



## SOCIO-ECONOMIC CHARACTERISTICS OF WOMEN EMPLOYEES IN BPO SECTOR- AN ANALYSIS

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### Abstract

*The BPO employment does not only provide young women with a profitable and challenging work environment, but also has other positive outcomes: many young BPO women employees associated their increased independence and self-efficacy to their employment in this sector many reported close peer networks and savings orientation. The majority of women employees belong to the age group of 21-30 years and more than half of the women employees are under graduates. More than half of the women employees are in the position of junior level and the leadership, organization and security discriminate the job positions of women employees in BPO sector.*

**Key Words: Women, Employees, BPO.**

### Introduction

In a constantly changing business environment, companies and individuals must be quicker and more flexible than before and they must also be able to manage changes in dynamic business environment and individuals' effort to adopt with dynamic working environments. Organizing work and working hours to support women employees' well-being requires management of time pressure, joint discussions on goals, work-life balance, security, support from members and socio economic status of the working community.

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 examine the socio-economic characteristics of women employees in BPO sector.
2. To examine the security aspects in gender issues and problems of women employees in BPO sector.

### Socio-Economic Characteristics of Women Employees

#### Age

The age distributions of women employees in BPO sector are analyzed and the results are presented in Table 1.1.

**Table.1.1. Age of Women Employees in BPO Sector**

Age	Frequency	Per cent	Chi Square Value	Sig
21-30 Years	272	54.40	0.03	0.01
31-40 Years	183	36.60		
41-50 Years	35	7.00		
>50 Years	10	2.00		
Total	500	100.00		

Source: Primary & Computed Data



From the table, it is clear that the majority of women employees (54.40 per cent) belong to the age group of 21-30 years followed by less than 31-40 years (36.60 per cent). Only 7.00 per cent of women employees are in the age group of 41-50 years followed by more than 50 years (2.00 per cent). The chi square value is 0.03 and it is statically significant at five per cent level of significance indicating that there is a significant difference between age groups of the women employees in BPO sector. Hence, it indicates that the women employees in BPO sector belong to the different age groups and their age is varying from 21 years to more than 50 years.

### Educational Qualification

The educational qualifications of the women employees in BPO sector are analyzed and the results are presented in Table 1.2.

**Table.1.2 Educational Qualification of Women Employees in BPO Sector**

Educational Qualification	Frequency	Per cent	Chi Square Value	Sig
Under Graduation	259	51.80	0.02	0.01
Post Graduation	152	30.40		
Professionals	89	17.80		
Total	500	100.00		

Source: Primary & Computed Data

It is obvious that more than half of the women employees (51.80 per cent) are under graduates followed by post graduates (30.40 per cent) and professionals (17.80 per cent). The chi square value is 0.02 and it is statically significant at five per cent level of significance indicating that there is a significant difference between educational qualifications of the women employees in BPO sector. Therefore, it shows that the women employees in BPO sector are having different educational qualifications and their educational qualifications are ranging from under graduation to professionals.

### Job Position

The job positions of the women employees in BPO sector were analyzed and the results are presented in Table 1.3.

**Table.1.3. Job Position of Women Employees in BPO Sector**

Job Position	Frequency	Per cent	Chi Square Value	Sig
Junior Level	254	50.80	0.02	0.01
Middle Level	218	43.60		
Senior Level	28	5.60		
Total	500	100.00		

Source: Primary & Computed Data

The results show that more than half of the women employees (50.80 per cent) are in the position of junior level followed by middle level (43.60 per cent) and senior level (5.60 per cent). The chi square value is 0.02 and it is statically significant at five per cent level of significance indicating that there is a significant difference between job positions of the women employees in BPO sector. Hence, it is observed that the women employees in BPO sector belong to the various job positions and their jobs are varying from junior level to senior level.

### Monthly Income

The monthly income of the women employees in BPO sector is analyzed and the results are presented in Table 1.4.

**Table.1.4. Monthly Income of Women Employees in BPO Sector**

Monthly Income(Rs)	Frequency	Per cent	Chi Square Value	Sig
< 10000	229	45.80	0.03	0.02
10001-20000	129	25.80		
20001-40000	120	24.00		
> 40000	22	4.40		
Total	500	100.00		

Source: Primary & Computed Data



The results indicates that about 45.80 per cent of women employees earn monthly income of less than Rs. 10000 followed by Rs.10001-20000(25.80 per cent) and Rs. 20001-40000(24.00 per cent) and more than Rs. 40000(4.40 per cent) . The chi square value is 0.03 and it is statically significant at five per cent level of significance indicating that there is a significant difference between monthly incomes of the women employees in BPO sector. Therefore, it is inferred that the women employees in BPO sector belong to the different income groups and their income is ranging from less than Rs. 10000 to more than Rs. 40000.

#### **in the Present Company**

The experience of the women employees in the present company in BPO sector is analyzed and the results are presented in Table 1.5.

**Table.1.5. Experience in the Present Company of Women Employees in BPO Sector**

Experience	Frequency	Per cent	Chi Square Value	Sig
< 2 Years	272	54.40	0.02	0.01
2 to 5 Years	206	41.20		
> 5 Years	22	4.40		
Total	500	100.00		

Source: Primary & Computed Data

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 followed by 2-5 years (41.20 per cent) and more than five years (4.40 per cent). The chi square value is 0.02 and it is statically significant at five per cent level of significance indicating that there is a significant difference between experiences in the present company of the women employees in BPO sector. Hence, it indicates that the women employees in BPO sector have different working experience in the present company and their experience are varying from less than two years to more than five years.

#### **Total Work Experience**

The total work experience of the women employees in BPO sector is analyzed and the results are presented in Table 1.6.

