

A Study On Quality Of Work Life In Selected IT Companies

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Abstract- *Quality of Work Life is an idea, a set of principles, which holds that people are the most important resource in the organization as they are trustworthy, responsible and capable of making valuable contribution and they should be treated with pride and respect.*

Quality of Work Life can be assessed by combining the amount and the degree of stress and the degree of satisfaction experienced by the individual within his/her occupational role. The most common assessment of QWL is the individual attitudes. This is because individual work attitudes are important indicators of QWL. The ways that people respond to their jobs have consequences for their personal happiness, the effectiveness of their work organizations and even the stability of society. Individuals selectively perceive and make attributions about their jobs in accordance with the expectations they bring to the workplace. While the characteristics of the jobs have long been considered to be important influences on work attitudes, the past decades of 1970s and 1980s have witnessed much greater attention to aspects of the organizational context in which the job is performed.

The present study focus on Quality of Work life among employees in Selected IT Companies. The researcher has taken the sample size of 100 employees from Different levels such as Manager Level, Operational level in selected IT Companies. The major objective is to study about quality of work life among employees with various magnitudes like working environment, recognition through workers participation, career development, which is useful to the organization to solve the problem related to quality of work life.

Keywords- Quality of Work Life, Satisfaction, Quality of Work Life , Attitude etc

I. INTRODUCTION

Quality of Work Life is an idea, a set of principles, which holds that people are the most important resource in the organization as they are trustworthy, responsible and capable of making valuable contribution and they should be treated with pride and respect.

QWL consists of opportunities for active involvement in group working arrangements or problem solving that are of mutual benefit to employees or employers, based on labor management cooperation. 'Quality of Work Life' to satisfy both the organizational objectives and employee needs. Effective quality of work life practices in organizations makes its impact on employee performance and the overall organizations performance.

Quality of Work Life can be assessed by combining the amount and the degree of stress and the degree of satisfaction experienced by the individual within his/her occupational role. The most common assessment of QWL is the individual attitudes. This is because individual work attitudes are important indicators of QWL. The ways that people respond to their jobs have consequences for their personal happiness, the effectiveness of their work organizations and even the stability of society. Individuals selectively perceive and make attributions about their jobs in accordance with the expectations they bring to the workplace. While the characteristics of the jobs have long been considered to be important influences on work attitudes, the past decades of 1970s and 1980s have witnessed much greater attention to aspects of the organizational context in which the job is performed.

It requires employee commitment to the organization and an environment in which this commitment can grow. Thus, Quality of work life is a comprehensive construct that includes an individual's job related well-being and the extent

to which work experiences are rewarding, fulfilling and lacking of stress and other negative personal consequences. It is difficult to best conceptualize the quality of work life elements. Eight major conceptual categories relating to Quality of Work Life as

- Adequate and fair compensation
- Providing Safe and Healthy working conditions
- Immediate opportunity to use and develop human capacities
- Opportunity for continued growth and security
- Social integration in the work organization
- Constitutionalism in the work organization
- Work and total life space
- Social relevance of work life

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Thus, we must also look at how organizational characteristics exert both direct and indirect effect on the QWL. Age may be the most commonly studied individual influence on work attitudes. Studies which use widely differing samples find consistent results: older employees are more satisfied, more job-involved and more committed to their work. Studies of the relation between career stage and job satisfaction and job involvement yield inconsistent findings. For example, there is a positive relation between career stage and work commitment when career stage is defined in terms of age, but curvilinear relations appear when age is defined in terms of job or company tenure.

Past studies indicate that family roles reflect needs, opportunities and constraints have influence on individuals' reactions to work. After all, two important focal points of adult life are family and work. The role expectations of these two domains are not always compatible thus creating conflicts. These conflicts are related to outcomes such as job

dissatisfaction, job burnout and turnover, as well as to outcomes related to psychological distress e.g. depression and life and marital dissatisfaction. Work-family conflict studies have contributed to a better understanding of role conflict and its impact on mental health and the quality of work life.

II. DEFINITION OF QWL

Quality of work life can be defined as "The quality of relationship between employees and the total working environment."

