EMOTIONAL INTELLIGENCE AND WORK LIFE BALANCE IN IT COMPANIES

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ABSTRACT

This research paper deals with the study of emotional intelligence and work life balance in IT companies. The researcher will study from various sources for the evaluation of the concepts of emotional intelligence and work-life balance and applied a unique technique for the detailing of the impact of emotional intelligence in maintaining work-life balance of the workers of the IT companies. The researcher has taken help of both primary and secondary types of data analysis method for the conduction of proper analysis and reflection on the particular research topic. The research paper deals with the thorough study of several theories that have been conducted by the earlier researchers on the topic of emotional intelligence and work life balance. The idea of emotional intelligence has been highlighted as a special quality involving the intra-personal skills that enables the IT sector’s workers to maintain a harmony between work and life that helps in enhancing the productivity of the workers that benefits the organizations in various ways.

Thus, the dissertation paper enlightens the readers about the concept of emotional intelligence and work-life balance and the ways in which emotional intelligence has impacted over the maintenance of work-life balance of the employees of the IT industry. The researcher has chosen Wipro for further detailing and a clear understanding of the research topic and how Wipro deals with the emotional intelligence of the workers and the various strategies or policies implemented by the international company for bringing harmony in the workers life for enhancement of their productivity. Moreover, the researcher has identified the sign and symptoms of the work life balance and the emotional intelligence among the IT sectors’ employees in India for evaluation of the working situation of Wipro. This will help in developing a new view in the eyes of the readers that is a bit different from the previous existing researches. The research further deals with the difficulties faced by the employees of IT sector in maintaining work-life balance due to immense work load and less scope for their expression of personal needs. The researcher has shown that opportunities must be given to the employees for attaining both professional and personal duties with equal importance. Therefore, the strong bonding between emotional intelligence and work-life balance plays a significant part in the life of the employees working in IT sector.

Keywords: Emotional Intelligence, Work Life Balance, IT Company, Wipro

INTRODUCTION

It is evident from the thorough research work that has been conducted on work life balance, that emotional intelligence is a special quality that enables the individual to maintain a balance between the new environment as well as the mental state so as to maintain a proper workflow without affecting personal life. Emotional intelligence is also known as the intra-personal skill or soft skill that influences human behaviour. Professionals working in the IT sector face tough challenge and hence it
often becomes difficult for them to maintain a harmonious work life balance (Grandi, D. 2012). It has been further studied that Emotional intelligence (EI) deals with knowing emotions, motivating one, managing emotions, recognizing others’ emotions and handling various relationships. EI plays an important role in the employee produced work kind and the relationship an individual maintains in the specific organization. Work-life balance is taken as a potential challenging issue for the IT managers, leaders and therefore, has attracted the researchers’ attention (Goyal and Babel 2015). The term emotional intelligence connotes to the concept that it is about an individual’s capability of identifying his personal emotions as well as ability to differentiate between other types of feelings. The research work has further discussed three main models of emotional intelligence, such as the ability model, mixed model and trait model. It has been pointed that work life balance practice includes a process where employee could easily benefit within the work place while balancing the regular demand.

LITERATURE REVIEW

It has been thoroughly researched by the study through various secondary sources that in the leading corporate houses, emotional intelligence based curriculum has been introduced in the routine training to their employees for making them strong emotionally and deals with the pressure of multi-tasking. Emotional intelligence gives the definition to manage behaviour, make personal decisions and navigate social complexities for achieving positive results. It provides advantage to the corporate life, teaching – learning process, social life, training and development, guidance, counselling, handling grievance, and making planning of human recourse and formulation of strategy (Russell et al. 2007). It can be said as hundred times powerful than the intelligence quotient. Emotional intelligence builds integrated competency as well as excellence in the matter of hidden potential’s effective usage. In the world that is liberalized economically, emotional intelligence is regarded as the main factor of stability of the employees, sustainable development and talent retention (Future of Work Institute, 2012). The high work-life balance is directly proportionate to high emotional intelligence. The first part of the thesis has mentioned about the aim and objective of the study and then discussed primary and secondary data to explore the issue in minute detail. The emotional intelligence is the inner potential to feel, communicate and use self and others emotions and understand as well as remember successfully for the navigation in right direction. In specific corporate house like Wipro, emotional intelligence based curriculum has been introduced in the routine training to their employees for making them strong emotionally and deals with the pressure of multi-tasking. It gives the definition to manage behaviour, make personal decisions and navigate social complexities for achieving positive results. It gives advantage to the corporate life, teaching – learning process, social life, training and development, guidance, counselling, handling grievance, and making planning of human recourse and formulation of strategy. It can be said as hundred times powerful than the intelligence quotient (Khatri and Behl 2013). Emotional intelligence builds integrated competency as well as excellence in the matter of hidden potential’s effective usage. In the world that is liberalized economically, emotional intelligence is regarded as the main factor of stability of the employees, sustainable development and talent retention. The high work-life balance is directly proportionate to high emotional intelligence.

