QUALITY OF WORK LIFE BALANCE IN IT INDUSTRY, TAMIL NADU

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Abstract

Quality of work life in an organization is essential for the smooth running of the organization and the success of its employees. The main challenges in India's quality of work life in India today are to improve the morale and productivity of employees by providing welfare facilities in the organization for the employees working in the organization. Employees are expected to be employable and ready for work when the quality of work life is good in an organization. It is generally expected that employees should be equipped with necessary materials and facilities to increase the productivity of the work force. The purpose of this study is to identify the importance of various elements of quality of work life required by the employees and discuss how elements like compensation, training, performance appraisal etc help in finishing the job allocated. Embedding of new welfare and necessary facilities is a very effective and efficient method of achieving both an attractive way of getting a job done and increases job satisfaction. It is of high importance for every employee that various facilities should be provided to increase the quality of work life beyond the mandatory facilities.

Keyword: Quality of Work life, Organization, Workforce, IT Industry, Tamil Nadu

1.INTRODUCTION

Quality of Work Life is the existence of a certain set of organizational conditions or practices. This definition frequently argues that a high quality of work life exists when democratic management practices are used, employee's jobs are enriched, employees are treated with dignity and safe working conditions exist. In recent years the phrase "Quality of life" has been used with increasing frequency to describe certain environmental and humanistic values neglected by industrial productivity and economic growth. Within business organizations attention has been focused on the Quality of human experience in the work place. At the same time many firms have questioned their viability in increasingly competitive world markets. These dual concerns have created a growing interest in the possibilities of redesigning the nature of work. Many current organizational experiments seek to improve both productivity for the organization and the quality of working life for its members.

1.1 Objectives of Quality of Work Life

- Improve employee satisfaction.
- Improve physical and psychological health of employees which creates positive feelings.
- Enhance the productivity of employees.
- Reinforce workplace learning.
- Improve management of the on-going change and transition.
- Build the image of the company as best in recruitment, retention, and the general motivation of employees.

1.2 Indian IT Industry

The global sourcing market in India continues to grow at a higher pace compared to the IT-BPM industry. India is the leading sourcing destination across the world, accounting for approximately 55% market share of the US$ 200-250 billion global services sourcing business in 2019-20. India's rankings improved four places to 46th position in the 2021 edition of the Global Innovation Index (GII). The IT industry accounted for 8% of India's GDP in 2020. According to STPI (Software Technology Park of India), software exports by the IT companies

connected to it, stood at Rs. 1.20 lakh crore (US$ 16.29 billion) in the first quarter of FY22.

Market Size: According to the National Association of Software and Service Companies (Nasscom), the Indian IT industry's revenue is expected to touch US$ 227 billion in FY22 from US$ 196 billion in FY21. According to Gartner estimates, IT spending in India is expected to increase to US$ 101.8 billion in 2022 from an estimated US$ 81.89 billion in 2021. Indian software product industry is expected to reach US$ 100 billion by 2025. Indian companies are focusing to invest internationally to expand global footprint and enhance their global delivery centres. The data annotation market in India stood at US$ 250 million in FY20, of which the US market contributed 60% to the overall value. The market is expected to reach US$ 7 billion by 2030 due to accelerated domestic demand for AI. Exports from the Indian IT industry stood at US$ 149 billion in FY21. Export of IT services has been the major contributor, accounting for more than 51% of total IT export (including hardware). BPM and Engineering and R&D (ER&D) and software products exports accounted for 20.78% each of total IT exports during FY21. ER&D market is expected to grow to US$ 42 billion by 2022. The IT industry added 4.5 lakh new employees in FY22 (as of February), the highest addition in a single year. Women accounted for 44% of the total new employees.

2. STATEMENT OF THE PROBLEM

Quality of work is the conductive environment created in a work place, considered as one of the major factors for better performance and productivity. The aim of this study is to identify a factor which affects the quality of work life in an organization, segment it into primary and auxiliary factors and to determine the level of impact of each factor.

3. Objectives of the Study

1. To study factors affecting the quality of work life in habile technologies
2. To find out segmenting factors into primary and auxiliary.
3. To determine which variable plays the most significant role in the quality of work life.
4. To examine the impact of each factor on QWL.