It is also defined as "The degree to which members of a work organization are able to satisfy important personnel needs through their experience in the organization". -----J Richard and J Loy

III. OVERVIEW OF IT INDUSTRY IN INDIA

The Information Technology Industry of India dates back to 1967 when the Tata Group in collaboration with Burroughs set up the first software zone, SEEPZ in Mumbai. In 1973 SEEPZ became the first software export zone which saw 80% of the software export in the 1980s. Since then, the IT sector of India has grown by leaps and bounds and has acquired India a brand name in the IT and ITES (Information Technology Enabled Services) sector in the global scenario. The major hubs for the IT export sector are Bangalore, Chennai, Hyderabad, Delhi, Mumbai and Kolkata. Bangalore has earned the sobriquet, 'The Silicon Valley of India' owing to the maximum IT export (generating 77% of the net IT export revenue of India). The IT- ITES sector can be broadly classified into two categories (i) Business Process Outsourcing (BPO) and (ii) Domestic and IT export. The growth in the BPO sector under the supervision of the IT-ITES sector has been phenomenal. According to NASSCOM, "The IT-BPO sector in India aggregated revenue of US\$ 100 billion in FY 2012, where export and domestic revenue stood at US\$ 69.1 billion and US \$31.7 billion respectively".

The industry is also an employment intensive sector. The estimated employment generation in the FY 2012 was an expected 230,000 thus providing direct employment to 2.8 million and indirect employment 88.9 million people all over the country. According to a report prepared by Gartner, the top five outsourcing companies of India are TCS, Cognizant, Infosys, Wipro and HCL Technologies.

According to NASSCOM, in fiscal year 2014, India's information technology and business process management (IT-BPM) industry will add \$12-15 billion incremental revenue, to existing industry revenues of \$118 billion.

During FY 2014, industry's exports are estimated to grow 13 per cent at \$86 billion, with domestic revenues up 9.7 per cent at Rs. 1,910 billion. NASSCOM reports also stated that the industry added 160,000 employees in 2013, and provided direct employment to 3.1 million people and indirect employment to 10 million people.

Exports by India's IT outsourcing sector are expected to rise 13-15 percent in the fiscal year starting April 2014, as an improving global economy encourages banks and companies to boost spending on technology. NASSCOM has forecasted IT services exports in 2014-15 to rise to as much \$99 billion. The increase in growth rate compares with an estimated 13 percent rise in fiscal year 2014. It also states that the Indian IT and ITeS industry is likely to grow to about \$300 billion by 2020, focusing on areas like e-commerce, software products and the IT market

IV. CHALLENGES FACED BY THE IT SECTOR IN INDIA

- The IT sector of India needs to discard its old model of service providing and operations. The old model popularly known as the ADM (Application, Development and Maintenance) is obsolete. It is imperative that the IT sector resorts to the new model of 'outcome based billing' and fixed contract based services
- The maturity of the offshore models has created a demand among the customers for a close proximity of the service providers which may even involve setting up of near shore stations for support.
- There is a stiff competition from China, Philippines and Eastern Europe which are also proving to be low cost and competitive countries. It is estimated that by 2020 they will be a 20% stakeholder in the global IT export scenario
- A shrinking talent pool in our country is also largely affecting the IT sector. The number of employable graduates in the business sector is as low as 10% to 15% while that of qualified and employable engineers is 26% only.
- IT giants like IBM and Accenture have now opened up their own centers in India with the same target audience as that of the Indian IT Sector.
- The proposed development of the tier 2 and 3 cities has not gone as planned so the entire IT sector is stagnated in the 9 major cities.
- It is imperative that the IT sector of India should focus on the new emerging trends like Social media, Mobility, Analytics and Cloud (SMAC)

- There is a need for a total revamping of the infrastructure of the IT sector which unfortunately is pending due to fund unavailability. Fund shortage is also affecting the medium and small IT enterprises which need a basic financial injection for their start-up

V. OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE: To Study the overall Quality of Work Life in Selected IT Companies

SECONDARY OBJECTIVES:

- To Assess the impact of QWL on Employees Job Satisfaction
- To Determine the influencing Factors Among Employees
- To Know the level of Employee Satisfaction
- To identifying the major areas of dissatisfaction if any, and provide valuable suggestions for improving in those areas

VI. LIMITATIONS OF THE STUDY

Every study has its limitations because of particular reasons in the organization. There are limitations to the study.

- The present study is limited only to know the feedback of the employees about quality of work life
- The sample size is only limited to 100 employees only.
- Lack of cooperation from employees.

