GLOBAL RESEARCH ANALYSIS

ISSN No 2277 - 8160

Listed & Indexed with

ISSN Directory, Paris



Multi-Subject Journal

Volume : 1 | Issue : 1 | June 2012 | ₹ 250/-

GLOBAL RESEARCH ANALYSIS

ISSN No 2277 - 8160

GLOBAL RESEARCH ANALYSIS

Editor In-Chief :

Dr. Khansa Memon
SARA Publishing Academy

Dr. Ashok S. Pawar Associate Professor, Dept. of Economic Dr. Babaasaheb Ambedkar Marathwada.University, Aurngabad.(MS-India)-431004	**Dr.(Prof) Vijay Kumar Soni** Principal, Jai Meenesh College, Phagi, Jaipur, Rajasthan	**Dr. A.R. Saravankumar** Assistant Professor in Education DDE, Alagappa University, Tamilnadu
Dr. R. Ramachandran Commerce DDE Annamalai University Tamilna	**Dr. R Ganpathy** Assistant Professor in Commerce Directorate of Distance Education Alagappa University Karaikudi.	**Dr. Amit Bandyopadhyay** Assistant Professor Department of Physiology University of Calcutta
Dr. V. Kumaravel Professor and Head Vivekanandha Business School for Women Tiruchengode, Namakkal Dist	**Dr. K. Prabhakar** Professor, Department of Management Studies, Velammal Engineering College, Chennai - 600 066.	**Dr. Sunita J. Rathod** Maharashtra Education Service Group-B DIET Dist. Jalna

SUBSCRIPTION DETAILS

Period	Rate	Discount	Amount Payable
One Year (12 issues)	3000/-	Nil	3000/-
Two Years (24 issues)	6000/-	200/-	5800/-
Three Years (36 issues)	9000/-	300/-	8700/-
Five Years (60 issues)	15000/-	600/-	14400/-

You can download the Subscription form from website www.theglobaljournals.com. You will require to print the form. Please fill the form completely and send it to the Editor, GLOBAL RESEARCH ANALYSIS along with the payment in the form of Demand Draft/Cheque at Par drawn in favour of GLOBAL RESEARCH ANALYSIS payable at Ahmedabad.

- Thoughts, language, vision and examples in published research paper are entirely of author of research paper. It is not necessary that both the editor, and editorial board agrees with the author. The responsibility of the matter of research paper/article is entirely of author.
- Editing of the Global Research Analysis is processed without any remittance. The selection and publication is done after recommendations of atleast two subject expert referees.
- In any condition if any National/International University denies accepting the research paper published in GRA, then it is not the responsibility of Editor, Publisher and Management
- Only the first author is entitle to receive the copies of all co-authors
- Before re-use of published paper in any manner, it is compulsory to take written permission from the Editor-GRA unless it will be assumed as disobedience of copyright rules
- All the legal undertaking related to Global Research Analysis is subject to Ahmedabad Jurisdiction.
- The research journal will be send by normal post. If the journal is not received by the author of research paper then it will not be the responsibility of the Editor and publisher. The amount for registered post should be borne by author of the research paper in case of second copy of the journal.

Editor,
GLOBAL RESEARCH ANALYSIS
3, SUHANA, Near. Ruby Apartment, B/h NID, Rajnagar Road, Paldi Ahmedabad – 380007. Gujarat (INDIA)
Cell : +91 98247 02127, 8866 00 3636

