A STUDY ON THE WORK-LIFE BALANCE OF FEMALE SOFTWARE DEVELOPERS IN INDIA

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Abstract: *The impact that digital technology has had on the globe is unprecedented. The global landscape is undergoing unfathomable transformations at an alarming rate. The information technology sector in India has seen rapid growth in recent years in India. Due to the fact that it values information more than anything else, this sector does not engage in any kind of discrimination. In this age of globalization, it opens up incredible opportunities for individuals of different educational backgrounds. Women are now underrepresented in the workforce, which broadens the field of opportunity for future generations but also results in an underrepresentation of women in the workforce. The current study investigates a number of issues, some of which include measuring the level of satisfaction as perceived by the women respondents' employees regarding the various work-life balance determinants, identifying the key variables that affect work-life balance among different categories of women employees in the information technology industry, and measuring the overall work-life balance of women employees regardless of cadres.*

Keyword: Information Technology, Performance, Women Careers Opportunity, Women Employees.

I.   INTRODUCTION

A healthy work life balance is achieved when your professional, social, and personal obligations all take up a percentage of your time that is both manageable and satisfying to you as an individual. Tony Nudd. The characteristics of workers have seen profound changes over the course of the last several decades. The traditional function of the male 'breadwinner' in a family has been replaced in today's society by that of a dual-earner marriage or a single parent family. The proliferation of information and communication technologies has brought about a transformation that is taking place all over the globe. Not only does the revolution of information technology lead to a rise in job possibilities and GDP for a nation, but it also leads to a change in culture and a revolution in social norms. In the previous decade, the majority of employed Indian women could be found in socially acceptable professions such as teaching, nursing, banking, and other related fields; however, this trend is shifting, and Indian women are now actively participating in the revolution brought on by information technology. It is now an established fact that the vast majority of workers, particularly those engaged in knowledge labour, are putting in more effort and working for longer hours than in the past. Because of this, striking a healthy balance between their personal and professional lives is challenging for them. This new career in information technology comes with a decent income, night shifts, and cultural and societal change, all of which have contributed to an imbalance in the work lives of women who are employed in the information technology industry. This research was based on the findings of an empirical inquiry that was carried out among the female workers of top information technology companies.

The fast speed of urbanization and industrialization in India is having a significant impact on the dynamics of Indian families, which are experiencing profound shifts as a result. There has been an increase in the number of Indian women working in professions that pay them money. There has been a significant increase in the number of educational options available to Indian women in recent years, particularly within the context of metropolitan settings. This trend can be seen most clearly in urban areas. This has exposed me to new perspectives, heightened my consciousness, and inspired

me to want to develop personally. This factor, in conjunction with the pressures brought on by the state of the economy, has been a significant contributor to the choice that women have made to join the workforce. The daily grind In today's society, when men and women equally bear the burden of earning for the development of their family life, the topic of gender parity in the workplace has emerged as an important topic in recent years. Specifically, this topic focuses on the balance of female workers. As a result, understanding how women strike a balance between their extremely professional and personal lives is of the utmost importance. In the beginning phases, women were required to put up a great deal of effort in order to define their identity in this cutthroat environment. This was true not just in their personal lives but also in their working lives. Greenhaus and Beutell (1985), the authors of a frequently read and referenced essay on the topic of work-family conflict, identify three primary elements that lead to work-life conflict. Behaviours, the passage of time, and stress are the three elements that make up conflict. Behaviour-based conflict is the idea that the patterns or behaviours anticipated in one function could be in conflict with the traits wanted in another one. This concept is referred to as a conflict between roles. People who spend more time at work have less time to engage in their personal relationships, which is what is meant by the term time-based conflict. Tension-based conflict means that one portion is influenced by the stress brought forth in another sector.

