

A Study on Psychological Challenges and Performance in IT/ITEs Sector Couples

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Abstract:

IT has benefitted from many applications including the HR practices; companies are adopting the EHRM practices due to its benefits. The culturally diverse Indian society has undergone far-reaching changes in its social fabric, altering gender role linked beliefs and attitudes regarding family. Specifically, the present study explores the propensity among dual career couples to express their disagreements openly to each other, and the issues that trigger such arguments. The significance of the present study stems from the fact that it is imperative for the IT /ITES sector to deploy electronic HRM practices that focus on payroll process, employee self-service, hiring, performance management, rewards, learning and development which have an impact on the performance of the organization. It can be implied that E-HRM practices were preferred over manual HR practices since manual practices are time-consuming, requires large storage space and man-power, do not ensure process consistency. A structured questionnaire was used to collect data regarding the frequency of arguments on specified areas affecting marriage. Human resource management practices strive to achieve a balance between the expectations of the employees and the long-term goals of the organization. Therefore, employers and employees did find the E-HRM practices beneficial. The E-HRM practice is simpler and cost-effective requiring less manpower and less time.

Keywords: IT /ITES sector, HRM practices, self-service, cost-effective, E-HRM practices beneficial, IT services.

INTRODUCTION

The cost advantage has been a key Unique Selling Proposition (USP) for India, attracting businesses from around the world to outsource their IT and business processes to Indian companies. However, India's appeal in the global sourcing market is not solely based on cost competitiveness. The country is also gaining prominence in terms of intellectual capital and innovation. Several global IT firms have recognized the potential of India's talent pool and have set up innovation centers and research and development facilities in the country. The demand for skilled professionals in these areas has risen significantly due to the expansion of the IT and ITeS industry. The Indian IT and ITeS industry can be categorized into four major segments: IT services, Business Process Management (BPM), software products and engineering services, and hardware. Each segment contributes to the overall growth and development of the industry. Indian businesses could promote the development of

several IT-driven sectors in LAC. Moreover, both India and LAC countries are increasingly embracing the Fourth Industrial Revolution and simultaneously developing the new age technologies, hence, there is scope for greater investment in innovation and research and development in artificial intelligence, robotics, cloud computing, cyber security and overall digital transformation of the regional industries. There is also evidence to support greater strategic contributions from India to increase regional integration in LAC within different industries through forward and backward linkages. During the last few decades, India's trade with the Latin American and Caribbean (LAC) countries has grown substantially, especially in the area of Information Technology (IT) services. The definition of IT services now includes a plethora of IT-enabled services (ITeS) directed to specific sectors, including Agri-tech, Fin-tech, Health-tech, manufacturing and mining-based services, as well as e-commerce. This sector has attracted significant Indian investment in the region. Over the last decade, the share of the IT sector in total Indian Foreign Direct Investment (FDI) in the region has nearly doubled to about 15 percent today.

LITERATURE REVIEW

Pradeep Sudhakaran (2023) In today's competitive job market, finding and retaining highly qualified and motivated employees has become a significant challenge for companies across all sectors. There are several factors contributing to this trend. Firstly, there has been a decline in employee loyalty compared to previous years. Many employees no longer prioritize long-term commitment to a single company and are more willing to explore new opportunities. Secondly, employees are becoming increasingly willing to change jobs to fulfill their career goals and aspirations. This trend puts additional pressure on companies to create attractive workplaces that can compete for top talent. Furthermore, the expectations and demands of employees have also increased. They now seek meaningful work, opportunities for advancement, flexibility, and a healthy work-life balance.

Eduardo L. Bunge (2021) Technology industry has seen significant growth in India, spurring an economic boom and significant cultural changes. These cultural and economic shifts may in part be responsible for increased job demands and social pressures for IT workers. Thus, there is a need to understand the mental well-being of individuals within the Indian technology sector. Understanding the prevalence of stress, anxiety, and depression can aid in raising awareness and providing targeted interventions. In this study, Indian IT professionals recruited from email lists, direct distributions, and other sources completed an online survey that included depression, stress, anxiety and interpersonal difficulties screeners. The results suggest a need to build awareness of these issues within this population and to work to ameliorate them through interventions appropriate for this population.

Binita Tiwari (2020) This study aims to develop a conceptual framework of employee engagement in downsized organisations and further investigate its association with employer branding. A sample of 220 middle managers of Indian IT/ITES companies was selected. Structural equation modelling was used to evaluate the hypothesised model. Results indicate that internal corporate communication, knowledge sharing, continuous learning, intrapreneurship, and perceived communication satisfaction are positively associated with employee engagement. Employee engagement is also positively

associated with employer branding. However, resonant leadership is negatively associated with employee engagement.

Dr. Neeraj Kumari (2017) The primary aim of the study is to compare and analyze Performance Management components and their usage in IT/ ITES industry. The study entailed detailed examination of the methods to measure and enhance performance management system against its objectives. In addition to thoroughly examine performance management system, the study also includes identification of trend lines and process improvement recommendations. Non-probability convenience sampling has been used in the study. The sample size is 40. Primary data has been collected using two structured questionnaires which were administered to various ITES organizations in and around Delhi. The study has identified the most important factors which contribute to the effectiveness of creation and maintenance of such systems.

