



## FACTORS INFLUENCING CAREER DEVELOPMENT OF WOMEN EMPLOYEES IN IT INDUSTRY – AN EMPIRICAL STUDY

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**Abstract:** *Career is essential for every employee in an organization. The organization need to provide a successful career path and career development for its employees. When compared to other sectors, career development in IT sector is little different. In IT sector the employee who has exceptional performance and project achievement will be deserved to get promotion. This exceptional performance will differ from person to person, especially to Genders. Women besides their multiple roles cannot perform their job as men do. This personal problem and many other problems may influence their career development. To analyze this problem, the researcher has used structured questionnaire to collect the data from 293 women employees from various IT companies in Chennai city. The statistical tools like One-way Anova and Friedman test have been used to analyze the data and suggestions have been drawn based on the analysis. 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, IT industry, Women employees and Job performance.*

### 1.0 INTRODUCTION

An individual joins in an organization not just for a job but for a career. Development in the job is very essential for an employee in organization. The term Career can be defined as the sequence of jobs that a person has during his or her working life. As the technology improves the nature of people to pursue their careers has changed. Due to change in technology, work environments employees found the increasing complexity of modern careers. Individuals who are unable to adapt themselves to career complexity usually fail to have a great career. In order to sustain and to satisfy their employees, every organization need to have a better career development program and clear career path for its employees. When compared to other organizations the career development is little different in IT sector. Information Technology is booming and top revenue sector in India which employees



billions of People all over the world. As IT industry grows it attracts many women employees towards this sector. So there is an increase in competency and competitiveness in this sector. It is difficult to sustain in IT industry unless we update our skills daily, complete the work target, good project achievement in order to compete and get promoted. It is quite difficult for women employees to get advancement in their career, besides their household responsibilities. As they play multiple role within and outside the organization, it is little difficult for them to compete with male and to get succeed in their career.

## **2.0 OBJECTIVE OF THE STUDY**

- To analyze the factors influencing career development of women employees.

## **3.0 HYPOTHESIS**

**Ho:** There is no significant difference between Age of the respondents with respect to factors influencing career development.

**Ho:** There is no significant difference between Experience of the respondents with respect to factors influencing career development.

**Ho:** There is no significant difference between Educational Qualification of the respondents with respect to career development of women in IT sector.

**Ho:** There is no significant difference between Designation of the respondents with respect to career development of women in IT sector.

**Ho:** There is no significant difference between factors facilitating career development.

## **4.0 CONCEPTUAL FRAMEWORK**

**4.1 Organizational factor:** Organizational factor is one of the main factors that influence the career development of women employees. Organization consists of many people. Every individual perform their task competitively in order to get succeed. The organization will sustain and promote the people who perform the task without any destruction. At the same the organizational climate and culture is also an important factor. Some people cannot adopt themselves to a certain organizational climate and culture. This may also lead to take a break in career.

**4.2 Family Factor:** Career development for women is connected with their family responsibility which reduces their opportunities for greater career plan. In spite of the fact that the participation of women in workforce is on the increase, however, having family responsibilities as wife and mothers have been shown to reduce women's interest, determination and competence to maintain a career while taking care of the family.



Consistent with this, studies observed that family factor such as family structure, work-family conflict, and number of children had an adverse effect on women's career development in the sense that being a wife and mother is contributes to career interruptions and slow progression of women particularly at high management level. However, evidence shows that women who receive support from their family face less stress and greater career development than women who do not get support from the family because support from spouse has effect on women's career creativity for better performance at work by enhancing their positive mood. Based on these findings, this study proposed that family factor have influence on career development of women.

**4.3 Individual Factor:** Individual characteristics is said to play a vital role in the career development of women, as a result improve their encouragement to take more risk and believe in their skills without given up their personality. Many researchers identified women's own attitudes, perceptions, skills and competences as individual factor shown to play a role in women's managerial career development. The author further stated that women's positive determination and courage help them to advance in their career, mostly if they do not have role models and proper networks. In view of this, the present study hypothesis that individual factor contributes to career development of women.

## **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 factors influencing 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 293 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 and Fried man test to test the hypotheses for the study.