The major purpose of this research is to investigate the ways in which working women, particularly those who are employed in the information technology (IT) industry, manage to maintain a healthy balance between their personal and professional lives. The aim is explored taking into consideration their demographic elements in connection to a set of variables that are regarded to be challenging and improving the work life balance (WLB) in both the professional and personal aspects. The goals may be broken down into the following categories:

- The purpose of this study is to identify and analyse the professional and personal variables that are preventing working women in IT companies from maintaining a healthy work-life balance.
- To identify and analyse the professional and personal enhancers related to work life balance among working women in IT companies; the focus of this research is on the IT industry.

II.   LITERATURE SURVE

According to Hochschild (1997), In order to boost workers' levels of commitment to the organization they work for, the governing body of an organization need to make the promotion of work-life balance rules a necessary interest of the organization. Hyman and his colleagues discovered that the job-related components that intruded the non-work lives of employees were organizational constraints and a lack of work centrality (2003). It was determined that these were the contributing causes that led to the invasion. These incursions often take on a number of forms, depending on the kind of work that is being done, the degree of independence that is required, and the amount of support that is given by the company (Hyman et al. 2003; Atkinson and Meager 1986). According to Fisher and Layte (2003), three distinct sets of metrics have been discovered for the concept of work-life balance. These metrics include the proportion of time that is spent doing things other than work, the quantity of time spent with other people, and the overlap between work and other elements of life. According to Burke (2002), both men and women would prefer to work for a company that places a priority on striking a good balance between their professional and personal lives. It seemed that men would benefit more than women would from this. Higher levels of contentment were reported by men when they were able to achieve more success in their employment, even if doing so required them to ignore their families. On the other hand, women emphasized the significance of creating a balance between the several aspects of their lives that contributed to their sense of fulfilment. These aspects included both their jobs and their families. Unhappiness, disappointment,

and frustration are the emotions that a woman is likely to feel when her career prevents her from attending to the needs of her family. When the borders between their personal and professional life begin to blur, it may make a lot of working women feel uneasy.

Marcinkus et al., 2007 It was shown that there is a beneficial connection between work-based assistance for women and high levels of job satisfaction, organizational commitment, and professional advancement. According to the findings of research conducted by Baral (2010) on 485 individuals working in a variety of firms in India, working men and women in India report more work home enrichment than work family conflict. In addition to this, it was discovered that there were no disparities, based on gender, in the employees' perceptions of how work may benefit family life. According to Frone et al. (1992a), who conducted their study using a random sample of 631 people, which included 278 male and 353 female respondents, they discovered that conflict between work and family was more common than conflict between family and work. According to the findings of their research, the boundaries between work and family may be more porous than the limits between job and family requirements.

Working from home may result in individuals working longer than their office hours, which may involve working on weekends and nights. Valcour and Hunter (2005) found that persons who worked from home had better flexibility and independence as a consequence of working from home. The atmosphere of one's house has a considerable bearing on the overall quality of one's life. Working from home may be difficult, especially if small children need to be monitored at all times.

Kandel et al. (1985) carried out study on married women in order to examine the connection between their marital, professional, and domestic duties. They arrived to the conclusion that married women face much less strain and stress as a consequence of the responsibilities associated with their families in contrast to the pressures and stresses associated with their careers and household roles. In their research of 83 working parents who also had pre-school children, Chassin et al. (1985) found three unique types of conflicts that working parents experience. These conflicts include: balancing the demands of work with the needs of children. The stresses of various tasks, differences in role expectations between oneself and one's partner, and a lack of congruence between anticipated and real duties were the root causes of these inequalities. Both De Bruin and Dupuis (2004) and Greenblatt (2002) emphasized how important it is for individuals to balance the duties they have in their personal lives with those they have in their professional life. If this is done, the levels of conflict that arise from having several roles may be reduced, and the stress and dissatisfaction at work that are associated with having many roles can be avoided entirely. Zimmerman (2003) conducted research on the strategies that working couples use in an attempt to strike a good balance between their personal and professional life. They analysed the experiences of 47 working parents from middle-class households who were able to effectively balance the demands of their jobs with those of their families. They came to the conclusion that there are six overarching themes that are associated with collaborative work, and those themes are as follows: shared housework, mutual and active involvement in child care, joint decision-making, equal access to and influence over finances, value placed on both partners' work-life goals, and shared emotion work. According to the results that Chow and Ig (2007) uncovered, there is a need for a higher emphasis to be placed on the development and implementation of social policy from the perspective of gender. Long-term success of businesses may be improved by initiatives that raise awareness of the need of achieving gender equality and provide chances for women to assume positions of leadership within those businesses. They suggested that businesses should devise long-term plans in order to provide women chances for personal growth, inclusion, and equality in the workplace. These plans should be developed in order for organizations to comply with their proposal.

