work</td>
<td>13.23</td>
<td>7</td>
</tr>
<tr>
<td>Inadequate break times/mealtimes</td>
<td>11.39</td>
<td>10</td>
</tr>
<tr>
<td>Unsocial hours</td>
<td>11.53</td>
<td>9</td>
</tr>
<tr>
<td>Very heavy workload</td>
<td>15.75</td>
<td>4</td>
</tr>
<tr>
<td>Unfair distribution of work</td>
<td>11.39</td>
<td>10</td>
</tr>
<tr>
<td>Repetitive/boring work</td>
<td>10.77</td>
<td>13</td>
</tr>
<tr>
<td>Meeting deadlines</td>
<td>17.56</td>
<td>1</td>
</tr>
<tr>
<td>Job insecurity, eg threat of redundancy</td>
<td>17.17</td>
<td>2</td>
</tr>
<tr>
<td>Poor supervision</td>
<td>8.04</td>
<td>16</td>
</tr>
<tr>
<td>Under-utilization of skills</td>
<td>7.55</td>
<td>17</td>
</tr>
<tr>
<td>Poor relations with supervisor</td>
<td>6.63</td>
<td>19</td>
</tr>
<tr>
<td>Poor relations with workmates</td>
<td>3.16</td>
<td>20</td>
</tr>
<tr>
<td>Harassment and/or discrimination</td>
<td>2.80</td>
<td>21</td>
</tr>
<tr>
<td>Impersonal treatment</td>
<td>6.92</td>
<td>18</td>
</tr>
<tr>
<td>Lack of communication from management</td>
<td>13.85</td>
<td>5</td>
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</tbody>
</table>
Interpretation:

The most influencing stress factors compared with other stress influencing factors are tested with friedman test. Since asymptotic significance (sig.) is less than 0.05 (5% level of significance), the Hypothesis 1 is supported. Meeting deadline (17.56) is primary stressor on comparing with other stressors. It is observed that compared with other stress influencing factor, Meeting deadlines are most influencing stress factor for women employees. Job insecurity,( 17.17), content of work(15.75), Very heavy workload(15.75) are having significant effect on job stress next to meeting deadlines. Also the results shows that Harassment and/or discrimination(2.80) is the least influencing factor for job stress followed by Poor relations with workmates(3.16), Poor relations with supervisor(6.63), Impersonal treatment(6.92) and Under-utilization of skills(7.55).
2. Physiological, psychological stress and Employee Engagement

The measurement model shows that there is a significant relationship between job stress and physiological stress (0.439) and between job stress and psychological stress (0.781). It shows that influence of job stress is more on psychological stress (0.781) than the physiological stress (0.439). Also this model shows that job stress is having significant negative relationship (-0.742) with employee engagement. By the results it is known that if job stress increases the employee engagement will decreases. The intervening variables physical and psychological stress experience by women employees has no significant relationship with employee engagement (-0.024 and -0.056). Confirmatory factor analysis of this model indicates that all the indicator variables are having higher loadings with the parent construct than the other constructs. It confirms that the indicator variables are in the respective groups. The cronbach’s alpha value of all the variables in the constructs shows that all the variables are having good reliability. The average variance explained in the model shows that the contribution of all variables on the model is above 5. So the convergent validity is exists in the model.

Since the T values of all variables in the T statistics is greater than 2. So the model supports the hypothesis 2 and hypothesis 3.
FINDINGS:
1. Meeting deadlines and Job Insecurity is the major factors influencing Job Stress of women employees.
2. Harassment and/or discrimination and Poor relations with workmates are the least factors influencing job stress of women employees.
3. Due to job stress the women employees are experiencing more psychological stress than the physiological stress.
4. There is a negative relationship between Job stress and employee engagement
5. Physical and psychological impact has no relationship with the employee engagement.

SUGGESTIONS:
1. IT and ITeS related jobs are relatively stressful jobs and the organizations can consider the deadlines given to their employees. Considerable time can be given to reduce the job stress.
2. Psychological support from the management can reduce the job stress.
3. Organizations can improve the stress management strategies to reduce job stress. It helps to improve the employee engagement

CONCLUSION:
Stress is not always bad. But sometimes it causes several problems both for organizations as well as employees. Most of the organizations are take care of their employees and providing stress management strategies to reduce the stress level. But periodical review is necessary to know the stress level of employees. It helps the organization to identify the effective strategies to be implemented and reduce the employees stress.
Bibliography: