PERCEIVED WORK ENVIORNMENT OF WOMEN EMPLOYEES IN INFORMATION TECHNOLOGY INDUSTRY WITH REFERENCE TO CHENNAI CITY

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Abstract
Over the past two decades the structure of job opportunities in the field of information technology changed dramatically, and created a job demand rivalled all others in the history of the Indian labour force. Despite current slowdowns in the IT industry the labour statistics still projects that computer systems design and related services occupations will remain the fastest growing jobs over the next few years and hence demand for computer and information systems managers will increase. On average the highest paid managers are employed in computer science and engineering fields. The employees working in Information Technology in India comprises of men and women. The Indian women of today is present in all areas of work life – like technology, services, education, engineering, armed forces, police, and also politics – equally with men, and are increasingly exploring creative and challenging careers. India has the largest population of employed women and the largest number of certified women professionals in information technology, finance, and healthcare services just after the USA. This paper aims to study the perception of women employees working in Information Technology situated in Chennai City. Their responses were compiled and the data was applied with the appropriate statistical analysis and the results were presented.

Key words: Career Development, Retention, Cultural Influences, Turn over Intentions.

Introduction
The 21st century is witnessing the emergence of a robust globalized information technology (IT) sector. There are two significant factors contributing to this global phenomenon. First, countries around the world are recognizing the economic benefits that accrue from the development of an IT workforce capable of engaging in and information services. Second, sophisticated networking technologies that have made both asynchronous and real-time communications between different regions and countries feasible, have enabled both new ways of working and increased collaboration. Consequently, the variety of countries that have become equipped with a maturing IT sector and a pool of talented IT workers have significantly increased the diversity of the IT workforce. Over the past two decades the structure of job opportunities in the field of information technology changed dramatically, and created a job demand rivalled all others in the history of the Indian labour force. Despite current slowdowns in the IT industry the labour statistics still projects that computer systems design and related services occupations will remain the fastest growing jobs over the next few years and hence demand for computer and information systems managers will increase. On average the highest paid managers are employed in computer science and engineering fields.

The composition of workforce has changed dramatically in recent decades. The Bureau of IT industry statistics projects that the number of women in workforce will continue to rise and that by the year 2013, women will constitute 39% of the work force, as compared to 30% in 2000. Given this trend, more

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employees are engaged in a dual – earner lifestyle where both partners work and share responsibility for family care-giving. The increased inflation and cost of living has made it compulsory for women also to contribute to their family income. Women are welcomed in all fields of work. Rather they contribute more than men for their accomplishment.

Working Women in India
In India, post globalization, there are distinct changes in the attitudes of women and the society's outlook towards them. Over the past few decades there has been a gradual acceptance of women in work roles. Across the globe, women are stepping out of the security of their homes to face challenges of newer kinds.   The Indian woman of today is present in all areas of work life – like technology, services, education, engineering, armed forces, police, and also politics – equally with men, and is increasingly exploring creative and challenging careers. India has the largest population of employed women and the largest number of certified women professionals in information technology, finance, and healthcare services just after the USA.
However, as she moves from being a "carer" to a "provider", a woman, burdened with centuries of conditioning, still finds it difficult to attain the much desirable change in her self-perception. Women still are 40 percent more distressed than men under similar work pressure, when their family life is interrupted by office work. Working women the world over are grappling with the Herculean task of balancing their familial and organizational roles – often hampering their productivity and wellbeing. Though equalitarian family-roles are gaining popularity worldwide, there are few changes in societal attitudes and expectations about male and female roles. Work is still considered to the prime responsibility of the man, while the woman is expected to take up the vital responsibility of family and children. Thus, the working woman has a stressful dual responsibility – that rarely comes with the desired spousal support in sharing domestic obligations and responsibilities.

Literatures from Previous Studies
Many efforts have been made to recruit and retain more women into IT. These efforts have been driven mainly by the need for a more highly skilled technical workforce and an awareness of corporations that diversity assists competitiveness. According to Eder (2010), Building a vibrant technology-based region requires more than just investing in R&D, supporting entrepreneurship, and generating venture capital. It requires creating lifestyle options that attract talented people, and supporting diversity and low entry barriers to human capital ... Diversity of human capital is a key component of the ability to attract and retain a high technology industry. Talent powers economic growth, and diversity and openness attract talent.
Eisenberger et al (2011), examine both the positive and negative roles that workplace culture plays in the career development of women in information technology (IT). The literature has described the IT workplace culture as having certain characteristics that are unique to the industry and unique to White male culture. The IT culture has been described as largely White, male dominated, anti-social, individualistic, and competitive. If organizations want to attract and retain talented women into their IT workforce, they must have an understanding of both the positive and negative workplace culture characteristics that affect women's career development in IT.