The research that was carried out by Karrir and Khurana (1996) found significant correlations of Quality of work life of managers from Public, Private, and Cooperative industry, with the background of variables (education qualification, native/migrant status, income level), and with all of the motivational variables like job satisfaction and job involvement. These findings were published in 1996. The amount of contentment experienced by employees is directly proportional to a company's level of success in a highly competitive market. Employees who are happy in their jobs are more likely to exhibit good attitudes and behaviours (Organ, 1997). The nature of much employment is shifting as a result of recent developments in labour practices and quick shifts in technical breakthroughs (Cooper, 1999).

Vittal (2003), it was noted that in order to empower women in the information technology sector, it is vital to analyse the social influence that the information technology industry has on the community of women. The author has alluded to the advent of "metro-sexual males," who are men who share the burden of the home and who might assist women in becoming active agents in the IT sector. It has also been shown that the likelihood of a woman dropping out of school increases once she has tied the knot or given birth. This throws a significant load on women and limits the options that are available to women in terms of improved work possibilities.

Malliga Dasgupta (2010) examines the correlation between women's emotional intelligence and their socio-psychological characteristics in the IT field. This study aimed to examine the impact of female IT employees' psychosocial aspects on their job satisfaction, work-life balance, and overall quality of life. Thirty women working in IT in Kolkata constituted the sample. The results showed an inverse relationship with both the Work and Family Role Conflict domains, suggesting that Emotional Intelligence considerably mitigates the experience of Role conflict and, by extension, the stress it causes. Results showed a positive correlation with both happiness and Quality of Work Life, suggesting that it likely has a large impact on both. The results also showed a negative correlation with the two areas of Work family Role Conflict. This literature review makes it quite clear that a great deal of investigation has been done, and that it has been done in both an Indian and Western context. However, there has been no research conducted on the issue of work life balance among women in the IT business. That's why we conducted this study; we wanted to find a way to close the gap.

III.   RESEARCH METHODOLOGY

The descriptive style of research design was chosen for the study because it was thought to provide the most accurate results and provide the most in-depth analysis of the research study. The technique of secondary surveying is used by the investigator in order to get the necessary data. The secondary data utilized in this study came from a variety of sources, including news articles, books, and the internet; these sources provided the data that was then enumerated and documented.

Work life balance
There is a lot of ambiguity around the concept of "work life balance," despite the fact that people often use the phrase. For a working woman, finding a balance that is satisfying in both her personal and professional life is a challenge that may look quite different depending on the individual and the company in which she is employed. As women strive to successfully juggle their personal and professional life, engaging in this activity is often seen as a highly delicate endeavour on their part. When it came to the management of this work-life balance, women paid attention to the overall betterment of the nation. As a direct result of this, the topic of maintaining a healthy balance between work and personal life is one that is being actively debated in boardrooms and government halls in the current climate of 2013 and 2014.

The process of creating a holistic view on one's life in order to make it useful for oneself as well as the people they hold dear in order to achieve a "work life balance" is referred to as the phrase "work life balance." Because of this, there must be clear delineations of territory, which is a task that is getting ever more difficult to carry out. The ability of employees to maintain a good balance between their personal lives and their professional lives has important ramifications not just for the lives of workers, but also for the attitudes they maintain toward their employers and the responsibilities they feel toward them. It will be much simpler to achieve a good balance between your professional and personal lives when things run swimmingly at both your place of employment and your residence.

