

Women Conforming to Quality of Work Life in the BPO Sector-An Exploratory Study

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Abstract: *Astonishingly in the recent years, the BPO sector has shown a tremendous rise in terms of the women folk being employed. Working in shifts, meeting the demands of the clients and accepting the pressurizing deadlines are some of the features of the BPO industry. Despite these shortcomings the BPO sector has conformed to the Government authorities who have laid down special rules to ensure the basic safety of women working which will be regularly scrutinized. Considering the above stated points in view the present study has been undertaken to understand how the women working the BPO sector are able to maintain work life balance. The objective of the study is to assess the quality of work life and observe if there is any difference among women BPO employees who are a part of any sports club or an activity group and those who are not. The sample consisted of 60 women BPO employees (30 women who are a part of any sports club or an activity group and 30 women who are not a part of any sports club or an activity group). The age range of the subjects is between 21-28 years. The exploratory design was adopted. Quality of Work-Life Scale, a standardized questionnaire developed by Santhosh Dhar, Upinder Dhar, Rishu Roy (2005) was administered to each of the sample. The results of an independent t statistics indicated that there is a significant difference in the quality of work life of women BPO employees who are a part of any sports club or an activity group and those who are not.*

Keywords: Quality of work life, Women BPO employees who are a part of any sports club or an activity group and those who are not a part

1. Introduction

Quality of work life refers to the effective management of multiple responsibilities at work, at home, and in the other aspects of life. It is an issue that is important both to the organizations and to employees. In the current economic scenario, organizations are hard pressed for higher productivity and need employees with improved quality of work life as an employee with better quality of work life will contribute more meaningfully towards the organizational growth and success. Family and personal life related factors include increasing participation of women in workforce, increasing participation of child bearing women in workforce, increasing participation of dual career couples in workforce, increase in single-parent/ single person households, increase in child-care/ elder care burden on employees and health and well-being considerations. Business Process Outsourcing (BPO) is a developing industry that is receiving significant attention from all other sectors such as government, business, as well as from the academe. BPO is basically formulated to outsource processes to a third party that are not core to a company but are necessary in its everyday operations. India has the most number of BPO companies in the world and consequently the most studies and researches made on this subject. Philippines also have its share of the BPO industry, being the third BPO center in the world. With the sustained growth of this industry, BPOs are now receiving considerable academic attention dealing with multiple aspects like work conditions, organizational environment and specific organization and work-related issues.

2. Review of Literature

Kang et al (2013) studied Leisure Activities and Gender in Adult Life. Secondary data analysis derived from AARP

telephone survey (Montenegro, 2013). Age: adults age 40-69 (n=440) Sex: (203 male, 237 female). Sample item: "For each of these activities, please check whether it is something you do often, occasionally, not very often, or never": Spend time with family Gardening Socialize with friends Exercise or play sports Do something Spend time on hobbies Eating outside Travel religious Do something cultural or educational Play with pets. To address the research question, a MANOVA was conducted. The MANOVA revealed a significant main effect; there were leisure differences between the two groups. Univariate follow-up tests revealed that the older female group more frequently (a) visited family, (b) engaged in hobbies, (c) eating outside, (d) do something religious. There were no group differences in doing cultural or education, travel, socialize with friends. However, male older adults more enjoyed the play with pets, gardening, exercise than female older adults. Thus, there is a gender differences in engaging in leisure activities in later life.

Harish et al (2014) studied Quality of Work Life in Indian Industries - A Case Study. The concept of quality of life is gaining increasing attention by all organization all over the world. Quality of life encompasses the sum total of healthy experiences that individuals experience in various facets of life. A sizable component of the quality of life is the quality of life experienced by organisation members at the work place. The quality of work life, therefore important and worthy of deep study since individuals do not compartmentalize their lives but carry even their satisfaction of otherwise experienced at work where they spend the major part of their time. Thus the quality of life at work spills over to the quality of life experience in the family.

3. Method

Aim

To assess the quality of work life of women BPO employees.

Objective

To keep in view the issues and the limitations that have consistently operated in the life of women BPO employees.

Hypothesis

There is no significant difference in the quality of work life of women BPO employees who are a part of any sports club or an activity group and those who are not.

Research Design

Quality of work life has been explored amongst the women BPO employees who are a part of any sports club or an activity group and those who are not. The current study is exploratory in nature.

Variables

Independent Variable: Women BPO employees.

Dependent Variable: Quality of work life as measured by Quality of work life Scale.

Sample

The samples used in this study are women BPO employees belonging to the age group of 21-28 years were selected for the study.

Table 1: Shows Socio Demographic description of the sample

Sample Size	N=30	N=30
Women BPO employees	who are a part of any sports club or an activity group	who are not a part of any sports club or an activity group
Marital Status	Unmarried	Unmarried
Age (in years)	21-28	21-28
Geographic Location	Urban	Urban

Inclusion criteria

- Only employees who were working in the organization for at least a year were included
- Those who were willing to participate in the study are considered
- The sample consists of those who handled work at all levels in the BPO were included
- Only unmarried women subjects were included in the study

Exclusion criteria

- The study has excluded the subjects who are below or above the age group of 21-28 years
- All married women were excluded

Test

Quality of Work Life Scale by Santhosh Dhar, Upinder Dhar, Rishu Roy (2005)

The test consisted of 45 statements on a 5-point Likert scale. Each item which is checked as strongly agree, agree, not sure, disagree and strongly disagree should be awarded a score of 5,4,3,2 and 1 respectively.