Huselid (2009) in his study says gender differences in IT careers appear to be affecting the competitiveness of companies globally. It is posited that given the current labor shortage in the IT

industry, it has become more important than ever to reduce sources of leakage in the IT career paths of women. A model of barriers faced by women in the field of information technology is presented. Three distinct career stages of career choices, persistence and advancement are analyzed. At each stage, the effects of social and structural factors which may act as barriers are identified and discussed. Social factors include social expectations, work–family conflict and informal networks, while the structural factors are occupational culture, lack of role models and mentors, demographic composition and institutional structures. A proposed research agenda is offered. It is suggested that these social and structural factors as well as their interactions will result in turnover of women in IT.

Mowday et al (2008) in their study presents an analysis of cultural factors influencing the career choices of women in the IT workforce. They employ the individual differences theory of gender and IT as a theoretical lens to analyze a qualitative data set of interviews with 200 women in four different countries. The themes that emerged from this analysis speak to the influence of cultural attitudes about maternity, childcare, parental care and working outside the home on a woman's choice of an IT career.

Methodology
The research design used in the study was descriptive in nature as it evaluates the existing perceptions of women employees in Information technology sector in Chennai city, Tamil Nadu. The sample size of the study was 675 working women in IT Industry. The women employees working in major companies TCS, ACCENTURE, HCL and INFOYSIS are approached to makes response for the study. The primary data are those which collected as a fresh and for the first time and this happen to be original in character. Questionnaire is developed for collecting primary data from the respondents. The questionnaire consists of several statements using 5 point Likerts scale and few demographic factors questions are also been collected. A pilot study was conducted to validate the questionnaire and Cronbach's alpha statistical tool used to measure the internal consistency or reliability of the questionnaire. It is found that the Cronbach alpha value is .841. This implies that the research instrument is valid at 84 % level. The study was also supplemented by references from different magazines, literatures, books and publications related to monetary benefits. The data gathered through the survey are to be analyzed with appropriate tools and techniques and are represented with tables and graphs as and when necessary.

Results and Discussion
Both descriptive and inferential statics are applied for analysis purpose in this study. In descriptive analysis percentage analysis was used and for inferential statics correlation analysis was used. Those statistics are used to derive the meaningful interpretations for the study. The following are the some of the results of descriptive analysis:

Age of the Respondents: The age classification of the respondents were 57% of the respondents belonged to the age group 26 - 30 years of age, 28% of the respondents belonged to the age group 31 - 35 years of age, 6% of the respondents belonged to the age group 36 - 40 years of age, 5 % of the respondents belonged to the age group above 41 years of age and 4% of the respondents belonged to the age group below 25.   Thus, majority of the respondents (58%) belonged to the age group 26 - 30 years.

Educational Qualification of the Respondents: The analysis on educational qualification of the respondents reveals 55% of the respondents are Under Graduates, 24% of the respondents are Post Graduates, 16% of the respondents belong to other streams and 5% of the respondents are Diploma holders. Thus, majority of the respondents (55%) are Under Graduates.

Monthly Income of the Respondents: The income distribution of the respondents were 58% of the respondents belonged to the income group 6001 – 10,000, 14% of the respondents belonged to the income group 10,001 – 15,000, 12% of the respondents belonged to the income group below 6,000, 9% of the respondents belonged to the income group 15,001 – 20,000 and the remaining 7% of the respondents belonged to the income group above 20,000. Thus, the majority of the respondents (58%) belonged to the income group 6001 – 10,000.

Work Exhaustion: Feel Emotionally Drained From Work: From the analysis it is inferred that 40% of the respondents never felt being emotionally drained from work, 22% of the respondents rarely felt emotionally drained from work, 16% of the respondents daily felt emotionally drained from work, 12% of the respondents frequently felt emotionally drained from work and 10% of the respondents responded neutral. Thus, majority of the respondents (40%) never feel emotionally drained from work.

