

# An Impact of Stress on Women Employees with Reference to Selected Bpo's Visakhapatnam

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**Abstract:** *Stress can be defined as a pressure (or) tension exerted on a material object (or) a state of mental (or) emotional strain (or) tension resulting from adverse (or) demanding circumstances. Stress can't be avoided, but one can learn how to manage it. District like Visakhapatnam in the recent years has shown mammoth developments in the field of outsourcing sector. In the case of Information Technology Enabled Services (ITES), Business Process Outsourcing (BPO's) in particular, majority are women employees who are working for it. This study highlights the critical need to investigate the countless pressure for women workers in the BPO industry. The present Study is based on a sample of 72 women employees from various BPO's in Visakhapatnam, majority of which were experienced more than 2 years. Here the discussion is what changes are required to manage stress among working women and what is being done to get the best practices for BPO industry. For that we framed set of questioners for analysis and to lock the predominant factor that causes stress and to provide best solutions to overcome from it.*

**Keywords:** Stress, women workers, workplace pressure, tension, targets at work, balancing work and family life.

## 1.1 Introduction:

India in the recent years has shown huge developments in the areas of communication, power and software developments. It has already established itself as a global BPO hub it is becoming a popular outsourcing destination for major manufacturers across the globe. In today's context the word stress we often listen everywhere in this globalized world, stress are categorized into three types namely Acute stress, Episodic acute stress, and chronic stress. In general terms the meaning of 'stress' is often described as feelings of being under too much physical, emotional and mental resulting into strain.

## 1.2 Need for the study:

The growth of the BPO industry has been tremendous when compared to other industries. While this growth has been inspiring, the lifestyle of employees from this industry has also changed drastically. While the nature of jobs in other industries like manufacturing is called 'blue collared' jobs which involves some manual work and could also be factory related jobs, BPO jobs are considered to be 'white collared' jobs on account of the job being professional in nature, and it requires a strong academic background and it is generally an office job. Though the income in the BPO industry is high, the job satisfaction level of BPO employees is still a question mark. And this is even truer in the case of women employees because balancing family and work life are making more stress and challenge in today's context.

## 1.3 Statement of the problem:

The present problem is to study on stress on women employees

In selected BPO's Visakhapatnam. Today most of the working women are experiencing stress at work. Balancing of work and

family life became difficult for every women employee in any sector. Most of the times women employees are facing a lot of stress and it creates a massive problem. Stress Management can enable employees to improve their family and personal life. Hence the study is aimed to find out predominant factors that causing stress and to enable with them proper stress management techniques.

## 1.4 Objective of the study:

1. The core objective of the study is to investigate and examine the effects of work-related stress on Women employees in BPO's Visakhapatnam.

## 1.5 Research design:

**Sources of data collection:** Primary Data - Survey method was employed to collect the data from the respondents and the data was collected with the help of structured Questionnaire.  
**Sampling:** The study was planned among 100 BPO employees in Visakhapatnam. Out of those 72 employees could be contacted and hence the final sample size was 72. And the data was analyzed with the help of Microsoft excel.

## 2.0 BPO Industry in India

India's Business process outsourcing (BPO) industry has evolved and matured to present higher-end services that require judgment-based analysis and domain expertise, rather than function-specific, rules-based performance parameters alone. As service providers strive to offer end-to-end services, we see BPO falling into different segments. At one end of the spectrum is the traditional rules based transactional outsourcing; while at the other end it is a judgment-based transaction processing and full-service. BPO concentrates on functional services in specific industry domains such as

manufacturing, retail, finance & accounting services and healthcare.

## 2.1 Stress

Stress has been identified as one of the most common perils of modern times. It has become a major buzzword and a legitimate concern of the ultimate human. The characteristics of life have undergone radical changes over the last century and are still shifting at a twister pace. -Barrie S Greiff

**2.2** The term stress has come into wide use in behavioral study only within the past four decades. Originating in the physical sciences, the term has the meaning of a force which, acting on a body, produces strain or deformation. Later stress has come to represent the bodily condition under strain. In physical and biological sciences and behavioral study the concept of stress meant an extreme condition, involving tension, perhaps damage and some form of resistance to the straining force. Stress aggravates other conditions such as multiple sclerosis, diabetes, herpes, mental illness, alcoholism, drug abuse, family discord and violence.