## **6.0 DATA ANALYSIS AND INTERPRETATION**

### **6.1 Role of age of the respondents with respect to factors influencing career development of women employees:**

Analysis of variance is used to test the following hypothesis:

**Ho:** There is no significant difference between Age of the respondents with respect to factors influencing career development.



**Table 1: One Way Analysis of Variance among age of women employees with regard to factors influencing career development**

Factors	Sum of squares		df	Mean square	F	Sig.
Competency	Between Groups	19.600	3	6.533	1.015	.387
	Within Groups	1867.339	290	6.439		
	Total	1886.939	293			
Self- Confidence	Between Groups	44.012	3	14.671	1.138	.334
	Within Groups	3737.213	290	12.887		
	Total	3781.224	293			
Work-Life Balance	Between Groups	148.417	3	49.472	1.261	.288
	Within Groups	11373.083	290	39.218		
	Total	11521.500	293			
Child care	Between Groups	.679	2	.340	.015	.985
	Within Groups	2668.646	117	22.809		
	Total	2669.325	119			
House hold responsibilities	Between Groups	48.685	3	16.228	1.296	.276
	Within Groups	3631.428	290	12.522		
	Total	3680.112	293			
Domination	Between Groups	130.538	3	43.513	2.155	.093
	Within Groups	5855.043	290	20.190		
	Total	5985.582	293			
Gender Discrimination	Between Groups	314.540	3	104.847	1.546	.203
	Within Groups	19671.980	290	67.834		
	Total	19986.520	293			

Source: Primary Data

Age of the respondents does not have any difference with respect to competency (.387), Self-confidence (.334), Work-life balance (.288), Child care (.985), House hold responsibilities (.276), Domination (.093), Gender Discrimination (.203) crossing over 0.05 depicts that the study failed to reject the null hypothesis. Hence it is concluded that there is no significant difference between Age of the respondents with respect to Competency, Self-confidence, Work-life Balance, Child Care, House hold responsibilities Domination and gender discrimination.

## 6.2 Role of Experience of the respondents with respect to factors influencing career development of women employees:

Analysis of variance is used to test the following hypothesis:

**Ho:** There is no significant difference between Experience of the respondents with respect to factors influencing career development.



**Table 2: One Way Analysis of Variance among experience of women employees with regard to factors influencing career development**

Factors	Sum of squares		df	Mean square	F	Sig.
Competency	Between Groups	56.23	3	18.841	2.985	<b>.032**</b>
	Within Groups	1830.415	290	6.312		
	Total	1886.939	293			
Self- Confidence	Between Groups	152.455	3	50.818	4.061	<b>.008**</b>
	Within Groups	3628.769	290	12.513		
	Total	3781.224	293			
Work-Life Balance	Between Groups	51.360	3	17.120	.433	.730
	Within Groups	11470.140	290	39.552		
	Total	11521.500	293			
Child care	Between Groups	340.671	3	113.557	5.657	<b>.001**</b>
	Within Groups	2328.654	116	20.075		
	Total	2669.325	119			
House hold responsibilities	Between Groups	134.368	3	44.789	3.663	<b>.013**</b>
	Within Groups	3545.745	290	12.227		
	Total	3680.112	293			
Domination	Between Groups	99.167	3	33.056	1.629	.183
	Within Groups	5886.415	290	20.298		
	Total	5985.582	293			
Gender Discrimination	Between Groups	905.552	3	301.851	4.588	<b>.004**</b>
	Within Groups	19080.969	290	65.796		
	Total	19986.520	293			

Source: Primary Data

Note: \*\* Denotes 1% level of significance

Age of the respondents does not have any difference with respect to competency (.032), Self-confidence (.008), Child care (.001), House hold responsibilities (.013), Gender Discrimination (.004) are less than 0.01 depicts that the study reject the null hypothesis at 1% level of significance. Hence it is concluded that there is significant difference between Experience of the respondents with respect to Competency, Self-confidence, Child Care, Household responsibilities and gender discrimination.