Ming Xu (2016) Employees are the most valuable assets of an organization. Their significance to organizations calls for not only the need to attract the best talents but also the necessity to retain them for a long term. This study focuses on reviewing the findings of previous studies conducted by various researchers with the aim to identify determinants factors of employee retention. This research closely looked at the following broad factors: development opportunities, compensation, work-life balance, management/leadership, work environment, social support, autonomy, training and development. The study reached the conclusion that further investigations need to be conducted regarding employee retention to better comprehend this complex field of human resource management.

Economic Impact of IT/ITESI to India

The ITES sector has generated massive employment in the past and continues the trend of providing jobs. NASSCOM reports stated that the industry provided direct employment to 3.1 million people and indirect employment to 10 million people in sectors such as Construction, Logistics, Entertainment, Housing, Retail, etc.. 70% of these ten million people are below 30 years, 45% of them are women and approximately 60% of new employees come from Tier II and Tier III cities in India. In the last decade, BPO's have been opening offices in Tier II and Tier III cities in India like Jaipur, Visakhapatnam, Chandigarh, Pune, Ahmedabad, and many others – in addition to Tier I cities like NCR (Delhi, Gurgaon, NOIDA), Kolkata, Mumbai, Chennai, Bengaluru, Hyderabad, etc. the IT industry has brought a great deal of change to India among other sectors such as Telecom, Entertainment, Consumer Durables, Healthcare, Textile and the Hotel & Restaurant businesses.

Indian ITES-IT Sector

India is one of the fastest-growing ITES market in Asia/Pacific. Over the past few years, many established India-based IT service providers and U.S. and Europe-based multinational IT services providers have started focusing on the Indian domestic market. India has been strengthening its position as a world leader in Information Technology (IT) Enabled Services. BPO entered the Indian Territory in the early 1990's. India is a unanimous choice across the globe due to the availability of a large amount of cheap but skilled manpower. The IT industry stepped in to India with the entry of captive units of GE, HSBC, etc in 1992. India receives most of the outsourcing jobs from the USA. The US people have acknowledged that India is the best place for outsourcing. Indian employees

have already proved their mettle by handling the jobs. India is one of the prime beneficiaries of BPO. The advantage for India being the largest base for ITES is that they have a pool of highly competent and inexpensive English speaking graduates, high computer literacy rate and skilled quality conscious professionals.

ITES in Hyderabad

ITES sector is the most booming sector and eventually has emerged as India's promising sector growing at a rate of 40-50 per cent since its inception. ITES is a very fast-paced and a high momentum industry. Large numbers of IT companies have mushroomed in India in recent years on the basis of the talent pool that is available with abundant skills. Since the industry has its low cost benefits, many of the well-established IT companies have also started their own BPO divisions. Hyderabad, the capital of the Indian state of Telangana is one of India's most up-to-date outsourcing destinations. This growing information technology city is rightly nicknamed as Cyberabad, as it holds the seventh position among the world's top ten outsourcing destinations. Though not a metro, Hyderabad has grown as a stable outsourcing destination over the years. Today, a large number of software companies, BPOs, business firms and consulting firms have set up offices in Hyderabad, making it India's hi-tech city. Several IT/ITES companies firms have setup branches in Hyderabad, giving rise to a township with state-of-the-art facilities, referred to as HITECH city.

Women in the Indian Economy

Women of today have moved away from their traditional roles of home making and child rearing to social and business roles. The Indian workforce has seen a significant rise in the number of women since India's independence in 1947. This pattern is expected to continue in the future. For centuries, the Indian woman has lived in an ironic status. They are given high respect in Indian society. However, women working outside the home have been looked down upon. The constitution of India bestows equal rights to women including the right to own property, matrimony and divorce, inheritance, education, employment and equality before the law. However, social legislation, including that envisage female empowerment, has been poorly enforced. A mixture of social, organizational, and personal biases have contributed towards keeping the employment of women at a lower level. However, with the advent of the new economic environment and the rapid changes to the concepts of work, workplace and workforce, one can foresee positive implications for Indian women workforce.

Women in ITES Companies

Women who earlier stayed at home to attend their domestic duties now maintain both work and home simultaneously, participating in the process on an equal footing with men in social and economic development. Women have moved away from their traditional roles of home worker and child rearing to social and business solutions. "Women in India today are equal status to men. They play a vital role in every walk of life. It has been noticed that ITES is the best place for women empowerment. This is the only industry, which has witnessed high growth for women and helped them move to the higher positions in large numbers. Gender equality, which is a distant dream in our society till now, is clearly visible in the IT industry. With the advent of the IT revolution and the ITES boom an increasing number of Indian women are finding their way to the job market and

economic freedom. So much that Indian women have stolen a march over their US counterparts in terms of the number of women entering the IT Industry. Women today form an important constituent of the labour force in India.