**Table.1.6. Total Experience of Women Employees in BPO Sector**

Experience	Frequency	Per cent	Chi Square Value	Sig
< 2 Years	42	8.40	0.03	0.02
2 to 5 Years	268	53.60		
6-10 Year	170	34.00		
> 10 Years	20	4.00		
Total	500	100.00		

Source: Primary & Computed Data

From the results, it is apparent that about 53.60 per cent of the women employees have the total experience of 2-5 years followed by 6-10 years (34.00 per cent) and less than two years (8.40 per cent) more than 10 years (4.00 per cent). The chi square value is 0.03 and it is statically significant at five per cent level of significance indicating that there is a significant difference between total experiences of the women employees in BPO sector. Therefore, it shows that the women employees in BPO sector are having different total job experiences and their experiences are ranging from less than two years to more than 10 years.

#### **Working Hours**

The average working hours per week for the women employees in BPO sector is analyzed and the results are presented in Table 1.7.



**Table.1.7. Average Working Hours for Women Employees in BPO Sector**

Working Hours	Frequency	Per cent	Chi Square Value	Sig
35 – 40 hrs / Week	111	22.20	0.03	0.01
41 – 45 hrs / Week	302	60.40		
46 – 50 hrs / Week	55	11.00		
> 50 hrs / Week	32	6.40		
Total	500	100.00		

Source: Primary & Computed Data

The results show that 60.40 per cent of the women employees are working around 41 – 45 hrs / week followed by 35 – 40 hrs / week(22.20 per cent), 46 – 50 hrs / week(11.00 per cent) and more than 50 hrs / week(6.40 per cent). The chi square value is 0.03 and it is statically significant at five per cent level of significance indicating that there is a significant difference between working hours of the women employees in BPO sector. Hence, it is observed that the women employees in BPO sector are having different working hours and their working hours are ranging between 35 – 40 hrs / week and more than 50 hrs / week.

### Marital Status

The marital status of the women employees in BPO sector is analyzed and the results are presented in Table 1.8.

**Table.1.8. Marital Status of Women Employees in BPO Sector**

Marital Status	Frequency	Per cent	Chi Square Value	Sig
Single	300	60.00	0.01	0.00
Married	200	40.00		
Total	500	100.00		

Source: Primary & Computed Data

The results show that about 60.00 per cent of the women employees are single while the rest of 40.00 are married. The chi square value is 0.01 and it is statically significant at five per cent level of significance indicating that there is a significant difference between marital status of the women employees in BPO sector. Therefore, it is apparent that the women employees in BPO sector are different in their marital status and they are either married or single.

### Family Status

The family status of the women employees in BPO sector is analyzed and the results are presented in Table 1.9.

**Table.1.9. Family Status of Women Employees in BPO Sector**

Family Status	Frequency	Per cent	Chi Square Value	Sig
Joint Family	200	40.00	0.01	0.00
Nuclear Family	300	60.00		
Total	500	100.00		

Source: Primary & Computed Data

The results indicate that about 40.00 per cent of the women employees have joint family while the rest of 60.00 have nuclear family. The chi square value is 0.01 and it is statically significant at five per cent level of significance indicating that there is a significant difference between family status of the women employees in BPO sector. Hence, it is inferred that the women employees in BPO sector are having different family status and they belong to either joint family or nuclear family.

### Caring Responsibilities

The caring responsibilities of the women employees in BPO sector are analyzed and the results are presented in Table 1.10.



**Table.1.10. Caring Responsibilities of Women Employees in BPO Sector**

Caring Responsibilities	Frequency	Per cent	Chi Square Value	Sig
Yes	235	47.00	0.01	0.00
No	265	53.00		
Total	500	100.00		

Source: Primary & Computed Data

From the table, it is clear that about 53.00 per cent of the women employees have no caring responsibilities while the rest of 47.00 per cent have caring responsibilities. The chi square value is 0.01 and it is statically significant at five per cent level of significance indicating that there is a significant difference between caring responsibilities of the women employees in BPO sector. Therefore, it indicates that the women employees in BPO sector are having different caring responsibilities and they are either having caring responsibilities or not having caring responsibilities.

### Findings of the study

1. The majority of women employees (54.40 per cent) belong to the age group of 21-30 years followed by less than 31-40 years (36.60 per cent). Only 7.00 per cent of women employees are in the age group of 41-50 years followed by more than 50 years (2.00 per cent).
2. More than half of the women employees (51.80 per cent) are under graduates followed by post graduates (30.40 per cent) and professionals (17.80 per cent).
3. More than half of the women employees (50.80 per cent) are in the position of junior level followed by middle level (43.60 per cent) and senior level (5.60 per cent).
4. The results show that about 45.80 per cent of women employees earn monthly income of less than Rs. 10000 followed by Rs.10001-20000(25.80 per cent) and Rs. 20001-40000(24.00 per cent) and more than Rs. 40000(4.40 per cent).
5. 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 followed by 2-5 years (41.20 per cent) and more than five years (4.40 per cent).
6. It is apparent that about 53.60 per cent of the women employees have the total experience of 2-5 years followed by 6-10 years (34.00 per cent) and less than two years (8.40 per cent) more than 10 years (4.00 per cent). The results indicate that 60.40 per cent of the women employees are working around 41 – 45 hrs / week followed by 35 – 40 hrs / week(22.20 per cent), 46 – 50 hrs / week(11.00 per cent) and more than 50 hrs / week(6.40 per cent).
7. The results show that about 60.00 per cent of the women employees are single while the rest of 40.00 are married while 40.00 per cent of the women employees have joint family while the rest of 60.00 have nuclear family.
8. About 53.00 per cent of the women employees have no caring responsibilities while the rest of 47.00 per cent have caring responsibilities.

### 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.

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