

WORK LIFE BALANCE AND JOB STRESS OF WOMEN EMPLOYEE IN IT INDUSTRY WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT

Every sector and organisation in the world have been significantly impacted by the early 2020 corona virus (COVID-19) outbreak, which has also changed how people live and work. Several organisations have begun to develop a new way of working that includes teleworking or a work from home policy in order to effectively respond to these transformations. This study aims to fill any gaps by looking at a wide range of potential indicators of job satisfaction when working from home when affected by COVID-19, including work-life balance and work stress. 343 forced home-workers in the IT industry from all over India participated in a quantitative study, and SPSS was used to analyse the results. The study found that work stress, work-life balance, and working from home had a major impact on job happiness, both directly and indirectly. Working from home as a new pace of work aids Indian women IT employees in maintaining job satisfaction in their existing working environment. Given the collectivist climate, working from home can be a positive thing that the company should take into consideration.

Keywords: Work from home; Job satisfaction; Work stress; Work–life balance; IT; COVID-19.

1. INTRODUCTION

A global economic and social shock brought on by the coronavirus (COVID-19) outbreak that started in early 2020 is anticipated to have an effect on how businesses and industries function as well as how people live and work. One of the most noticeable changes as a result of the COVID-19 pandemic is in information technology (IT), telecommuting, or the policy of working from home across occupations (Kramer and Kramer 2020). In order to stop the virus from spreading while yet allowing for business as usual, the World Health Organisation advised governments and enterprises to utilise teleworking as a new workplace innovation. This entails a flexible working arrangement that is not constrained by time, place, or the preferred medium of technical communication. The possibility of working from home had always existed, but the outbreak made it necessary. This current global job norm is