RESEARCH METHODOLOGY

The methodology of any research means the selection of the representative sample, collection of relevant data, application of appropriate research tools, and techniques of analysis, and interpretation of the same for scientific investigation of the problem. India has been taken as a segment to assess the position of IT and ITES exports due to the various reasons. IT and ITES Industry occupies a unique position in India, being one of the earliest to come into existence in the country. IT and ITES Industry occupies a unique position in India, being one of the earliest to come into existence in the country. Therefore, the growth and development of this Industry has a significant bearing on the overall development of the economy. The factor analysis has been done to find out the problems faced by the managers of IT/ ITES industries. The study is primarily based on secondary data. The Secondary data is the data collected by someone other than the user. Data collected from Indian as well as international sources. Common sources of secondary data for social science include censuses, organizational records and data collected through qualitative methodologies or qualitative research. Internal data refers to the data that has been generated from within the organization for which the research is being done for example a company’s annual reports that are the internal data for the company. External data refers to the data that is generated outside the organization for which the research is being done for example census data, data from journals or magazine etc.

RESULTS AND DISCUSSIONS

An description of statistics on the number of employees working in the select organizations, across different locations in India and specific number of employees working at Hyderabad.

Demographics of the Respondents:

This section deals with descriptive statistics of 325 women employees who participated in the survey from the five IT companies selected for the study. Distribution of the sample statistics are based on four demographic characteristics considered for the research study, such as women employee’s Age, Marital Status, Educational Qualification and Work Experience in the current organization.

Table 1: Organization Wide Distribution of the Sample

Name of the Select Organization	Frequency	Percentage
ADP	64	19.69%
Cognizant	70	21.53%
Convergys	63	19.38%
Genpact	70	21.53%
Wipro	58	17.84%
Total	325	100

A sample of 325 respondents was studied at random and according to convenience that included only women employees from the select BPO organizations at Hyderabad. Of the sample taken 21.53% of women work in Genpact, another 21.53% of women work in Cognizant, 19.69% of women work in ADP, 19.38% of women work in Convergys and 17.84% of women work in Wipro.

Age of the sample respondents

Table 2: Age-Wise Distribution of Sample

Age Group	Frequency	Percentage (%)
18-25	156	48
26-30	121	37.23
31-35	41	12.61
36-40	6	1.84
Above 40 years	1	0.30
Total	325	100

Out of the 325 respondents, majority of the women employees are less than 30 years of age i.e., 48 % of them are between 18 – 25 years of age and 37.23 % of the employees are between 26 – 30 years of age. 12.61 % of the women employees are between 31-35 years of age, 1.84 % of them are between 36-40 years of age and 0.30 % of them are above 40 years. From this analysis, it is inferred that the IT industry is a major employer of the young adults of India between 18-30 years of age. The NASSCOM report also mentions that the IT industry is a major source of employment for young adults in the country in the age group of 26-35 years.

Marital Status of sample respondents

Table 3: Marital Status of the sample distribution

Marital Status	Frequency	Percentage (%)
Married	125	38.46
Unmarried	200	61.53
Total	325	100

Table 3 shows that out of the 325 women employees for study, 38.46% of them are married and majority of the sample, i.e., 61.53% of women are unmarried. Previous research studies also state that most of the Indian women marry between the age of 25-30 years of age and this is the age group who are graduates or post graduates building up their career.

Qualification of the sample respondents

Table 4: Educational Qualification-wise distribution of the sample

Educational Qualification	Frequency	Percentage (%)
Doctorate	0	0
Master's	80	24.61
Bachelor's	190	58.46
Others	55	16.92
Total	325	100

Table 4 shows that majority of the sample i.e., 58.46% of IT women employees are graduates from various disciplines like Engineering, Arts, Science, Humanities, Commerce etc. 24.61 % of them are post graduates from specialized disciplines like Management, Commerce and Arts etc. who are specifically trained in various functional areas. 16.92 % of the rest of the employees are from Diploma & other Vocational courses. No respondents are Doctorates in the research survey.

CONCLUSIONS

Organization support also serves an important tool to strengthen employee work performance. Employees also look for support/supervision from their immediate managers; else, their performance will get affected. Individual and family life, personal health and well-being were found to have an influence on employees 'performance effectiveness. Women employees exhibit dissatisfaction by performing below their actual ability when their needs are not fulfilled by the organization and hence it is good for the organizations to work on women employees well being at work place. The development of human resources contributes to sustained growth and productive employment. A healthy, educated and skilled workforce can contribute more significantly and effectively in the economic development. Further there are many problems which are needed to be enhanced more. This transfiguration in the paragon of women's role has received much research attention. Women who are employed have to in addition must also conform to an image of womanhood i.e., the major responsibility of home and child care. The managers surveyed from the three different types of companies working in different domains i.e. domestic, foreign and both were analyzed for their perceived difference over all four dimensions of problems related with the IT/ITES trade.

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