INDEX

Sr. No.	Title	Author	Subject	Page No.
1	Vat And Accounting and Emerging Financial Services	Dr.Kishor V. Bhesaniya	Accountancy	1-2
2	Regulations for Alternative Investment Funds – A Primer	Dr. Bheemanagouda	Commerce	3-4
3	Financial Inclusion in India: A Real Effort for Growth	Dr. Jyotindra M. Jani, Manish B. Raval	Commerce	5-6
4	Tourism Industry and Medical Tourism in India – An Analysis	Dr. M. K. Maru	Commerce	7-8
5	Enhancing Supply Chain Performance through Effective Transportation	Dr. Vipul Chalotra	Commerce	9-10
6	Growth of Consumer Co-Operatives in J&K- A Study	Tarsem Lal	Commerce	11-12
7	Uses of College Funds in Assam-With Reference to Lakhimpur District	Dr. Niranjan Kakati	Commerce	13-14
8	LIC –A Modle Employer	Dr.J.K.Sehgal	Commerce	15-16
9	A study of the use of Information technology enabled banking services by Indian Customers	Dr Sunny Thomas, MsWaheeda Sheikh	Economics	17-18
10	The Role of Women Entrepreneurs in The Emerging Economic Force	Dr.Sangappa.V. Mamanshetty	Economics	19-21
11	Trade-off Between Inflation and Unemployment for BRICS Countries – Dead or Alive?	Krunal K Bhuva, Ashok R. Bantwa	Economics	22-23
12	Urbanisation and its Impact on Poverty	Dr. K.J. Thankachan, Mrs. Nazia Ansari	Economics	24-25
13	Food Security- Issues and Concerns	Munisha Gaur	Economics	26-27
14	Teaching Strategies : A Model Approach	Dr. Mujibul Hasan Siddiqui	Education	28-29
15	School Curriculum in Terms of Life Skills and its Implications for Teacher Education	Ramesh B. Sakhiya	Education	30-31
16	Edge Detection using live video acquisition	Patel Janakkumar Baldevbhai, R.S. Anand, Patel Nilam J.	Engineering	32-34
17	Topological Characteristics of Dynamics of Heart in Various Pathological Cases using Lyapunov Exponent and RBF Network	Abinash Dahal, Deepashree Devaraj, Dr. N. Pradhan	Engineering	35-37
18	Implementation of Digital Logic Method for Selection of Material of Automotive Brake Disc	Mr. Keval J. patel, Tushar M. Patel, Ankit A. Darji	Engineering	38-40
19	Initial and after Market Performance of Indian IPOs	Dr. Ashvin H. Solanki	Finance	41-43
20	Facilitation of Collateral Free Loan to Improve Financial Linkages For Start Up & Growth – A Case Study	D M Parikh	Finance	44-46
21	Impact of Maternal Nutrition Education Module on Nutritional Knowledge And Status in Rural Pregnant Women	Dr. Anjali A. Rajwade	Home Science	47-49
22	Trends and Challenges in Indian Insurance Industry	Dr Mahalaxmi Krishnan	Insurance	50-51
23	(Raksha Patrakarita : Dayra Badhae Media Sansthan)	Dr. Subodh Kumar	Journalism	52-53
24	NATIONAL WAGE POLICY VIZ-A-VIZ CORRELATION BETWEEN WAGES, PRICE AND TAX	Manish Parshuram Pawar, Dr. Ashok Shankarrao Pawar	Law	54-55

Sr. No.	Title	Author	Subject	Page No.
25	Shobha De's treatment of sex in Starry Nights	Chetan J. Marakana	Literature	56
26	A Catalyst to Promote Teaching and Learning English Grammar	Elsamma Sebastian	Literature	57-58
27	A Study on Effectiveness of Employee Training in Health Care Industry in a Private Multi-Speciality Organization	Dr C Swarnalatha, TS Prasanna	Management	59-61
28	Insights in to the Tomorrow Retailing in India: A Point of View and Method	Anuradha Averineni	Management	62-63
29	A Study on the Excellence of Worklife Among the Employees of it Sector in Coimbatore	G. Murali Manokari, R.Kanaka Rathinam	Management	64-65
30	Socio Cultural Issues in Marketing	Kavita A. Trivedi	Management	66-67
31	Organised Multi Brand Retailing: Opportunity For Sustainable Development	Rachita Sambyal	Management	68-69
32	Investors Perception for Mutual Fund Investment in 21st Century	Dr. Deepak H. Tekwani	Management	70-71
33	FDI in India	Dr. M Venkata Subba Reddy, Mr.udaya Banu	Management	72-73
34	Global Crisis and Indian Economy, A Comparative Analysis with World Economy	Dr. Pankaj K. Trivedi	Management	74-76
35	Practical Utility of Intellectual Capital Approach-A Critical Analysis	Dr. Shilpa Trivedi	Management	77-78
36	An In-depth study of Consumer Preference towards Personal Care Products	Dr.Sharif Memon	Management	79-81
37	Consumer Awareness and Preferences towards Ayurvedic Cosmetic Products in Coimbatore City	Mrs. B. Menaka, Dr. T. Ramasamy, Dr. R. Ganapathi	Management	82-90
38	Miracle combination of five herbs Methi, Kalongi, saunf, jeera and Rai	Dr. Sneh Harshendra Sharma	Management	91-93
39	Social Marketing: Towards a new horizon	Dr Partha Sarkar	Marketing	94-95
40	Epidemiological Transition and Emerging Conflicts in Health Care	Dr. Pawan Kumar, Dr. Abdul Majeed Khan	Public Health	96-97
41	Knowledge, Attitude and Practice of Reproductive Health Care Services among the Members and Non-members of Self Help Groups (SHGs)	Dr.K.Jothy	Social Sciences	98-100