The Work Foundation has provided the following definition, which we have found to be helpful: "Work-life balance is about people having some kind of choice over when, where, and how they work." [Citation needed] It is claimed to have been accomplished when a person's right to a satisfying living both inside and outside of paid labour is recognized by individual enterprises as well as society as a whole.

Components of work life balance
1. Time balance refers to equal time being to both work and family roles
2. Involvement balance refers to equal levels of psychological involvement in both work and family roles.
3. Finally, satisfaction balance refers both work and family role has to be managed in a proper excellence.

Therefore, taking into account these aspects is necessary in order to strike a healthy balance between work and personal life. It plays an essential part in ensuring that a decent effort is made toward the women who are employed. In today's fast-paced work environments, the majority of women are pressured to complete more work in a shorter amount of time while using less resources. It seems that there is more pressure than there has ever been to achieve success, whatever that term may entail. Women are expected to be exemplary parents and to have a fulfilling personal life, in which they must rear perfect children, enjoy hobbies, volunteer in the social cause, and take excellent care of their bodies, spirits, and minds. This is in addition to the fact that they are expected to perform the work of two or more people at the same time.

Work life balance in IT industry – present scenario
Long working hours and a high volume of work are characteristics of the information technology industry, which is a sector that is considered to be a sun rising industry. The majority of information technology companies operate on a five-day week, yet the amount of work being done is increasing. Because businesses that had to lay off workers in the wake of the recession of 2001–2002 did not always recruit additional people once business picked up, employees found themselves being asked to put in extra hours on weekends, and 14-hour workdays came to be considered standard practice in several fields. Especially in the field of information technology, where there are few fresh prospects, many people have the impression that they are not sufficiently skilled or that their potential is not being properly used. According to the findings of other research, leaders in the information technology industry sometimes struggle with profound feelings of inadequacy because of variables such as working at night and not truly putting their soft skills to use. Their health and family life are both negatively impacted by the imbalance between their professional and personal lives 6.

Reason of work life imbalance in IT industry

The globe has taken notice of India's increasingly competitive position in the software sector and the services it provides today. Because of the high caliber of its qualified software people, India is

rapidly becoming a leading destination for software business (NASSCOM, 2010). As a result of its rise to the top of the software industry and widespread interest as a potential supplier of software, India has attracted a lot of attention. More than three quarters of the Fortune 500 organizations and fifty percent of the Global 2000 companies have their software developed by companies based in India (NASSCOM, 2009). Within their households as well as in the broader community, the roles that women play have been subject to significant shifts over the last decade. Although women may be found working in any area, their presence is particularly prevalent in the information technology sector. This rapidly expanding corporate sector is only interested in acquiring information, in contrast to other industries. As a direct result of this, they do not discriminate based on gender. As a direct consequence of this, there is a very high percentage of women working in this industry. The results of a survey conducted by NASSCOM show that women make up 38% of the workforce.

In contrast to the manufacturing industry, the information technology industry encompasses all activities dependent on the application of knowledge. Because of the attractive remuneration, many people, including men and women, are interested in working in the rearing industry. However, substantial contribution to the work environment, psychological attachment of the mind, and strong physical health are all required for this position. Because of the intense rivalry, there is also a lot of pressure to do the assignment as quickly as possible. Also, they are required to work for both Indian and international organizations, customers, or projects, each of which requires a distinct work atmosphere, different times, etc. This contributes to the work-life imbalance that is prevalent in this industry. Within the scope of this investigation, an effort is made to investigate the work-life imbalance experienced by female workers in all of the different types of workplaces.