4. SIGNIFICANCE OF STUDY

The scope of this study is to find the various elements present in the quality of work life in habile technologies, and find the significance of each element in the quality of work life, and segment them into primary and secondary elements. Also, to find the role played by each element in the quality of work life towards the employees of habile technologies.

5.DATA ANALYSIS AND INTERPRETATIONS

Data analysis is considered to be an important step and the heart of research. After collection of data with the help of relevant tools and techniques, the next logical step is to analyze and interpret data with a view to arriving at an empirical solution to the problem. The data analysis for the present research was done quantitatively with the help of both descriptive statistics and inferential statistics. The descriptive statistical techniques like mean, standard deviation and for the inferential statistics Analysis of Co-Variance were used during data analysis. For the analysis of the questionnaire, the Chi square test was used. The data collected from the respondents is systematically analyzed and presented in the form of tables under various headings in the following pages. They were also arranged in such a way that a detailed analysis can be made so as to present suitable interpretations for their sake. In the study, simple percentage analysis was used for analyzing the data for the purpose of making findings.

5.1. Chi-Square Analysis

Relationships between Education and Working Experience

Statement: To find out the significance relationship between education and working experience.

Null Hypothesis (H0):

There is no significant relationship between education and working experience.

Alter Native Hypothesis (H1):

Education * working experience Cross tabulation							
Count							
		VIGOR					Total
		SA	A	N	DA	SDA	
EDUCATIO N	UG	10	20	20	0	10	60
	PG	10	10	10	10	0	40
Total		20	30	30	10	10	100

There is significant relationship between education and working experience

2 cells (20.0%) have expected count less than 5. The minimum expected count is 4.00

Degree of freedom (df) = (r-1) (c-1) = (2-1) (5-1) =1*4(df) =4

Level of significance =0.05

Table value = 15.815

Calculated value = 23.611

Here, calculated value is > table value

Hence H0 rejected and H1 is accepted.

Inference: In this, the calculated value is greater than the tabulated value, so H1 is accepted and H0 is rejected, so there is significant relationship between working experience.

Result: In this analysis, determining that the demography factor of the employee surely influences the vigour factor in the organization.

5.2. Correlations Analysis

Relation and co-operation and Freedom of Working

Statement: To find out the significant relationship between relationship and co-operation and freedom of work

Null Hypothesis (H0): There is no significant relationship between relationship and co-operation and freedom of working.

Alter Native Hypothesis (H1): There is a significant relationship between relationship and co-operation and freedom of working.

Correlations			
		Work Feels Energetic	Work That Done is Meaningful
Relation and co-operation	Pearson Correlation	1	.403**
	Sig. (2-tailed)		.000
	N	100	100
freedom of working	Pearson Correlation	.403**	1
	Sig. (2-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

Inference: Here there will be a 40.3% correlation; bold enough to raise my voice and demands make me down. There is a significant relationship between co-operation and freedom of work.

Here $\gamma = 0.403$

$\gamma = 40.3\%$

Hence H0is rejected and H1 accepted

Result: This correlation analysis determines that 40% of employee's freedom of working

Correlation between Working Intensively and Compensation and Reward

Statement: To find out the significant relationship between training and development and compensation and Rewards

Null Hypothesis (H0): There is no significant relationship between training and development and compensation and rewards.

Alter Native Hypothesis (H1): There is significant relationship between training and development and compensation and rewards.

		Working Intensively	Job is Challenging
Training and development	Pearson Correlation	1	.436**
	Sig. (2-tailed)		.000
	N	100	100
Compensation and Rewards	Pearson Correlation	.436**	1
	Sig. (2-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Inference: Inference: Here there will be 43.6% correlation between training and development and compensation and rewards. There is a significant relationship between training and development and compensation and rewards.

Here γ = 0.403

γ = 40.3%

Hence H0is rejected and H1 accepted

Result: This correlation analysis determining that 40% of employee's vigour factor influences the absorption factor.

5.3. ANOVA Analysis

Statement: To find out the significance relationship between Performance appraisal and management effectiveness.

Null Hypothesis (H0): There is no significant relationship between Performance appraisal and management effectiveness.