Feel Used Up at the End of the Day : From the analysis it is inferred that 29% of the respondents never felt used up at the end of their work day, 21% of the respondents rarely feel used up at the end of their work day, 19% of the respondents daily feel used up at the end of their work day, 18% of the respondents frequently feel used up at the end of their work day and 13% of the respondents responded neutral. Thus, majority of the respondents (29%) never feel used up at the end of their work day.

Feel Fatigued to face another day of work: The analysis reveals that 36% of the respondents never felt fatigued to face another day of work and 9% frequently felt fatigued to face another day of work, 24% of the respondents rarely felt fatigued to face another day of work, 17% of the respondents responded neutral, 14% of the respondents daily felt fatigued to face another day. Thus, majority of the respondents (36%) never felt fatigued to face another day of work.

Burned Feel Work Out From: From the analysis it is inferred that 40% of the respondents never felt burned out from their work, 28% of the respondents rarely felt burned out from their work, 13% of the respondents frequently felt burned out from their work, 12% of the respondents daily felt burned out from their work and 7% of the respondents responded neutral. Thus, majority of the respondents (40%) never felt burned out from their work.

Facilities provided in work place: From the data collected it has been found that 64% of the employees were highly satisfied with the facilities provided to them in their work place. They very much happy with the ventilation, water, rest room and chat rooms for refreshments. 23% of the respondents felt satisfied and only 13% felt not sufficient.

For inferential statistical analysis purpose correlation tool was used. The correlation is one of the most common and most useful statistics. A correlation is a single number that describes the degree of relationship between two or more variables. The correlation table shows the inter correlation coefficient

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between the dimensions perceived organization support, Job satisfaction, Organizational commitment and turnover intention.

Table: Correlation between the dimensions perceived organization support, job satisfaction, organizational commitment and turnover intention

		Perceived Organizational Support	Job Satisfaction	Organizational Commitment	Turnover Intention
Perceived Organizational Support	Pearson Correlation	1	.340**	.287**	-.301**
	Sig. (2-tailed)		.000	.000	.008
	N	675	675	675	675
Job Satisfaction	Pearson Correlation	.340**	1	.524**	-.392**
	Sig. (2-tailed)	.000		.000	.004
	N	675	675	675	675
Organizational Commitment	Pearson Correlation	.287**	.524**	1	-.365*
	Sig. (2-tailed)	.000	.000		.014
	N	675	675	675	675
Turnover Intention	Pearson Correlation	-.301**	-.392**	-.365*	1
	Sig. (2-tailed)	.008	.004	.014	
	N	675	675	675	675

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

*. Correlation is significant at the 0.05 level (2-tailed).

Perceived Organization Support
The correlation between perceived organization support and job satisfaction was .340 which was mildly correlated and significant, correlation between perceived organization support and organizational commitment was .287 which was mildly correlated and significant, correlation between perceived organization support and turnover intention was -.301 which was mildly correlated and negatively significant.

Job Satisfaction
The correlation between job satisfaction and perceived organization support was .340 which was mildly correlated and significant, correlation between job satisfaction and organizational commitment was .524 which was mildly correlated and significant, correlation between job satisfaction and turnover intention was -.392 which was mildly correlated and negatively significant.

Organizational Commitment
The correlation between organizational commitment and perceived organization support was .287 which was mildly correlated and significant, correlation between organizational commitment and job satisfaction was .524 which was mildly correlated and significant, correlation between organizational commitment and turnover intention was -.365 which was mildly correlated and negatively significant.

Turnover Intention
The correlation between turnover intention and perceived organization support was -.301 which was mildly correlated and negatively significant, correlation between turnover intention and job satisfaction was -.392 which was mildly correlated and negatively significant, correlation between turnover intention and organizational commitment was -.365 which was mildly correlated and negatively significant.

Suggestions and Conclusion
The results of the study clearly notes that the most of the women employees working in Information technology industry never fears about job or fed up by the work. It shows their involvement in their task. They never felt to face a new day or never thinks out about the day past. These are the comments derived from the analysis and it shows the care taken by the employers towards the working environment provided to their employees. A good work environment is the major asset to the any of the organization to retain their employees in long run. In IT industries the most of the employees are from the age group of 26 to 30 and the most of them are in the monthly income earning group of Rs. 60001 to 10,000. So it should be the pointed noted to the employees. The retention cost of employees is lesser than the recruitment of employees. So the employers should take care on the pay of the employees periodically to maintain the momentum as get going. The most of the employees are with educational qualification of Under Graduation. Hence the employer can motivate for higher studies in part study to ensure their bright career.

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