### **6.3 Role of Educational qualification of the respondents with respect to career development of women employees:**

Analysis of variance is used to test the following hypothesis:

**Ho:** There is no significant difference between Educational Qualification and Designation of the respondents with respect to career development of women in IT sector.



**Table 3: One Way Analysis of Variance among educational qualification of women employees with regard to career development of women in IT sector**

Factors	Sum of squares		df	Mean square	F	Sig.
Educational Qualification	Between Groups	943.213	4	235.803	6.669	<b>.001**</b>
	Within Groups	10218.256	289	35.357		
	Total	11161.469	293			
Designation	Between Groups	1828.739	4	457.185	14.157	<b>.000**</b>
	Within Groups	9332.730	289	32.293		
	Total	11161.469	293			

Source: Primary Data

Note: \*\*Denotes 1% level of significance

It is inferred from the above table that the P Value is less than 0.01; Null hypothesis is rejected at 1% level of significance. Hence it is concluded that there is a significant difference between Educational Qualification and Designation with respect to Career Development of women employees in IT sector.

#### 6.4 Friedman test

The Friedman test is a non-parametric test statistical test used to detect difference in treatments across multiple test attempts. The procedure involves ranking each row together, then considering the value of ranks by columns.

**Ho:** There is no significant difference between factors facilitating career development.

**Table 4: Friedman test for factors facilitating career development of women employees**

Factors Facilitating career development			
Better job performance	3.46	N Chi-Square df Asymp. Sig.	293 412.041 9 .000**
Achieving target within a time	3.75		
Experience	5.54		
Good relationship with co-workers	6.32		
Problem identifying skill	5.05		
Good communication skill	5.34		
Problem solving skill	6.88		
Team player	7.02		
Good Technical skill	5.38		
Spontaneous decision making skill	6.27		

Source: Primary Data

Note: \*\* denotes 1% level of significance

From the above table it is inferred that among the factors the higher weightage goes to better job performance (3.46), Achieving target (3.75), Problem identifying skill (5.05), Good communication skill (5.34), Good technical skill (5.38), Experience (5.54), Spontaneous decision making skill (6.27), Good relationship with co-workers (6.32), Since P Value is less



than 0.01 Null Hypothesis is rejected at 1% level of significance. Hence it is concluded that there is a significant relationship between factors facilitating career development of women employees.

## **7.0 FINDINGS OF THE STUDY**

- It is found from the ANOVA table that there is no significant difference between Age of the respondents with respect to Competency, Self-confidence, Work-life Balance, Child Care, House hold responsibilities Domination and gender discrimination. It reveals that Age of the respondents does not play any role in career development of women employees.
- It is found that there is significant difference between experience of the respondents with respect to Competency, Self-confidence, Child Care, Household responsibilities and gender discrimination. It implies that Experience of the respondents plays an important role in career development of women in IT sector.
- It is implied that there is a significant difference between Education Qualification and Designation of the respondents with respect to career development. IT shows that educational qualification and designation of the respondents plays an important role in career development of women.
- It is found from the Friedman test that job performance, Achieving target, problem identifying skill, good communication skill and the technical skill plays an important role in facilitating career development.

## **8.0 SUGGESTIONS**

- From the study it is revealed that experience of the employees plays an important role in career development. So, it is suggested that appraisal can be done based on the experience. This will be helpful for the career of women employees without any discrimination.
- Organizations can take steps to provide housings for single female employees and day-care facilities for working mothers. Flexible working hours and work from home options can be provide for pregnant women. This will prevent the women employees from career break.
- The organization can provide mentors and organize career development programs, in order to facilitate the employees to achieve their goals. They can have women





mentors who have survived long in the industry so that the young respondents will be motivated more.

- Women employees can make full utilization of the various training opportunities, and skill developmental programs that the organization provides, for a growth in their profession.

## 9.0 CONCLUSION

Women are the very big asset for the organization. They can perform their work as men do. As we discussed earlier, the additional responsibilities of married women made to give little low performance compared to men. It is needed that the organization should make some changes like flexi time, work from home for women. At the same time it is necessary for the women to adopt for multi-tasking and should be brave enough to do their work besides their personal problems. This will help them for their career development and improve their status in the society.

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