Reliability

The reliability of the scale was determined by the split-half method corrected for full length by applying Spearman-Brown prophecy formula, the coefficient is 0.89.

Validity

The validity is 0.94.

Procedure

The desired samples were personally contacted. After establishing rapport, the purpose of the study was briefed. Demographic details were collected using the information schedule. Before administering the scale, the purpose of the study was explained to all the participants. The participants were permitted to clarify their doubts, if any. Explanation of the Quality of Work life Scale was given along with the standard instructions as mentioned in the manual.

4. Analysis of Results and Discussion

To examine the objective of the study quality of work life of women BPO employees is studied. To determine the difference of women BPO employees who are a part of any sports club or an activity group and those who are not on quality of work life a master sheet containing the responses given by the subjects and its scores based on the norms given in the manual is consolidated. These scores are inserted to compute the mean, SD and 't' value. The obtained results have been shown in the table and graph

Table 2: Shows the Mean, SD and 't' value of women BPO employees who are a part of any sports club or an activity group and those who are not on Quality of work life.

Dimension of Quality of work life	Women	Mean	SD	't' value
Quality of Work Life	who are not a part of any sports club or an activity group	146.20	20.90	2.25*
	who are a part of any sports club or an activity group	157.86	19.19	

*P<0.05

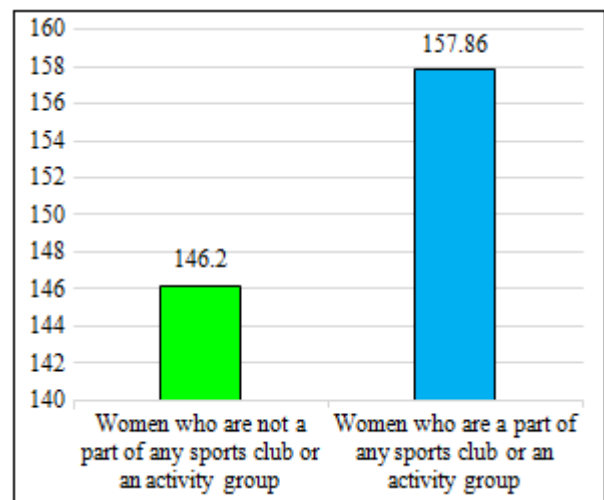


Figure 1: Mean scores of Women BPO employees on Quality of work life

To study quality of work life among women BPO employees the null hypothesis was formulated as “There is no significant difference in the quality of work life of women BPO employees who are a part of any sports club or an activity group and those who are not”. The mean obtained for women who are not a part of any sports club or an activity group (M=146.2, SD= 20.90) and women who are a part of any sports club or an activity group (M= 157.86, SD= 19.19) indicate that women who are a part of any sports club or activity group have higher level of quality of work life when compared to women who are not a part of any sports club or activity group, the obtained t-value is 2.25 which is significant at 0.05 level. Thus, the null hypothesis which states that “There is no significant difference in the quality of work life of women BPO employees who are a part of any sports club or an activity group and those who are not” is not proved.

5. Summary and Conclusion

Quality of work life means how much an employee is satisfied in his/her life in terms of leading a quality standard of living, better life style and good work life balance. BPO job demands to strike a balance between professional and personal life, employees who work long hours, take up shifts in job, undergo stress as they will have to meet the demanding client deliverables and often, they fail to fulfil balance between work and family. Respondents have reported that insufficiency of time is the biggest challenge that employees at the BPO sector especially the women workforce will have to encounter. Along with this health problems like fatigue, spondylosis, imbalance in biological system, frequent cold and headache are the likely problems faced by the women BPO employees.

Despite these glitches the women workforce has managed to elevate themselves to the BPO work culture. As a result of which many women are now able to engage in social activities regularly like meeting with colleagues or family or friends for a weekend lunch / dinner, or sometimes they drive themselves out of the cities to the countryside or some resorts or homestay where each one of them involve in some kind of recreational activity, socialize and form smaller groups with similar or same hobbies. Women nowadays are moving out of the house to celebrate festivals and special occasions. To keep themselves up during the weekday there are many recreational clubs like – badminton, swimming, dance classes, Zumba classes, cycling club, Marathons, Walkathon to spread awareness about drugs, cancer awareness programs etc.

The results of the present study meet the objective of the researcher as the result shows that quality of work life does differ of women BPO employees who are a part of any sports club or an activity group and those who are not.

The present study is contrary to the previous study by Naveen (2005) who attempts to identify the physical and psychological health problems faced by the BPO employees and results say that employees had problems in interactions with family members and social life.

6. Limitations

- The findings of the study are based on the responses supplied by the respondents, which might be limited by its own nature. Possibility of hiding certain facts cannot be ruled out, although efforts have been made to keep the data authentic.
- The study is restricted to the Urban Bangalore population only
- The study is limited in terms of generalizing it to the entire rural BPO employees as the sample size is too small. Thus, there is a need to undertake similar research work on a larger sample.
- A comparative study between the urban and rural BPO employees will yield adequate knowledge for intervention.

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