Volume : 1 | Issue : 1 | June 2012 • ISSN No 2277 - 8160

Research Paper | Management

A Study on the Excellence of Worklife Among the Employees of it Sector in Coimbatore

G. Murali Manokari Assistant Professor in Management Studies, Nehru Institute of Engineering and Technology, Coimbatore

R.Kanaka Rathinam Part time Ph.D Scholor, Bharathiar University, Coimbatore

ABSTRACT

Shaping the value of work life of employees is an important consideration for employers involved in humanizing employees' job satisfaction and commitment. The purpose of this paper was to investigate the relationship between excellence of work life and organizational commitment among a sample of employees in the IT Sectors of Coimbatore. Seven Work life variables were examined namely growth and development, participation, physical environment, supervision, pay and benefits and social relevance were examined to determine their relationship with organizational commitment. The results showed that there was a relationship between EWL and organizational commitment and provide insights on how firms could improve upon their employees' commitment.

KEYWORDS: Excellence of Work Life, Employees, IT Sectors in Coimbatore

Introduction:

Every employer wants a good employee; every employee wants a good employer. Then how do we assess whether the employer is good or bad? One of the yardsticks is to find out the excellence of work life the company is offering to their employees. Excellence of work life is all about the conducive and congenial environment created at the work place. Only when the right ambience is provided to the employees they will be able to deliver their goods effectively and efficiently.

Ensuring Better Excellence of Work Life:

The excellence of work life of an organization can be ensured through few factors such as fair treatment, excellence of all employees, building trust and confidence, providing professional support, displaying integrity and ensuring all levels of communication open, encouraging 'we' rather 'I' attitude and respecting human dignity, providing just and fair compensation to the employees, ensuring hygienic work place environment, honoring the rights of employees, ensuring effective grievance handling mechanisms, making the work place free from organizational politics, providing opportunities for career growth to employees etc.

Past Research on EWL:

According to Keith (1989), Excellence of Work Life refers to "the favorableness or unfavourableness of a job environment for people". The basic purpose in this regard is to develop jobs aiming at Human Resource Development as well as production enhancement.

Cohen and Rosenthal (1980) describes Excellence of Work Life as an intentionally designed effort to bring out increased labour management, and cooperation to jointly solve the problem of improving organisational performance and employee satisfaction.

Sekharan (1985) observes that, historically the concept of Excellence of Work Life had originally included only the issues of wages, working hours, and working conditions. However, the concept has now been expanded to include such factors as the extent of respondents' involvement in the job, their levels of satisfaction with various aspects in the work environment, their perceived job competence, accomplishment on the job etc.

Gani (1993) in his study stated that the core of the Excellence of Work Life concept is the value of treating the worker as a human being and emphasizing changes in the socio-technical system of thorough improvement, in physical and psychological working environment, design and redesign of work practices, hierarchical structure and the production process brought with the active involvement of respondents in decision making.

Miller, 1978; Kirkman, 1981; Metz, 1982; Mirvis & Lawler, 1984; Cooper, 1988) define the Excellence of work life are broadly similar to the study on Singaporean Employees Development suggest four dimensions of Excellence of work life labeled as, i) Favorable work environment ii) Personal growth and autonomy iii) Nature of job and iv)Stimulating opportunities and co-respondents Good performance is recognized in addition to rewards being based upon performance while employees are respected and treated like mature people.

