



RELATIONSHIP BETWEEN SOCIO - ECONOMIC CHARACTERISTICS AND DIMENSIONS OF GENDER ISSUES AND PROBLEMS IN BPO SECTOR- AN ANALYSIS

Dr. T. Narayana Murty* Prof. S V Raju K. Srinivas Kumar****

*Director, Nimra College of Business Management, Vijayawada.

**Chairman, AP State Council for Higher Education, Guntur, AP.

***Research Scholar in Commerce & Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar.

Abstract

The socio- economic features of women employees involving in the business activities would definitely influence the growth perspective of business activities. These features are very crucial for understanding the existing situations, facing the different kind of problems and also in decision making process. The relationship between socio economic characteristics of women employees and dimensions (age, educational qualification, job position, monthly income, experience, working hours, marital status, family status, and caring responsibilities) of gender issues in BPO sector are discussed in this paper.

Key Words: Gender, BPO Sector, Issues and Problems, Social.

Introduction

Importance of understanding socio economic status of women employees is based on classical model in which behavior arises as the consequence of the interaction between an individual and her surroundings. Generally, it is considered that an individual reacts on the specific situation based on her personal perception of such a situation. Working situation or business environment creates specific surroundings which restrict and influence the behavior of women employees and these situations are highly depending socio economic conditions of women employees. The combination of business environment and socio-economics of women employees will be resulting in commitment, effectiveness and satisfaction.

Objectives of the Study

1. To study the relationship between socio-economic characteristics and Dimensions and gender issues and Problems in BPO sector.
2. To make suggestions for security aspects in gender issues and problems of women employees in BPO sector.

Relationship between Gender Issues and Problems with Age

The relationship between gender issues and age of women employees are analyzed and the results are presented in Table 1.1.

Table.1.1 Relationship between Age and Gender Issues

Gender Issues	Correlation Co-efficient
Institutional	-0.07
Leadership	-0.14**
Career Advancement	-0.09
Work-Life Balance	-0.20**
Security	0.17**

Note: ** Significant at one per cent level

Source: Computed Data.

The correlation co-efficient show that age is positively significantly associated with security at one per cent level of significance which means when age is increasing, the security is also increasing. The results also indicate that age is negatively correlated with leadership and work-life balance at one per cent level of significance which means when age is increasing, the leadership and work-life balance is decreasing.

Relationship between Gender Issues and Problems with Educational Qualification

The relationship between gender issues and educational qualification of women employees are analyzed and the results are presented in Table 1.2.



Table.1.2. Relationship between Educational Qualification and Gender Issues

Gender Issues	Correlation Co-efficient
Institutional	-0.05
Leadership	-0.10*
Career Advancement	-0.04
Work-Life Balance	-0.13**
Security	0.04

Note: ** Significant at one per cent level

* Significant at five per cent level

Source: Computed Data

The correlation co-efficient shows that educational qualification is negatively significantly associated with work-life balance at one per cent level of significance. The results also indicate that educational qualification is negatively correlated with leadership at five per cent level of significance. The results further indicate that when educational qualification is increasing, there is a decline in work-life balance and leadership qualities.

Relationship between Gender Issues and problems with Job Position

The relationship between gender issues and job position of women employees were analyzed and the results are presented in Table 1.3.

Table.1.3. Relationship between Job Position and Gender Issues

Gender Issues	Correlation Co-efficient
Institutional	-0.25**
Leadership	-0.26**
Career Advancement	-0.20**
Work-Life Balance	-0.23**
Security	-0.16**

Note: ** Significant at one per cent level

Source: Computed Data

The correlation co-efficient show that job position is negatively, significantly associated with institutional, leadership, career advancement, work-life balance and security at one per cent level of significance. It indicates that when job position is increasing, the institutional, leadership, career advancement, work-life balance and security are decreasing.

Relationship between Gender Issues and problems with Monthly Income

The relationship between gender issues and monthly income of women employees were analyzed and the results are presented in Table 1.4.

Table.1.4. Relationship between Monthly Income and Gender Issues

Gender Issues	Correlation Co-efficient
Institutional	-0.34**
Leadership	-0.38**
Career Advancement	-0.31**
Work-Life Balance	-0.32**
Security	-0.21**

Note: ** Significant at one per cent level

Source: Computed Data

The correlation co-efficient show that monthly income is negatively, significantly associated with institutional, leadership, career advancement, work-life balance and security at one per cent level of significance. It shows that when monthly income is increasing, there is a decline in institutional, leadership, career advancement, work-life balance and security.