VII. RESEARCH METHODOLOGY

SAMPLING METHODS

SAMPLE SIZE

Population Size : Employee of Selected IT Companies

Sample Size : 100 Employees of at different levels such as Manager Level, Operational level

Sampling Method : Sampling was done on the basis of Random sampling.

Data Collection: The sources of data collection are:

Primary Sources: The methods of collecting primary sources are

- a) Structured questionnaires
- b) Direct (or) indirect discussions
- c) Personal interviews

Secondary Sources: The secondary data is collected mainly through published articles, research studies, various documents and the internet.

Data Analysis: The data so collected will be tabulated, analyzed and interpreted with the help of pie charts and bar diagrams. Simple Percentage Analysis, Chi-Square Analysis and Weighted Average Score Analysis are the tools will be used for data analysis

VIII. RESULT AND SUGGESTIONS

The data collected from the primary source has been tabulated and this forms the major basis for the research study. Sample Break up

Table No: 1: DESIGNATION OF THE EMPLOYEES:

S.No	Designation	No. Respondents	of	Percentage (%)
1	Manger level	42		42
2	Operational level	58		58
	TOTAL	100		100

From the above table it is observed that (42%) of the respondents are in the Manager level, (58%) of the respondents are in the category of Operational level

TABLE NO: 2: AGE GROUP OF THE EMPLOYEES:

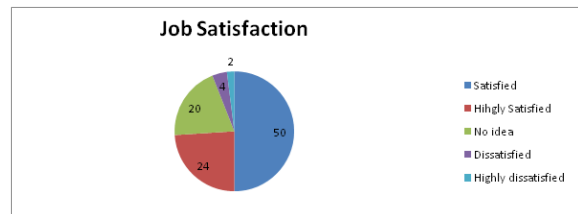
S.No	Age Group	No. Respondents	of	Percentage (%)
1	20-25	7		7
2	26-30	12		12
3	31-35	34		34
4	36-40	27		27
5	41-45	11		11
6	46-50	7		7
7	51-55	2		2
	TOTAL	100		100

The above table shows that (7%) of respondents belongs to age group of 20-25, (12 %) of the respondents belongs to the age group of 26-30, (34%) of the respondents belongs to the age of 31-35, (27%) of the respondents belongs to the age of 36-40, (11%) of the respondents belongs to the age of 41-45, (7%) of the respondents belongs to the age of 46-50, (2%) of the respondents belongs to the age of 51-55

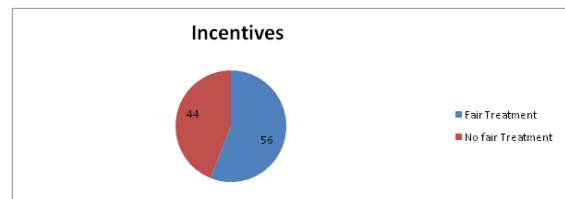
TABLE NO: 3 QUALIFICATIONS OF THE EMPLOYEES:

S.No	Qualification	No. Respondents	of	Percentage (%)
1	Under Graduation	42		42
2	Post Graduation	34		34
3	Others	24		24
	TOTAL	100		100

The above table shows that (42%) of respondents are under graduates, (34%) of the respondents are post graduates, (24%) of the respondents are other graduates.

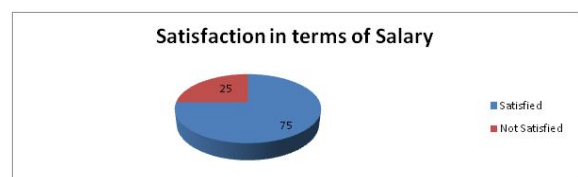


With regard to **JOB SATISFACTION** among employees, It is shows that (50%) of the respondents satisfied, (24%) of the respondents highly satisfied, (20%) of the respondents have no idea, (4%) of the respondents dissatisfied working in Selected IT companies and (2%) of respondents highly dissatisfied .