Alter Native Hypothesis (H1): There is significant relationship between Performance appraisal and management effectiveness

Multiple Comparisons

Dependent Variable: Performance appraisal
Turkey HSD

(I) NOT INTRESTED IN OTHER ACTIVITIES	(J) NOT INTRESTED IN OTHER ACTIVITIES	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
SA	A	-1.33333*	.31715	.001	-2.2153	-.4514
	N	-1.00000*	.33639	.030	-1.9355	-.0645
	DA	-.50000	.33639	.574	-1.4355	.4355
	SDA	-2.00000*	.33639	.000	-2.9355	-1.0645
A	SA	1.33333*	.31715	.001	.4514	2.2153
	N	.33333	.25073	.674	-.3639	1.0306
	DA	.83333*	.25073	.011	.1361	1.5306
	SDA	-.66667	.25073	.068	-1.3639	.0306
N	SA	1.00000*	.33639	.030	.0645	1.9355

	A	-.33333	.25073	.674	-1.0306	.3639
	DA	.50000	.27466	.368	-.2638	1.2638
	SDA	-1.00000*	.27466	.004	-1.7638	-.2362
DA	SA	.50000	.33639	.574	-.4355	1.4355
	A	-.83333*	.25073	.011	-1.5306	-.1361
	N	-.50000	.27466	.368	-1.2638	.2638
	SDA	-1.50000*	.27466	.000	-2.2638	-.7362
SDA	SA	2.00000*	.33639	.000	1.0645	2.9355
	A	.66667	.25073	.068	-.0306	1.3639
	N	1.00000*	.27466	.004	.2362	1.7638
	DA	1.50000*	.27466	.000	.7362	2.2638
*. The mean difference is significant at the 0.05 level.						

ANOVA

Management Effectiveness

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	37.333	4	9.333	12.372	.000
Within Groups	71.667	95	.754		
Total	109.000	99			

K= no sample method=2
Numerator= 2-1
N=no samples within the group =10
N-k=10-2
Table value= k-1/n-k =1/8
Table value F (1, 8) =11.26
Calculated value = 12.372
Inference: In this the calculated value is greater than the Tabulated value so H1 is accepted and H0 is rejected.

Result: This ANOVA analysis obtaining that employees experience will influence the Performance appraisal and in his work.

5.4.Statement: To find out the significance relationship between experience and I am enthusiastic about my job
Null Hypothesis (H0): There is no significant relationship between experience and I am enthusiastic about my job
Alter Native Hypothesis (H1): There is significant relationship between experience and I am enthusiastic about my job

Multiple Comparisons

Dependent Variable: I Am Enthusiastic about My Job comparing

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(I) EXPERIENCE	(J) EXPERIENCE	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
02-Apr	05-Oct	0.33333	0.23691	0.341	-0.2306	0.8972

		>10		.66667*	0.23691	0.016	0.1028	1.2306
			02-Apr	-0.3333	0.23691	0.341	-0.8972	0.2306
	05-Oct	>10		0.33333	0.25327	0.39	-0.2695	0.9362
>10			02-Apr	-.66667*	0.23691	0.016	-1.2306	-0.1028
		05-Oct		-0.3333	0.25327	0.39	-0.9362	0.2695

ANOVA

I am Enthusiastic about my Job

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	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	7.667	2	3.833	3.984	.022
Within Groups	93.333	97	.962		
Total	101.000	99			

Calculated value = 7.667
Table value = 3.833
H0 rejected and H1 accepted

Inference: In this the calculated value is greater than the Tabulated value so H1 is accepted and H0 is rejected.

Result: There is significant relationship between experience and I am enthusiastic about my job.

Statement: To find out the significance relationship between Job commitment and Job satisfaction.

Null Hypothesis (H0): There is no significant relationship between Job commitment and Job satisfaction.

Alter Native Hypothesis (H1): There is significant relationship between Job commitment and Job satisfaction.