Relationship between Gender Issues and problems with Experience in the Present Company

The relationship between gender issues and experience in the present company of women employees were analyzed and the results are presented in Table 1.5.

Table.1.5. Relationship between Experience in the Present Company and Gender Issues

Gender Issues	Correlation Co-efficient
Institutional	-0.10**
Leadership	-0.20**
Career Advancement	-0.15**
Work-Life Balance	-0.20**
Security	-0.20**

Note: ** Significant at one per cent level

Source: Computed Data

The correlation co-efficient show that experience in the present company is negatively, significantly associated with institutional, leadership, career advancement, work-life balance and security at one per cent level of significance. The results further indicate that when experience in the present company is increasing; the institutional, leadership, career advancement, work-life balance and security are decreasing.

Relationship between Gender Issues and problems with Total Work Experience

The relationship between gender issues and total work experience of women employees were analyzed and the results are presented in Table 1.6.

Table.1.6. Relationship between Total Experience and Gender Issues

Gender Issues	Correlation Co-efficient
Institutional	0.04
Leadership	0.05
Career Advancement	0.03
Work-Life Balance	-0.03
Security	0.04**

Note: ** Significant at one per cent level

Source: Computed Data

The correlation co-efficient show that total work experience is positively, significantly associated with security at one per cent level of significance. Therefore, when total work experience is increasing, there would be a decline in security.

Relationship between Gender Issues and problems with Working Hours

The relationship between gender issues and working hours of women employees were analyzed and the results are presented in Table 1.7.

Table.1.7. Relationship between Working Hours and Gender Issues

Gender Issues	Correlation Co-efficient
Institutional	-0.23**
Leadership	-0.28**
Career Advancement	-0.24**
Work-Life Balance	-0.19**
Security	0.07

Note: ** Significant at one per cent level

Source: Computed Data

The correlation co-efficient show that working hours is negatively, significantly associated with institutional, leadership, career advancement and work-life balance at one per cent level of significance. It is observed that when working hours are increasing, with institutional, leadership, career advancement and work-life balance are declining.

Relationship between Gender Issues with Marital Status

The relationship between gender issues and marital status of women employees were analyzed and the results are presented in Table 1.8



Table.1.8. Relationship between Marital Status and Gender Issues

Gender Issues	Correlation Co-efficient
Institutional	-0.01
Leadership	-0.05
Career Advancement	-0.02
Work-Life Balance	-0.03
Security	0.04*

Note: * Significant at five per cent level

Source: Computed Data

The correlation co-efficient show that marital status is positively, significantly associated with security at five per cent level of significance indicating that if women employees are married, their security is intensified in the BPO companies.

Relationship between Gender Issues and problems with Family Status

The relationship between gender issues and family status of women employees were analyzed and the results are presented in Table 1.9.

Table.1.9. Relationship between Family Status and Gender Issues

Gender Issues	Correlation Co-efficient
Institutional	-0.26**
Leadership	-0.24**
Career Advancement	-0.23**
Work-Life Balance	-0.22**
Security	-0.07

Note: ** Significant at one per cent level

Source: Computed Data

The correlation co-efficient show that family status is negatively, significantly associated with institutional, leadership, career advancement and work-life balance at one per cent level of significance. It indicates that when family status is improving, institutional, leadership, career advancement and work-life balance are declining.

Relationship between Gender Issues and problems with Caring Responsibilities

The relationship between gender issues and caring responsibilities of women employees were analyzed and the results are presented in Table 1.10.

Table.1.10. Relationship between Caring Responsibilities and Gender Issues

Gender Issues	Correlation Co-efficient
Institutional	-0.26**
Leadership	-0.24**
Career Advancement	-0.23**
Work-Life Balance	-0.22**
Security	-0.07

Note: ** Significant at one per cent level

Source: Computed Data

The correlation co-efficient show that caring responsibilities is negatively, significantly associated with institutional, leadership, career advancement and work-life balance at one per cent level of significance. The results indicates when caring responsibilities are increasing, there will be a decline in an institutional, leadership, career advancement and work-life balance.

Discriminate Analysis for Job Position in BPO Sector

In order to discriminate the job position in BPO sector based on the dimensions of gender issues, the discriminant analysis has been employed and the results are discussed as below:



Selection of Discriminating Variables

In order to determine the dimensions of gender issues which significantly contributed to the differentiation of job position, F test was used for Wilks' Lambda. The ANOVA results are presented in Table 1.11.