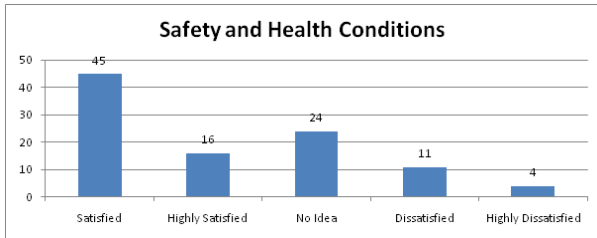
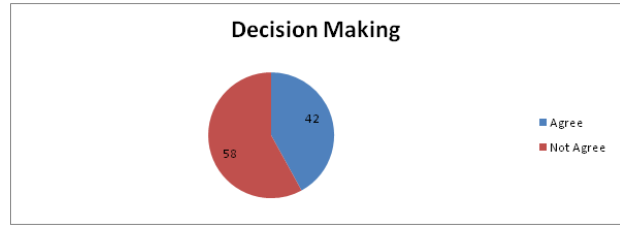


TREATMENT GIVEN BY ORGANIZATION IN TERMS OF INCENTIVES

It shows that (56%) of the respondents agree that fair treatment is given by organization in terms of incentives and (44%) agree that no fair treatment is given by organization in terms of incentives.

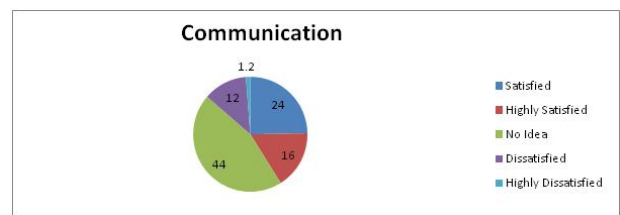


SATISFACTION IN TERMS SALARY, It shows that (75%) of the respondents agree that they are satisfied by means of salary and (25%) agree that they are not satisfied by means of salary.

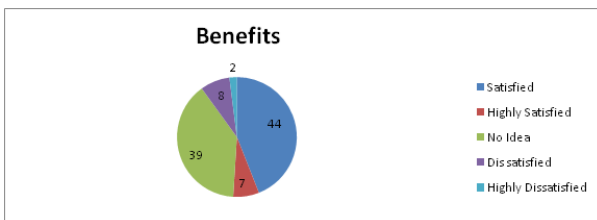


MANAGEMENT CONSIDERATION IN DECISION MAKING: It shows that (42%) of the respondents agree that management considers employees while taking critical decisions and (58%) of the respondents not agree that management considers employees while taking critical decisions.

SAFETY AND HEALTH CONDITIONS: It is clearly shows that (45%) of the respondents satisfied with safety and healthy working condition, (16%) of the respondents highly satisfied with safety and healthy working condition, (24%) of the respondents have no idea, (11%) of the respondents dissatisfied with safety and healthy working condition employees and (4%) of respondents highly dissatisfied with safety and healthy working conditions.



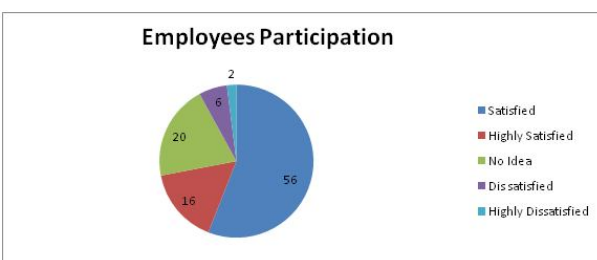
COMMUNICATION WITH EMPLOYEES: It is evident that (24%) of the respondents satisfied with communication about changes made in organization, (16%) of the respondents highly satisfied with communication about changes made in organization, (44%) of the respondents have no idea, (12 %) of the respondents dissatisfied with communication about changes made in organization and (4%) of respondents highly dissatisfied with communication about changes made in organization.



SATISFACTION WITH REGARD TO BENEFIT: It shows that (44%) of the respondents satisfied with benefits, (7 %) of the respondents highly satisfied with benefits,(39%) of the respondents have no idea, (8%) of the respondents dissatisfied with benefits given by company and (2%) of respondents highly dissatisfied with benefits.

IX. CONCLUSION

It is clear that the quality of work life of employees in Selected IT Companies were good. The researcher highlighted gaps in employee’s satisfaction with regards to the company. The participative management, career opportunities and working environment are the factors that determine the quality of work life. This company is also providing good quality of work life to the employees. To further improve, it should concentrate on rewards and recognition to the employees, career advancement based on performance and work committee members should comprise from all levels of organization and should communicate with employees while taking decisions.



EMPLOYEES PARTICIPATION: It is clear shows that (56%) of the respondents agree workers participation is essential, (16%) of the respondents highly agree workers participation is essential, (20%) of the respondents have no idea, (6%) of the respondents disagree workers participation and (2%) of respondents highly disagree with workers participation.

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