5.5. Regression Analysis

Coefficients[a]

Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.668	.278		6.006	.000	1.117	2.219
	Job satisfaction	-.007	.097	-.007	-.072	.943	-.199	.186

a. Dependent Variable: job satisfaction

ANOVAa

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.007	1	.007	.005	.943[b]
	Residual	132.743	98	1.355		

	Total	132.750	99			
a. Dependent Variable: Job commitment						
b. Predictors: (Constant), job satisfaction						

X = dependent variable = making plans for future
Y = independent variable = I 'm In charge of my situation
Table value = 0.005
Calculated value = 0.007
Hence table value is < calculated value
H0 rejected and H1 accepted
Inference: In this the calculated value is greater than the Tabulated value so H1 is accepted and H0 is rejected.
Result: There is significant relationship between Job commitment and Job satisfaction.

6.FINDINGS

- 40 % of respondents are below 30 years, 30% of respondent's age between 31-45yr, and 30 % of respondent's age above 45 years. Most people are middle-aged employees.
- 80% of respondents are male and 20 % of respondents are female. The above table shows there is an unbalanced composition of gender that shows that the number of males is higher than females in the organization.
- 80% of respondents are under graduate and 20% of respondents are postgraduate. Since it's a start-up, it focuses on cheap labour due to economic status, so the % of UG is greater than PG.
- 80% of respondents are married and 20% of respondents are unmarried. It's a 10-year-old company where the employee turnover is very low, so it results in a high number of married employees.
- 50% of respondents are below 5 years and 30%of respondents are 5-10 years and 20% of respondents are below 10 years. It's a developing company where the strength of employees in the organization is increased.
- 20% of respondents were neutral and 50% of respondents agreed and 30% of respondents strongly agreed with the compensation provided.
- 10% of respondents are strongly agreed, 50% of respondents are agreed, 40% of respondents are neutral. The organization plays a good role in linking salary with responsibilities, so only one % of respondents agreed it is high.
- 40% of respondents strongly agreed, 10% of respondents agreed, 30% of respondents are neutral, 20% of respondents disagree, 10% of respondents strongly disagreed. The company provides rewards at frequent intervals for the performance of employees.
- 20% of respondents are strongly agreed, 50% of respondents are agreed and 20% of respondents are neutral. Thus the diagrammatic representation that half of employee salaries are paid in time.
- 20% of respondents are strongly agreed, 50% of respondents are agreed and 30% of respondents are neutral. So the above pie diagram shows that there is a hike in salary at regular intervals and 30 % of people are neutral because they are showing low performance.
- 40% of respondents are strongly agreed, 40% of respondents are agreed and 20% of respondents are neutral. The training program provided by the experts in the field gives a positive result where 40 % agreed and also 40% strongly agreed.
- 30% of respondents agree, 60% of respondents are neutral, 10% of respondents strongly agree. The above diagram shows that training helps a little part in improving relationships between employees.
- 40% of respondents are strongly agreed, 30% of respondents are agreed and 30% of respondents are neutral. Hence, it's an IT-based industry. All the employees have unique computer language skills, so the training program is wholly specified regarding the job role.

7. SUGGESTIONS

- The quality of the training environment is good, but it can be developed to bring more efficiency to employees.
- All materials for work should be provided where preventive maintenance should be taken.
- The work done by everyone should be recognized, even if it's small work, so it can enhance the morale of employees and motivate them.

- The organization also should focus on the career perspective of employees.
- The welfare facilities should be increased.
- It should promote the organization and establish the company, which makes the employees say that they are proudly working for that company.

8. CONCLUSION

Quality of work-life or QWL can be defined as the total quality of an employee's work-life at an organization. Not only is QWE tied to happier employees, but also better business results. When the quality of work-life is stable, productivity is bound to increase. So does the level of employee retention. Work/life balance, in its broadest sense, is defined as a satisfactory level of involvement or 'fit' between the multiple roles in a person's life. Work life balance is measured mainly by using three factors: time balance, which concerns the amount of time given to work and non-work roles. From the study, it is clear the quality of work life in Habile Technologies is good. This research highlights some of the small gaps in satisfaction with the organization. The rewards and compensation, participation management, career opportunities and the working environment are the factors that determine the quality of work life. As per the suggestions, some of the factors should be modified that are increased in the company to enhance the quality of work life in the company. Thus, if the company makes changes in organisation, it will lead the company towards development. As per the observation, the company should focus on employees more than profit on where the employees will be recognized and motivated regarding the work done by them, so it will impact on the increase of production and build a good climate where they will have a good co-ordination in the company.

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