## 2.3 Women employees:

Women in India have come a long way, from just a expert homemaker/housewife, she not only has acquired skills and abilities to being a perfect housewife but being at same level with their spouse or life partner. Now, women wants to follow up their dream career and this is the new propagation of working women. At the same time, women are suffering from many symptoms of stress. More difficulty arises with those women, who are working. They have to fulfill the assorted demand at workplace and home. Today, maximum married couples are working to create a balance with occupational life as well as their personal life at home with their children. But it is not that easy for women as she has to take on multiple roles right from a cook, a tutor, a housemaid who take care of the home, a care taker as well as cater to fulfill requirements at home. At this place, a working woman can be strained and restless.

## 3.0 Review of literature:

**3.1 Harvard business review August 04 2016:** Everyone in today's supercharged workplaces experiences stress. Yet executive and professional women consistently experience more stress, anxiety, and psychological distress than do men. There are, undoubtedly, a variety of reasons for this — more domestic responsibilities, having been socialized to say “yes” to all requests, and receiving lower pay for similar work immediately come to mind. But, based on our experience coaching and mentoring thousands of women over the years, we believe women experience more workplace stress than men primarily because they must contend with stereotype threat - a phenomenon that is virtually unknown to men.

**3.2 Muddanagouda Patil (2016)** Stress is a part of modern life, with increasing complexity of life, stress is likely to increase. Stress is built in the concept of role, which is conceived as the position a person occupies in a system. Women's in modern global world have to play a dual role as housewife and career builder. The present investigation was conducted to examine the stress among the working and non

workingwomen's. It was hypothesized that the working women's has more stress than the non- working women's.

**3.3 Tamizharasi and Dr. Uma Rani (2014)** It is been concluded that as the competitive environment, technological advancements, HR Practices, economic development, social developments are taking place day by day. Consequently, every employee is expected to work for long hours, perform multiple jobs, available for 24 hours in seven days. These reasons give a mentally as well as physical problems to the employees. When these problems increase, then it gives a pressure, strain, anxiety, tension, trauma to the employees and ultimately the productivity of the employee's decreases. More ever women get high stress than men.

**3.4 T. Thirumaleswari (2013)** Has conducted a study on job stress among employees of software industries in Chennai. The total sample size for the study is 100 chosen by random sampling method in Chennai city. She has found that employee becomes stressed when he or she is allotted with unachievable targets and are unable to manage the given situation. The researcher identified few initiatives for effectively handling stress. Work should be properly delegated to the employees to avoid overload of work, employees should be maintained by giving rewards for their excellent performances.

**3.5 A.Kumudha, J. Jancy Rani (2012)** in their article 120 samples were taken and observed from that 56% of the respondents suffered from backache, 31% were attacked by frequent cold & headache, continual tiredness is common among 55%, 33% are suffering from throat infection, 50% digestive disorder, a major chunk is suffering from high blood pressure i.e. 60%, 63% of the respondents complaint about feel angry & irritable, 60% experiences eye problem, and sprains & strains are experienced by 43%.

**3.6 Data Quest survey (2012)** found that the employees in BPO faces number of health related problem like sleeping disorder, digestive system disorder, visionary problem, depression, ear problem, stomach problem, voice loss, chest related problem and back pain. P.Banu Dayo Akintayo (2012) found that working environment is significantly related to workers morale and also working environment is significantly correlated with perceived workers productivity.

**3.7 Shefali Malhotra January (2012)** The research reveals that salary, job task, colleagues, sense of purpose, career path opportunity, work environment, autonomy and workload are the major variables to introduce the stress among the employees in BPO Sector.

