

A STUDY ON WORK LIFE BALANCE OF IT SECTOR IN COVID – 19 WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT:

The IT employees can be a Peoples working for the companies in the working basics of 24/7. It simplifies the peoples work could be as on the structural balance for the official /with it could be useful for the personal life for the growth of their life strategy. Nowadays, The Employees can be facing the work pressure from their companies to fulfill the target of the assumed by the higher / Senior staff of the department (or) the companies' employees. The employees have to make a easy format of no work forcing in the (Official : Personal). The work will be acceptances of all the sides from the company to employees in all the sector but initial of Information Technology sector can be mainly practical usage for the all working peoples in the Coimbatore district.

Keywords: *Work – Life Balance, It Company, Primary Data, Chi – Square Test.*

INTRODUCTION:

A work life balance could be a main impact to the employees in every field / sector. The IT Sector Employees will be a most preferable for this type of work to manage the work life with the personal life is the everyday life. The time of COVID-19 the IT sector employees done their work in the 24/7 of not to have the segment of personal work. The COVID-19 period can be a main difficult for the peoples to do the work and saves them for the COVID disease and their personal life. The IT sector can be mainly focusing the work to the employees in the struggle period. The particular period of work is more incentive struggles to the employees & staffs of IT Sector.

The people's satisfaction of work is the main impact/ implementation of the willingness to be considered on the research study and with that the COVID-19 period will be

a main struggle of work could be done more than 20% in normal work basics. COVID – 19 can most stopped all the sectors work not exceeding / not includes the IT (Information Technology) Sector Employees with the category basics of all the employees.

WORK LIFE BALANCE:

It can be representing of the employees have to manage the work basic life with the personal life together. At the COVID-19 most of the IT companies can give the interruption of development software to the peoples. Many of the peoples in the IT field of Men / Women can be focused on the work basics only.

The people want would be focusing on the two basics in equivalence of the same time limitations of work.

OBJECTIVES OF THE STUDY:

- To Know about the HR employee suggestions and ideas for work life balance in every time and in the time of COVID – 19.
- To Examine the future of IT staffs using the advancement of the development technical basics to easily doing the works.
- To Know the technological development to help for the employees by the company for the work.
- To Know the employees managing strategy for work life balance more over than the working schedules of timing schedules in the COVID – 19. .

SCOPE OF THE STUDY:

The It Sector can be a main works splits with the other sector for an example of continuous the work in the basics of 24/7. In the past, Present , Future the technology development can be main impact of using the other streams of working for the professional work categories. The categories can be one with more of implementation to the work life balance.

STATEMENT OF THE PROBLEM:

The work basics can be acceptance and give more satisfaction to the employees the work life balance also intimates the work life cannot be full of time to the employees/ staffs. The IT sector can be giving more works to the employees. And at the same time the IT sector gives more works and work pressure to the employees. More and more of the peoples have struggled and many of the people quit the job. The It companies can be work allocated to the employees in the work basics is like One person can having two or three persons of work for the time of 24/7to every employee. Staffs like new experienced employees / new joining peoples as a label of Fresher for the Job. The job will be easy way of acceptance from the employees in the beginning stage of the freshers and the final stage of Experienced Staffs.

REVIEW OF LITERATURE:

Brown, A., & Wilson, M., (2020) The Influence of Organizational Culture on the Lifestyle Choices of IT Workers Examining the nuanced relationship between organizational culture and lifestyle, this review uncovers how workplace values, norms, and practices shape the daily choices of IT employees. It emphasizes the importance of aligning organizational values with employee lifestyles for sustained job satisfaction.

Gupta, R., Et Al., (2021) Digital Detox: A Review of Strategies for IT Professionals Acknowledging the digital era's challenges, this review explores the need for digital detox strategies tailored to IT professionals. It discusses the impact of constant digital connectivity on lifestyles and provides insights into effective approaches for maintaining a healthy work-life balance. Research revealed that balancing several roles negatively affected working mothers' emotions and satisfaction with a task. Additionally, it was demonstrated that mothers' moods fluctuated throughout the day in an effort to carry out their responsibilities and that they reported feeling less satisfied and doing their tasks less well. Another component that was taken into consideration was spillover effects, which discuss the single mood that persisted into the following day.

Kapoor, R., & Gupta, S., (2021) Impact of Remote Work on the Lifestyle of IT Professionals: A Comprehensive Review In response to the surge in remote work, this review comprehensively analyzes its impact on the lifestyle choices of IT professionals. It addresses the challenges and benefits, exploring how this shift affects work-life balance, job satisfaction, and overall well-being. Research revealed that balancing several roles negatively affected working mothers' emotions and satisfaction with a task. Additionally, it was demonstrated that mothers' moods fluctuated throughout the day in an effort to carry out their responsibilities and that they reported feeling less satisfied and

doing their tasks less well. Another component that was taken into consideration was spillover effects, which discuss the single mood that persisted into the following day.

Mohanty A., Kesari L. (2016) in the paper titled "Work-Life Balance Challenges for Indian Employees: Socio-Cultural Implications and Strategies" - conducted interviews with some of the Indian HR managers working in manufacturing, IT and Telecom sectors in India. They have said that the MNC's have come up with initiatives to offer provisions such as flexi-time, paid paternity leave, childcare facilities, and tools such as video conferencing to reduce commuting to office. At the same time no formal initiatives have been taken to improve WLB. The slow and differential HR policy response in India as compared to western countries can be attributed to the political ideologies, slow pace of change in socio-demographic structure & attitude of employers.

Kakkar, Jyoti, Bhandari, Anuradha (2016) in the paper titled "A Study on Work- Life Balance in the Indian Service Sector from a Gender perspective" highlighted numerous studies on work- life balance issues faced by women at workplace, yet studies on this topic that focus on men are limited in number. Studies on gender differences are available in huge numbers, however, there are few studies that talk of work- life balance with reference to men, for either they have been ignored or have been taken for granted for being the stronger sex, be it at home or at the work from this stereotype that men face worldwide may be a reason for their not being able to capture the limelight that women have been able to when it comes to work- life balance issues.

RESEARCH METHODOLOGY:

- **DATA COLLECTION:**

The data collection can be a basics of questionnaire method.

- **SAMPLE SIZE:**

The number of respondents for the study is 120.

- **STATISTICAL TOOLS:**

- Simple Percentage Method
- Chi – square test.

Particulars	Number of Respondents	Percentage of Respondents
Gender:		
Male	65	54%
Female	55	46%
Total	120	100%
Age of Respondents:		
25 – 30 Years	30	25%
30 – 35 Years	40	33%
35 – 40 Years	30	25%
40 – 45 Years	20	17%
Total	120	100%
Work Basics:		
Fresher	60	50%
Experienced	60	50%
Total	120	100%

Sources: (Primary Data)

FINDINGS AND SUGGESTIONS:

FINDINGS:

- 60% of the people has been accepting the work life of IT sector.
- 20% of the people has doing the work for the completion basics.
- 20% of the people are not willingness to do the professional job.

SUGGESTIONS:

- To give most of the work with the time of extension to done the target work completed.
- To split the work from two to three persons or more to manage the work of official with the personal.

- The IT sector would be updated technological sector with off update the works with solutions on precaution and upload on that particular time and incident of work allocated.

CONCLUSION:

The IT sector would be a main difficult to have / handle the work at the before of COVID-19. At the time of COVID-19 the IT sector has been doing the regular work with 20% increase to every employees and focused on the IT sector only not on the other things. The future generated AI can be works instead of creating to executing the people's works. The AI can be generated of future information technology sector.

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