



ROLE OF DEMOGRAPHIC FACTORS ON CAREER DEVELOPMENT OF WOMEN EMPLOYEES IN IT INDUSTRY

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ABSTRACT Career Development is a lifelong process of managing learning, work, leisure, and transitions in order to move toward a personally determined and evolving preferred future. Career development looks at how individuals manage their career and how organizations structure the career development programmes for their employees. This career development may differ from gender to gender. It is the responsibility of the organization to design a career development Programme which suits for all the employees in an organization without any discrimination. The career aspirations and development of a person can be influenced by many factors. This study mainly focuses on the role of demographic factors on career development of women employees in IT industry. For this study the data was collected from 97 women employees from various IT industries in Chennai city. Structured questionnaire has been used for data collection. Statistical tools like One-way ANOVA, Regression and T-test have been used to analyze the data. The researcher would like to thank the authorities of Indian council of social science research for their timely help to complete this research paper with funded and deserved manner.

KEYWORDS : Career Development, Demographic factors, IT Industry, Job performance, Job satisfaction and Women employees.

1.0 INTRODUCTION:

The term career means advancement or development in one's occupation. We may define career development as a sequence of positions occupied by a person during the course of a life time. From an organizational perspective, career development involves tracking career paths. In contrast, individual career development focuses on assisting individuals to identify their major career goals and to determine what to do to achieve these goals. While organizational career development looks at whether the employees in an organization are satisfying the needs of the organization, individual's personal work career irrespective of where this work is performed. An excellent employee may decide to leave an organization if he thinks that career aspirations can better be achieved outside the present organization. So career development is important for both the individual and to the organization to retain the employees and to achieve their goals.

The career development may differ from male to female. The pervious study reveals that the career development of men can be achieved soon compared to men. This is because of dual responsibilities of women. As IT sector is fastest growing sector in India, employees need to update their skills and compete each other in order to get succeed in their career. It may be possible for men to do night shift, over time and so on. But sometimes this may not be possible for women employees as they need to take care of their school going kids, dependents and other household works. This affects the career of women employees in IT industry to a larger extent.

2.0 OBJECTIVE OF THE STUDY:

- To analyze the Role of Demographic factors on career development of women employees.

3.0 HYPOTHESIS:

- Ho:** There is no significant difference between Demographic factors of the respondents with respect to career development.
- Ho:** There is no influence of Demographic factors of the respondents with respect to career development.

4.0 ROLE OF DEMOGRAPHIC FACTORS ON CAREER DEVELOPMENT OF WOMEN:

4.1 Age: Age also influences the career of women to a greater extent. Women between the age group of 23 to 25 years will enter into the organization after their graduation, at this stage they will perform well. Once they get married between 25 to 30 years their responsibility increases towards their family. It will continue till end of their life. Women between 30 to 40 years will maximum quit their job especially women working in IT sector. This is due to night shift, target achievement, work pressure, lack of job security reduces their interest towards their career.

4.2 Gender: Men and women differ considerably in their career and many factors contribute to these differences. The role that played by women is different from men, so it also influence their performance in the organization. For example: The responsibility of men at home is less compared to women, they need to do all the domestic works at home and after that they need to move to office. Indian women will give preference to their family compared to work; this will reduce their interest towards their career growth.

4.3 Marital Status: Marital status also influences the career development of employees to a greater extent. This is because the married women employee has more responsibility towards their family compared to the unmarried women. This will definitely make a difference in their job performance. The married women may take a career in career due to maternity, may not be regulate to office due to personal work and so on. Such kind of problems are not there for unmarried women, they can take their career decision without others influence, can do their work without any interruptions and delay. So, marital status plays a very important role in one's career.

4.4 Work Experience: Several researches have shown that the years of work experience in a certain organization are likely to affect the job satisfaction and performance. Employee with less experience shows greater level of job satisfaction than the employee with more experience. As the experience increases their expectation in job also increases. Once the job performance or satisfaction evades, definitely it will affect their career to a greater extent.

4.5 Educational Qualification: Education is essential for moving up in the career ladder. Many employees both men and women are continuing their studies just for promotions and salary increment. To have a good career growth continuous updating of skills and acquiring knowledge is essential.

5.0 METHODOLOGY:

Descriptive research design is adopted in this study. Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual or a group. The purpose of this study is to analyze the influence of demographic factors on career development of women employees in IT industry. The present study is based on Primary data. The data was collected through a structured questionnaire from women employees in IT Industry. The Sample consisted of 97 women employees in IT Industry in Chennai city. The respondents were selected by convenience sampling method. The statistical tools used for this study are One-way ANOVA, t-Test and Regression to test the hypotheses for the study.