Research methodology:

The design of the research is descriptive in nature. The data was collected using the questionnaire from the employees of various IT Sectors in Coimbatore. Convenience sampling is adopted for collecting data. The sample size was 614. The IT Companies were selected from the job consultants in Coimbatore. Weighted Average Method and Chi-square test were used to find out the results.

Table –1 Weighted Average Method:

Employee's perception on motivational insights

Insights	Rank (1-5)					Total
	5	4	3	2	1	
Interest in work	228	126	116	114	30	614
Recognition	134	224	111	116	30	614
Award and Rewards	119	22	223	124	26	614
Compensation	110	112	220	131	41	614
Friendly Co-respondents	33	116	121	129	215	614

Weighted average method = (X1W1 + X2W2 + X3W3 + --------)/N

a. Interest work = 22.50
b. Recognition = 21.61
c. Awards & Rewards = 16.26
d. Compensation = 22.23
e. Friendly Co-respondents = 14.65

Rank Weighted Average Score

Rank	Weighted Average	Attributes
I	22.50	Interest in work
II	22.23	Awards and Rewards
III	21.61	Recognition
IV	16.26	Friendly Co-respondents
V	14.65	Compensation

Weighted Average Calculation Result:

- From the weighted average method, it is clear that among the motivational insights factors interest in work ranks the top with an average of 22.50 followed by awards and rewards weighing an average of 22.23. It reveals that both the management and the respondents are in mutual understanding as the interest in the work ranks high and the awards and rewards goes next. Respondent's recognition is also at high level.

- The motivational factors like compensation and friendliness with co-respondents rank less than the general average of 20. It envisages that the management needs concentration on awarding rewards and in paying compensation where as the respondents shall develop friendliness with their co-respondents to make the work life an excellence one.

The chi square test relating to the nature of the job and the Satisfaction towards the Organizational goals

The employees excellence depends mainly on the nature of the job and the Satisfaction towards the Organizational goals towards the management. To Study this Chi Square Test is applied. The nature of the job of the employees is taken into consideration to assess whether it influences the Satisfaction towards the Organizational goals of the employees towards the management. The average satisfaction score of different groups of respondents, on their basis of their job varies from 11.2 to 45. To test the association the following null hypothesis has been formulated.

TABLE 2 - Nature of the job and the Satisfaction towards the Organizational goals of the respondents

Nature of the job	Satisfaction towards the Organizational goals			Total	Average Score	Std. Deviation	Co-Variance
	Low	Medium	High				
Project Manager	34 (25.3)	38 (46.4)	10 (10.3)	82	16.4	1.81	11.04
Team Lead	28 (26.0)	166 (162.1)	27 (32.9)	221	44.2	2.97	6.72
System analyst	9 (11.9)	127 (131.6)	17 (9.5)	153	30.6	2.47	8.07
Sr. S/W Engineer	11 (12.8)	95 (85.1)	6 (14.1)	112	22.4	2.12	9.46
S/W Engineer	0 (4.0)	19 (19.8)	27 (22.2)	46	9.2	1.36	2.19
Total	82	445	84	614	122.8	4.96	4.04

Source: Primary Data (Figures given in the brackets represent the Expected Value)

From the above table it is understood that the Satisfaction towards the Organizational goals of the respondents goes up despite of their nature of work.

Null Hypothesis: The Level of Satisfaction towards the Organizational goals and the nature of work of the respondents the organization is independent.

χ^2	Sig
30.211	0.000

Since Sig $p < 0.05$, the Level of Significance the null hypothesis is rejected. So it is decided that the satisfaction towards their organizational goal is dependent on the nature of the work of the respondents.