Long working hours

In the current day and age, workplaces are shifting their emphasis from being time-bound to being target-bound, which means that employees are required to continue working until they have achieved the goals they set for themselves for the day. A number of years ago, it was in set order that their working hours are from 9 am to 6 pm, and women workers wouldn't be permitted to work beyond 6. However, as the IT sector has grown, it has begun to deliver the sweet pill that states the day's objective is this. They are free to wander about while they are working on completing their daily objectives, however the job objectives will play a part in extending the day.

Travelling time
In spite of the fact that women have a strong mental attitude, everyone will find it challenging if the amount of time it takes to drive to office 10 grows. They are going to arrive at their destination exhausted, in addition to the fact that they were unable to spend more time with their family due to the extended trip time. When these factors are considered, the following information technology services provide very excellent transit facilities.

Figure shows average one day commute time in India
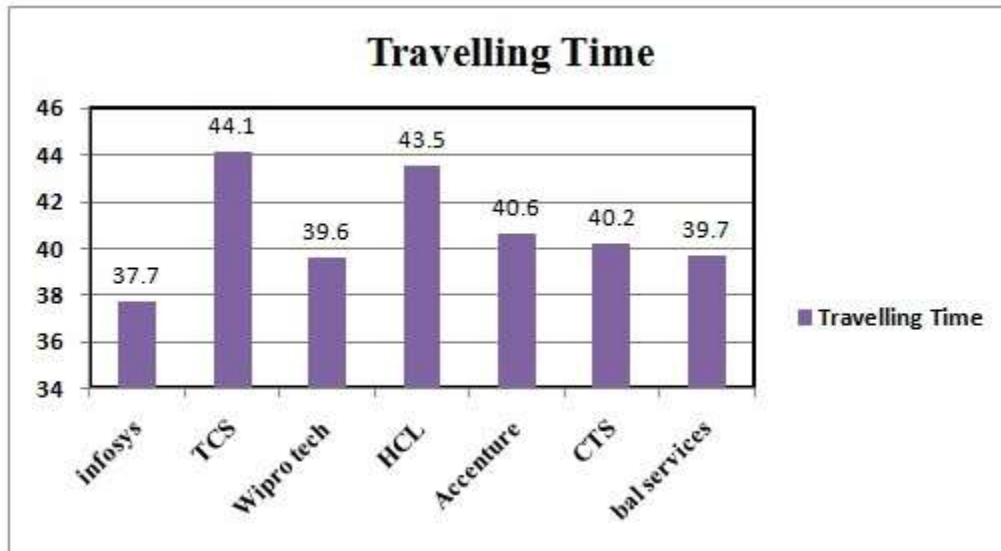
Source: Made by the author with statistical report from payscale.com 2013

Deterioration of boundaries between work and home
Women traditionally would bring their work with them when they went home since they had so much to do. It makes it such that there is either less of a separation between work and home or none at all. This gives the appearance that they are constantly spending more time on their profession and less time on their personal life, which contributes to a negative image.

Increased work pressure
Women are under additional strain as a result of increased job responsibilities and workloads, which limits their ability to act with passion. These aspects of a work-life imbalance for women also included things like traffic and environmental concerns like pollution and noise, and in the end, it had an effect on the health of women in the form of stress, psychological effects, and behavioural changes, among other things.

IV.   CONCLUSION

Work and family are both very important, and striking a healthy balance between the two is a challenge that women working in the information technology business face. Those individuals who have been successful in striking a balance between their professional and personal lives often provide the following piece of advice: Every working woman should not be frightened of hard work, should have a plan, priorities, and a solid schedule, and should have these things in place as effectively as possible. When a woman's professional and personal lives are in harmony, everyone, including the individual, the company, and society as a whole, benefits. Women may benefit in a number of ways by adopting strategies that promote a healthy work-life balance, including having lower stress levels and more overall job satisfaction. The work life strategy is an attempt to strike a healthy balance between one's professional and personal obligations in today's increasingly frantic society.

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