ADVERSITY QUOTIENT: STRESS BOUNCER FOR WOMEN EXECUTIVES IN BANKING SECTOR

Venkatesh J¹, Shivaranjani. G², Thenmozhi. S³, Dr. Balasubramanie. P⁴ and Manjula Gandhi. S⁵

¹Associate Professor, Department of Management Studies, Anna University, Regional Centre, Coimbatore, Tamil Nadu, India.
²Full Time Ph.D. Research Scholar, Department of Management Studies, Anna University, Regional Centre, Coimbatore, Tamil Nadu, India.
³Assistant Professor, Dept of Computer Applications, Gnanamani College of Technology, AK Samuthiram, Pachal, Namakkal District, Tamil Nadu, India.
⁴Professor, Dept of CSE, Kongu Engineering College, Perundurai, Erode, Tamil Nadu, India.
⁵Assistant Professor (Senior Grade), Dept of Computer Applications, Coimbatore Institute of Technology, Tamil Nadu, India.

ABSTRACT

India is a country known for its rich heritage, diverse traditions and customs, irrespective of any religion, women holds a venerable position. A woman of today has immense potential and adequate skill sets to be in par with their male counterparts. After LPG of the economy, the demographics of employment have been changing in India, where women are represented in workforce in bigger numbers than ever before, holding elevated percentage of managerial and executive jobs wherein these roles demand a fat slice of time of women executives due to which work life balance becomes a challenging task. However, one who is able to balance work life is the winner. We notice that more number of women are joining banking sector and making their mark, due to rapid and striking changes taking place in this sector like policy changes, increased competition with private sector banks, introduction of new technologies etc. It also has provided new opportunities for women and nationalization has been a prime factor in countering some aspects of gender discrimination yet we witness that many women are still concentrated at the clerical level and only very few women employees are at the managerial level. Despite their work position they hold say be it women managers, officers and clerical groups in their banking career face common problems like work for
extra hours to gain recognition, burden of dual role, refusal of men to accept women as seniors, sexual harassment in workplace, continuous technology up-gradation and lack of solidarity among women, which contributes to increasing stress among women employees in banks. We live in the age of adversity and to be successful in life one needs both capability and cope ability. In the absence of either, the individual may fall back at such a rate that he/she is likely to drop out of the system. Hence developing human potential has become much more than a HR issue. Adversities come in many forms especially for working women therefore developing resilience deals directly with enabling a person to respond appropriately in the face of adversity. Absence of resilience can be the cause of stress in life. This study aims at assessing the effectiveness of Adversity Quotient Profiling, a measure of one’s ability to prevail in the face of adversity and emphasizes the causes of stress, how to combat and handle stress by working women’s of banking sector. The concept of AQ has been developed by Peak Learning Inc in USA, the team has developed and standardized an instrument called the Adverse Response Profile ARP, which is the latest and the most robust version in this assessment used for measuring respondents resilience by providing AQ score which is a quantitative measure. To conclude, the study helps to develop resilience of women employees of banking industry by bringing awareness, which in turn will encourage women employees to put forth their best efforts and to maximize their performance capabilities which may lead to better overall organizational performance with increase in ratio of working women towards banking sector to establish their challenging careers in today’s competitive world.

Key Words: Adversity Quotient, Women, Resilience, Banking, Stress, Adversity, Performance.