**3.8 Nielsen survey June 29 (2011):** The latest study done by Nielsen reveals that Indian woman are the most stressed in the world today. An overwhelming 87% of Indian women said they felt stressed most of the time, and 82% had no time to relax. The survey, conducted on over 6,500 women from 21 developed and developing countries like Sweden, the US, the UK, France, the BRICS economies.

**3.9 Sujatha Mellacheruv (2008)** in their article titled “A study on Home related pressures of working women” states that women as a part of the workforce and gaining recognition and choosing challenging careers .As a result ,they face a variety of pressures at home as well as at work place. Home related pressures are high in case of women who needed to take care of

either younger children or elderly family members back home. On the other hand, women with grown up children and who enjoy support from the family members have less pressures. To deal with home related pressures these women adapt a variety of coping strategies.

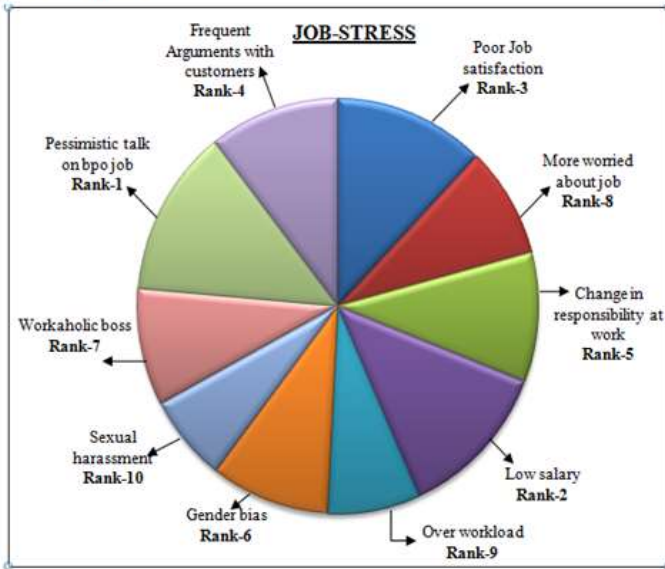
**4.0 Analysis and Interpretations:**

Stress can be categorized by three main parameters for working women they are: Job Stress, Psychological, Personal stress

**4.1.1 Table: 1**

| S.No | Parameters – Job Stress           | Total (N=72) | Percentage | Rank |
|------|-----------------------------------|--------------|------------|------|
| 1    | Poor Job satisfaction             | 52           | 72.22      | 3    |
| 2    | More worried about job            | 37           | 51.39      | 8    |
| 3    | Change in responsibility at work  | 43           | 59.72      | 5    |
| 4    | Low salary                        | 53           | 73.61      | 2    |
| 5    | Over workload                     | 32           | 44.44      | 9    |
| 6    | Gender bias                       | 41           | 56.94      | 6    |
| 7    | Sexual harassment                 | 29           | 40.28      | 10   |
| 8    | Workaholic boss                   | 39           | 54.17      | 7    |
| 9    | Pessimistic talk on bpo job       | 56           | 77.78      | 1    |
| 10   | Frequent Arguments with customers | 45           | 62.50      | 4    |

**4.1.2 Figure: 1**



**4.1.3 Interpretation:**

From the above pie diagram it is clearly observed that Rank (1-10) most of the women employees are pessimistic about their job and they ranked it as 1. Observation from the study reveals that most of the employee’s perception about their job is negative. Some of them ranked 2 for low salaries, and 3- for Poor job satisfaction, 4- for frequent arguments with customers, 5- for Change in responsibilities at work, 6- for Gender bias, 7- for Workaholic boss, 8- for More worried about job, 9- for over workload, 10- for Sexual

harassment.

