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QUALITY OF WORK LIFE BALANCE OF NON MANAGERIAL PERSONNEL: A STUDY WITH REFERENCE TO SECURITIES IN BPO COMPANIES IN CHENNAI



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ABSTRACT

Impact of Globalization policy accepted in India, many multinational companies doing the business in India. Today need of the work life balance is rising to the top of many employers' and employees' consciousness. Securities professionals seek options to positively impact the bottom line of their companies, improve employee morale, retain employees with valuable company knowledge, and keep pace with workplace trends. Quality Work-life balance remains an issue that requires considerable attention from society. The changing nature of the BPO companies, where organizations expects the employees to operate on a 24/7 schedule and technological advances have made it possible for an employee to be connected at all times, has ushered the work-life balance issue into the forefront of the minds of many, including securities.

KEYWORDS :Work life balance, factor, security.

INTRODUCTION :

All BPO companies ladder often requires securities to work long hours and deal with difficult and complex issues. Some days on the job are likely fun and positive and other days are tension-filled and



stressful. A common dilemma for many employees is how they manage all of the competing demands in work and life and avoid letting any negative effects of work spill over into their personal lives. The present study is to confirm the work life balance of non managerial personal working in the Business Process out sourcing companies in Chennai.

MEANING OF QUALITY OF WORK LIFE

The term quality of work life has different meaning for different people. Some consider it an industrial democracy or codetermination with increase employee participation in the decision-making

process. For others, particularly managers and administrators, the term denotes improvement in the psychological aspects of work to improve productivity. Union and workers interpret it as more equitable sharing of profits, job security and healthily and human working conditions. Others view it as improving social relationship at workplace through autonomous work groups.

STATEMENT OF THE PROBLEM

Today's many securities agency recruit the employees in Chennai because of dissatisfied employees skip work more often and more likely to resign. Employees who are satisfied with quality of work life have better health and live longer. To improve the quality of work life and eliminate job stress, employees take effort to be more aware of the work load and job demand. Hence this article undertaken to identify the factors determine the quality of work life of securities in BPO industries with special reference to Chennai.

NEED FOR THE STUDY

Quality of work life covers various aspects under the general umbrella of supportive organization behavior. It should be broad and must evaluate the attitude of the employees towards the personal policies. The study is helpful to understand the present position of the BPO companies in Chennai. It provides strategies to improve the quality with little modification which is based on the internal facilities of the BPO companies in Chennai.

REVIEW OF LITERATURE

Sirgy et al.; (2001) suggested that the key factors in quality of working life are: Need satisfaction based on job requirements, Need satisfaction based on Work environment, Need satisfaction based on Supervisory behavior, Need satisfaction based on Ancillary programmed, Organizational commitment. They defined quality of working life as satisfaction of these key needs through resources, activities, and outcomes stemming from participation in the workplace. Maslow's needs were seen as relevant in underpinning this model, covering Health & safety, Economic and family, Social, Esteem, Actualization, Knowledge and Aesthetics, although the relevance of non-work aspects is play down as attention is focused on quality of work life rather than the broader concept of quality of life.

Ellis and Pompli (2002) identified a number of factors contributing to job dissatisfaction and quality of working life in nurses, including: Poor working environments, Resident aggression, Workload, Unable to deliver quality of care preferred, Balance of work and family, Shift work, Lack of involvement in decision making, Professional isolation, Lack of recognition, Poor relationships with supervisor/peers, Role conflict, Lack of opportunity to learn new skills

Warr and colleagues (1979), in an investigation of Quality of working life, considered a range of apparently relevant factors, including work involvement, intrinsic job motivation, higher order need strength, perceived intrinsic job characteristics, job satisfaction, life satisfaction, happiness, and self-rated anxiety. They discussed a range of correlations derived from their work, such as those between work involvement and job satisfaction, intrinsic job motivation and job satisfaction, and perceived intrinsic job characteristics and job satisfaction.