6.0 DATA ANALYSIS AND INTERPRETATION:

6.1 Role of Demographic factors of the respondents with respect to career development of women employees:

Analysis of variance is used to test the following hypothesis:

- **H₀:** There is no significant difference between demographic factors of the respondents with respect to factors career development.

Table 1: One Way Analysis of Variance among demographic factors influencing career development of women employees

Factors	Sum of squares	df	Mean square	F	Sig.	
Age	Between Groups	80.317	3	26.772	.691	.560
	Within Groups	3640.173	94	38.725		
	Total	3720.490	97			
Educational Qualification	Between Groups	314.404	4	78.601	2.146	.041*
	Within Groups	3406.085	93	36.625		
	Total	3720.490	97			
Work Experience	Between Groups	91.041	3	30.347	.786	.505
	Within Groups	3629.449	94	38.611		
	Total	3720.490	97			
Annual Income	Between Groups	276.018	4	69.005	1.863	.123
	Within Groups	3444.472	93	37.037		
	Total	3720.490	97			
Designation	Between Groups	609.580	4	152.39	4.556	.002*
	Within Groups	3110.910	93	33.451		
	Total	3720.490	97			
Spouse Employment	Between Groups	166.231	4	41.558	1.142	.350
	Within Groups	1564.435	43	36.382		
	Total	1730.667	47			

Source: Primary Data

From the above table it is found that Age (.560), work experience (.505), Annual Income (.123) and Spouse employment (.350) of the respondents does not have any difference with respect to career development.

Educational Qualification (.041) of the respondents is less than 0.05, depicts that the study reject the null hypothesis at 5% level of significance. Designation (.002) is less than 0.01, Depicts that the study rejects null hypothesis at 1% level of significance. Hence it is concluded that there is a significant difference with respect to Career development of women employees.

6.2 Role of Marital status and Family status of the respondents with respect to career development of women employees:

t-Test is used to test the following hypothesis:

- **H₀:** There is no significant difference between Marital status and Family status of the respondents with respect to career development of women in IT sector.

Table 2: Independent sample t-Test among marital status and family status of women employees with regard to career development of women in IT sector

Factors	N	Mean	SD	F	.Sig
Marital Status	Married	47	35.43	4.143	4.839 .030*
	Unmarried	46	35.43	5.958	
Family status	Joint Family	38	35.24	5.175	2.779 .099
	Nuclear Family	57	35.82	5.352	

Source: Primary Data

From the above table it is found that Marital status (.030) of the respondents is less than 0.05 depicts that the study rejects null hypothesis at 5% level of significance. Hence it is concluded that there is a significant difference between marital status with respect to career development. Whereas, Family status of the respondents does not have any difference with respect to career development.

6.3 Influence of demographic factors on career development of women employees:

Multiple Regression is used to analyze the following hypothesis

- **H₀:** There is no influence of demographic factor of the respondents with respect to career development.

Table: 3 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.743 ^a	0.624	0.623	3.63136

a. Predictors: (Constant), Age, Educational Qualification, Work Experience, Annual Income, Designation of the employees influence on career development.

Table :4 ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig
Regression	832.761	6	138.794	4.374	0.001 ^b
Residual	2887.723	91	31.733		
Total	3720.490	97			

Dependent Variable: Career Development

Table: 5 Coefficients^a

Model	Un standard Coefficients	Standard Coefficients	t	Sig	
				B	Std. Error
Constant	35.666	3.758		9.491	.000
Age	.963	.969	.119	.994	.323
Educational Qualification	1.311	.755	.168	1.737	.086
Annual Income	1.457	1.017	.173	1.432	.156
Work Experience	-1.552	.646	-.274	-2.402	.018*
Designation	-1.534	.385	-.389	-3.986	.000**

Dependent Variable: Career Development

From the above table it is found that demographic profile of the respondent has significant influence on career development of women employees in IT industry. Work experience and designation of the employees have greater influence on career development of women employees. Hence it is concluded that null hypothesis is rejected at 1% level of significance and Work experience and designation of the employees that influence on career development.

7.0 CONCLUSION:

Career development is process that forms a person's work identity. The quality of this process significantly determines the nature and quality of individuals lives it includes the kind of people they become, the sense of purpose they have, the income at their disposal. It also determines the social and economic contribution they make to the communities and societies of which they are part. From the study it reveals that Work experience, Designation, Educational qualification and marital status of the employees have influence on career development of women employees. Work experience, educational qualification and designation are all work related factors but Marital status is personal factor, the influence of marital status on career development is more. This is because the married women employees have more responsibility and pressure than unmarried women and other men employees. It is suggested to the organization to give special attention to married women employees to organize their career. The maternity leaves and career breaks can be considered and it should not be taken in to account for their appraisal, which may affect their career. Hence, they can work like other employees without any hesitation or fear about their career. This will further attract more women employees towards this sector and can generate more revenue to the society.

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