**4.2.1 Table: 2**

| S.No | Parameters – Psychological stress | SA | A  | N  | D  | SD |
|------|-----------------------------------|----|----|----|----|----|
| 1    | Sleeping disorders                | 15 | 31 | 9  | 7  | 10 |
| 2    | Frequent Headaches                | 29 | 17 | 10 | 8  | 8  |
| 3    | Menstruation problems             | 12 | 10 | 25 | 12 | 13 |
| 4    | Depression                        | 21 | 15 | 6  | 14 | 16 |
| 5    | Thyroid                           | 18 | 19 | 4  | 11 | 20 |
| 6    | Frequent back and neck pains      | 28 | 21 | 3  | 11 | 9  |

SA: Strongly agree A: Agree N: Neutral D: Disagree SD: Strongly Disagree

**4.2.2 Figure: 2**



**4.2.3 Interpretation:**

From the above pie diagram it is clearly observed that 23% of the women employees are suffering from frequent back pains, neck pains, and another 23% of the respondents starting that frequent headaches. 17% of the women employees are suffering from depression which leads to high stress. From the study it is observed that 15% of the women are suffering from Thyroid and 12% are suffering from sleeping disorder which leads to high stress and laziness. 10% of the women employees are suffering from menstruation problems, which general cause them depressed and uncomfortable.

**4.3.1 Table: 3**

| S.No | Parameters – Personal Stress | SA | A  | N  | D  | SD |
|------|------------------------------|----|----|----|----|----|
| 1    | Personal Financial Problem   | 17 | 13 | 11 | 12 | 19 |
| 2    | Marital or family problem    | 11 | 16 | 18 | 10 | 17 |
| 3    | Quality of personal life     | 19 | 18 | 9  | 6  | 20 |
| 4    | Trouble with in-laws         | 15 | 13 | 17 | 15 | 12 |
| 5    | Child care                   | 13 | 11 | 9  | 15 | 24 |

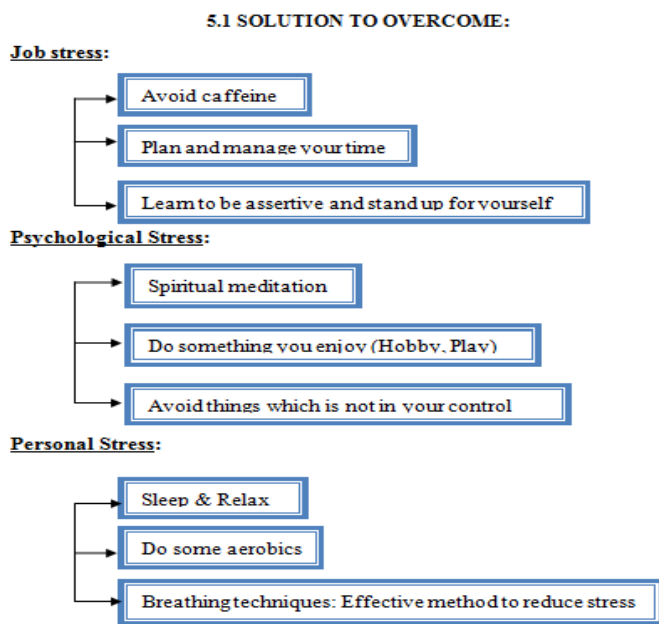
**4.3.2 Figure: 3**



### 4.3.3 Interpretation:

From the above pie diagram it discuss about the personal stress and its impact on women employees, From the diagram it is observed clearly that 26% of the women employees are facing child care problems at home. 24% of the respondents stating that they are in personal financial problems. 18% of the respondents are stating that they are having marital problems. 17% of the respondents are stating that they are having problems with their in laws and 15% of the respondents are stating that quality of personal life that they are leading causes them stress.

### 5.1 Solution to overcome from stress:



### 5.2 Conclusions:

Job-related stress is a major challenge for working women, Women's are being the prime victim for stress therefore their stress management is essential for both family and work life. From the study it is clearly observed that majority of the women employees feel pessimistic talk on their job and they ranked it as 1, the study reveals that 23% of the women employees are facing multiple health issues like (Frequent Headaches and back pains) 26% of the married women are facing child care problems. Organizations have to understand the needs of the women employees and they have to provide good number of Counseling sessions and to provide good opportunities for their career development. And by conducting regular health checkups and frequent yoga classes can make them balance family and work life stress.

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