OBJECTIVES OF THE STUDY

- To study the factors determine of the quality of work life in BPO securities in Chennai
- To analysis the personal factor of the securities and their contribution to quality of work life in BPO securities in Chennai

- To suggest suitable measures for improving quality of work life in BPO securities in Chennai

METHODOLOGY

This research has been undertaken across the 25 Business Process Outsourcing companies in Chennai. There are 80 respondents were participated in the survey out of which 75 complete questionnaire collected. It consists of two parts. Part one were explore to understand the respondents demographical background and part two consisted of six parameters used to measure work life balance of non managerial employees in the Business Process Outsourcing companies in Chennai.

DISCUSSION AND ANALYSIS

Table No.1
Demographics frequency

Variables	Description	Frequency	%
Age	Below 20 years	6	8
	21-25 years	9	12
	26-30 years	28	37
	31-35 years	27	36
	Above 36years	5	7
	Total	75	100
Marital status	Married	55	73
	Unmarried	20	27
	Total	75	100
Qualification	Upto 8 th standard	20	27
	SSLC	15	20
	HSC	18	24
	ITI/DIPLOMA	9	12
	Others	13	17
	Total	75	100
Income	Below Rs.6,000	25	33
	Rs.6,001-Rs.8,000	18	24
	Rs.8,001- Rs.10,000	8	11
	Rs .10,001 – Rs.12000	12	16
	Above Rs.12,001	12	16
	Total	75	100
Experience	Below – 5 years	12	16
	5-10 years	21	28
	11-15 years	15	20
	16-20 years	15	20
	Above 21 years	12	16
	Total	75	100

Source: primary data

The above table represented the demographical background of the respondents, Out of the total of 75 respondents taken up for the study, majority of 37 percent of the respondents are in the age range between 26-30 years, and there are 73 percent of the respondents are married, 27 percent of them studied up to 8th standard only, a majority of 33 percent are getting income Up to Rs.6000 followed by 24 percent of the earning range between Rs.6000-Rs.8, 000. The highest 28% of the respondents have 5 years to 10 years of experience.

Table No.2
Factor determine quality of work life

S.No	Factors	Mean Score	Rank
1	Organization and management	4.12	4
2	Salary, promotion and management attitude	4.19	2
3	Welfare facilities	4.09	5
4	Workers participation in management	4.25	1
5	Working condition and safety measures	4.15	3
6	Grievance settlement procedures and trade union activates	4.08	6

Source: Primary Data

The above table reveals that the employees of the company receive different factors determine quality of work life with different intensities. Among the six factors taken up for the study, workers participation in management is found to have the highest score followed by salary, promotion and management attitude towards employees. On the other extreme grievance settlement procedures & trade union activates and welfare facilities received lowest scores. This indicates that workers participation in management and salary, promotion and management attitude towards employees are good in the organization.

FINDINGS

- Majorities of 37 percent of them are from age group of 26-30 years, a maximum of 73 percent of the respondents are married, and 27 percent of them have qualified up to 8th standard.
- The highest 33 percent of the respondents are in income range Up to Rs.6000. Most of (28%) of the respondents have experience ranging from 5 years to 10 years.
- Workers participation in management is secured mean score 4.25 and its secured rank 1 among the studied variable.

SUGGESTIONS

- Creating interest in the job is the first and foremost factor to improve the quality of work life, so an information bureau may be set up to improve human efforts and avoid misperceptions based on inadequate or incorrect information.
- Supervisors can develop a cordial relationship with the subordinates through understanding creating a feeling of involvement, loyalty and satisfaction among the employees.
- The management should provide a platform for effective feedback in which the employees should unhesitatingly communicate their feelings.
- Awards within the organization may be give for "Best Performance", "Good Attendance" etc., to stimulate the employees for better performance.

- Qualified employees should be placed in particular section like accounts, so that output will be optimum.

CONCLUSION

Human beings differ from one another in their basic mental abilities, personality, motor attributes, interests, skills, intelligence, attitudes, aspirations, energy, education, qualifications, training, experience and behavior. Hence they are complex in their behavior from humanitarian point of view, they expect the portion of their lives to be more or less pleasant, agreeable, satisfying and fulfilling. The study revealed that the securities in BPO Companies in Chennai are satisfied with the quality of their work life. However the increasing significance of human resources and its impact on quality and growing competitiveness make it necessary for every management to keep up productivity and harmony.

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