Results:

Of the respondents, (67.2) per cent were male and (32.8) per cent were female. The majority was married (77.5%), followed by singles (21.7%), divorced/separated (0.8%). The majority has bachelor's degree (49.7%), professional degree (42.1%) and masters degree (8.2%). The majority of the respondents were aged 31-40 years (45%), followed by 20-30 years (36%), and 41and above (19%). The average age is 36.33 years (SD=6.905) with the youngest 24 years. The majority of the respondents are with an experience of more than 10 years (57%), followed by 5 to 10 years of experience (24%) and 19% of the respondents are with 1-5 years experience. The majority of the respondents are in the higher income group of more than Rs. 70,000 income per month (82%).97% of respondents in the study unit were of the opinion that their job enables them to use their skills and abilities in full. 43% of the respondents strongly agreed no harm is done to the self-respect of the respondents, the organization provides equal treatment at work place. 97% of the respondents in the study unit either agree or even strongly agree that the conditions on their job allow them to be productive. Only 25% of the respondents strongly agree to the point that there are adequate opportunities to develop their own special abilities in the work place. 82% of the respondents in the study unit are satisfied with the guidance provided to them by the superiors/managers to get the work done easily. 65% of the respondents very strongly agree with the provisions made to utilize excellence tools and techniques to perform the job. Only 72% of the respondents have agreed that the chances for promotion are good in the study unit where as, as much as 28% of the respondents refused it. 59% of the respondents opinioned that high priority was assumed to safety at work place and other side of the coin reflects. Only 56% were of the opinion that the fringe benefits are somewhat good, though not up to their expectations. 70% of the respondents state that the attitude of the supervisor towards the welfare of the respondents is positive. 53% of the respondents strongly feel that there is security for their job. 33% of them strongly accept that the supervisors are lending their helping hands always. 30% of the respondents strongly accept that there are training opportunities in the working unit. Only 209 respondents of all the 614 respondents are of the opinion that their work is stressful one. The majority of 69% of respondents are satisfied with first shift, 31% of respondents are satisfied with general shift and 4% of the respondents opinioned on second shift. Only 35% of the respondents opinioned that their supervisors are always accept their suggestions.

Implications:

From a practical standpoint, our findings suggest that organizational climate does matter and it matters most among the predictors. In this respect, organizations need to pay great attention to their practices and provide conducive environment to their employees in gaining recognition to their career achievement in their management ranks and progress. Organizational climate has important bearing on the level of EWL. This further suggests that organizations can take tactical actions to improve the working climate to achieve the desirable excellence of work life and particular desired working behavior and implicitly, the underlying implications of performance. EWL increases when the Employees are satisfied with their level of organizational climate being the prime factor, followed by career achievement, career satisfaction and career balance. In this light, there ought to exist a harmony relationship between the organization and the individual so that partnership between the person-environment needs and values is well-established and favorable. In a positive, participative work climate, the managers have a higher sense of accomplishment and the organizational climate forms a psychological basis in achieving EWL.

Conclusion:

All over the world, people are craving for their human dignity and respect. Besides their aspirations and expectations are rising along with rapid changes in times and technologies. There is growing significance attached to human resources. Therefore, it is necessary to ensure excellence work life for all-round peace and prosperity.

REFERENCES

• Feuer, D., 1989. Excellence of work life: a cure for all ills? Training: The Magazine of Human Resources Development, 26: 65-66. | • Cunningham, J.B. and T. Eberle, 1990. A guide to job enrichment and redesign. Personnel, 67: 56-61. | • Straw, R.J. and C.C. Heckscher, 1984. EWL: New working relationships in the communication industry. Labor Studies J., 9: 261-74 | • Walton, R.E., 1975. Criteria for Excellence of Working Life. In Davis, L.E., Cherns, A.B. and Associates (Eds.) The Excellence of Working Life, The Free Press, New York, NY, 1: 91-104. | • Shamir, B. and I. Salomon, 1985. Work-at-home and the excellence of working life. Acad. Manag., 10: 455-64. | • http://www.naukri2000.com/careers/it_coimbatore.php3



Sara Publishing Academy
GLOBAL RESEARCH ANALYSIS
Multi-Subject Journal

Editor,
GLOBAL RESEARCH ANALYSIS
3, SUHANA, Nr. Ruby Apartment,
B/h NID, Rajnagar Circle, Paldi, Ahmedabad - 380007

Printed at Unique Offset, Novatsing Rupam Estate, Opp. Abhay Estate, Tavdipura, Shahibaug, Ahmedabad

Designed By : AdVoice Inc. +91 9824484447