Table 1.11 Tests of Equality of Group Means

Gender Issues	Wilks' Lambda	F	df1	df2	Sig.
Organization	.919	21.883	2	497	.000
Leadership	.905	26.215	2	497	.000
Career Advancement	.944	14.700	2	497	.652
Work-Life Balance	.933	17.792	2	497	.000
Security	.929	19.027	2	497	.000

The F test is significant for gender issues variables of organization, leadership, work-life balance and security.

Findings

The correlation co-efficient shows that age is positively significantly associated with security at one per cent level of significance. The results also indicate that age is negatively correlated with leadership and work-life balance at one per cent level of significance.

The correlation co-efficient shows that educational qualification is negatively significantly associated with work-life balance at one per cent level of significance. The results also indicate that educational qualification is negatively correlated with leadership at five per cent level of significance. The correlation co-efficient show that job position is negatively, significantly associated with institutional, leadership, career advancement, work-life balance and security at one per cent level of significance.

The correlation co-efficient show that monthly income is negatively, significantly associated with institutional, leadership, career advancement, work-life balance and security at one per cent level of significance. The correlation co-efficient show that experience in the present company is negatively, significantly associated with institutional, leadership, career advancement, work-life balance and security at one per cent level of significance. The correlation co-efficient show that total work experience is positively, significantly associated with security at one per cent level of significance.

Suggestions

Education in most circumstances acts as a positive booster and self-motive, more emphasis should be given on education and learning for the women employees in BPO sector. The word of praise and support extended by organizational leaders can do wonders for the career graphs of women employees. This support should move beyond rhetoric to actual demonstration such as endorsing their performance, encouraging them to apply for managerial promotions, providing them a chance to enhance their skills through adequate training and development. In addition to it, the emotional support offered by top management and organization can help them overcome any potential difficulty with ease.

Encouraging women employees at leadership levels and maintaining full equity will offer organizations with the optimum combination of both leadership styles, women with their "interactive" style and men exhibiting more of "command and control" style. The organization and management should become sympathetic to women employees' commitments and excuse them from working late, contacting at unsociable hours, scheduling meetings at odd hours, sending them for frequent tours unless very much required. This in turn, will reduce their work pressures, offer them space to attain work-life balance and increase their productivity and commitment. Women, unlike their men colleagues, have to perform dual responsibilities of managing household and job. The management should not only accept but also respect this fact wholeheartedly; hence, attempts must be made to facilitate women employees with policies that will help them in fulfilling their family commitment along with their professional obligations.

The negative perception carried with organization about women employees has been the root cause of gender discrimination prevailing in the hierarchies of BPO sector. Women's employment and appraisal should be based on merit rather than gender disparity. The management must acknowledge the fact that bound by their dual commitments, women employees require more support and encouragement than their male counterparts in the organization. The society, instead of criticizing, must motivate



them to build their career and propose ways to establish balance between ‘dual’ roles. An adequate coaching and mentoring offered to women employees will improve their self-perception and bolster self-esteem.

Conclusion

The majority of women employees (54.40 per cent) belong to the age group of 21-30 years and more than half of the women employees (51.80 per cent) are under graduates. More than half of the women employees (50.80 per cent) are in the position of entry level and 45.80 per cent of women employees earn monthly income of less than Rs. 10000. The results indicate that about 54.40 per cent of the women employees have the experience of less than two years in the present company and 60.40 per cent of the women employees are working around 41 – 45 hrs / week. The results show that about 60.00 per cent of the women employees are single and 60.00 per cent of the women employees have joint family, while 47.00 per cent of women employees have caring responsibilities and the distribution of caring responsibilities. The correlation co-efficient show that age is positively significantly associated with security, while educational qualification is negatively significantly associated with work-life balance at one per cent level of significance. Both job position and monthly income is negatively, significantly associated with institutional, leadership, career advancement, work-life balance and security at one per cent level of significance. The working hours is negatively, significantly associated with institutional, leadership, career advancement and work-life balance at one per cent level of significance. Besides, caring responsibilities is negatively, significantly associated with institutional, leadership, career advancement and work-life balance at one per cent level of significance. The size of the coefficients indicates leadership, organization and security discriminate best among three groups of job positions. Based on the discriminant function, 73.20 per cent of the measures have been correctly classified.

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