RESEARCH OBJECTIVES

The purpose of the researcher is to highlight the definite roles of IT industry in the matter of emotional intelligence and the impact it lays on the work-life balance of the employees. Another objective of the research study is the strategies that have been applied for coping with the adverse situation of work and life imbalance. Thus, the objectives can be pointed out below:

1. To study about emotional intelligence and work life balance of employees in IT companies with reference to Information Technology Companies in Andheri MIDC Mumbai.
2. To measure level of Emotional Intelligence of IT employees.
3. To study relationship between Emotional Intelligence and work-life balance of employees to improve the leadership skills in IT companies.
4. To identify problems involved in work-life balance of employees
5. To suggest measures to improve Emotional Intelligence and to maintain work-life balance in IT companies.

RESEARCH HYPOTHESES

The research study deals with the tough competition for survival in the IT industry in contemporary era. The IT related organizations have adopted many strategies that results in hectic work schedule for the employees. Therefore, by discussing the various aspects related to the emotional intelligence and work life balance, the researcher has provided certain hypotheses regarding the topic.

H₁: Higher EI, reduces WIF conflict among IT employees.
H₀: Higher EI, do not reduce FIW conflict among IT employees.

DATA COLLECTION

The investigation process of the research went in a smooth manner as both, primary and secondary data has been accumulated for the purpose of evaluation and analysis of the topic. The secondary data has been accumulated from several books, previously published research works and scholarly as well as academic sources. These were studied extensively to understand the need for work life balance for IT professionals. The data has been studied and then critically presented in the literature review section (Creswell, 2003).

Here the researcher has applied the primary data in which information is collected through surveying a specific number of respondents selected from the IT industry in India. Thus, for this research work approximately 500 respondents have been surveyed for acquiring data regarding the impacts of flexible working hours improving the work life balance in software sector with special reference of Wipro. In relation to gather data from the primary source of information, several questions have been given to the respondents for assessing the impact of work stress and emotional intelligence on individuals’ professional as well as personal life. The questionnaires are prepared by keeping the fact in mind that it would not hurt any one’s personal feelings and opinion. Therefore, two sets of questions have been incorporated for collecting data in a systematic and chronological manner. The two set of questions are thoroughly analysed for providing data of the employees’ perspective about working in the software industry and how they deal with various situations in which they face difficulties in balancing their personal life as well as professional life (Saunders et al. 2009).

DATA ANALYSIS

The relationship between the two set of questions lies on the correlation and coefficient calculation that are smoothly incorporated in the research work. Therefore, the research paper has successfully accumulated various information from primary as well as secondary data that is related to the effects and impacts of flexibility of work time that improve the work life balance of the employees working in the IT sector.

Questions related to making of intelligent decisions using a healthy balance of emotions and reason has been asked. Most of the respondents have given positive answers stating its importance. Many respondents have agreed to the fact that dependency is not needed in terms of encouragement for doing work in a well manner. Again, for answering the question whether employees can work under severe criticism, majority have agreed that strong emotional intelligence helps in this regard. Strong emotional intelligence helps in accessing the situation first and then behaves accordingly. In IT offices, there is a lot of task. Therefore, many respondents has answered that strong emotional intelligence led them to concentrate on multitasking in spite of disturbances. The respondents were asked whether they agree to the opinion of paying attention to the worries and concerns of others. Most of them have given a positive answer to it. Many are uncertain about it. Most of the people in the IT sector are capable of separating emotions from potential issues. Most of the respondents have agreed and given positive answer related to the questions on point of view of other persons, standing up for beliefs, seeing the
situation’s brighter side, believing in self, staying composed in good as well as bad situations, confronting others’ unethical actions, keeping promises and meeting commitments, careful and organized works, handling multiple demands, opening up to new information and novel ideas, etc. Respondents have disagreed to the statement of pursuing goals beyond requirement and expectation. They have provided equal positive and negative answers towards persistence in pursuing goals despite of setbacks and obstacles. Moreover, most of the respondents have agreed to the opinion related to identification and separation of emotions, management of feelings, and awareness of self-weakness.

From the secondary data, it has been studied that various campaigns related to the corporate social responsibility under the initiative of ‘Wipro Cares’ provides insight to the healthy diet, exercises for soul and body and many tips for keeping one fit. The focus of Wipro is on the employees’ physical and emotional wellbeing as a means to enable balance between work and life. The working time’s flexible arrangements differ from country to country. In Austria, Germany and Nordic countries, more workers than the average of EU have flexible arrangements of working. In Eastern and Central European countries, there is very less working time flexibility. In Scandinavian countries, more companies offer time banking and flexitime. In Italy, fixed hours with some amount of flexibility within the daytime are offered. Evaluation of primary and secondary data has helped in evaluating the concept from two separate perspectives and thus presented an in-depth analysis of the research topic (Jha, 2008).

RESULTS AND DISCUSSIONS

After evaluating the various aspects of the research topic, the researcher has successfully provided a thorough discussion of emotional intelligence and work life balance in IT companies. The research paper has shown that the schedule of the IT and private sectors are very hectic now a days. The employees of these sectors are greatly responsible for good job performance for benefitting the companies. The data collection section shows the representation of the IT professionals in the matter of emotional intelligence and work-life balance. The detailed analysis in the literature review has shown that the indulgence of the modern technology in the 21st century has affected the working life as well as the personal life by striking a good balance of the work and life of the IT professionals (Tripathy, 2006). The primary data that are collected by the researcher assessed the facts linked with the emotional intelligence and work-life balance. The question and answer and the relevant data provided by the respondents’ shows that the IT professionals work in diverse situation and generally encourage other mates in spite of the unfavourable condition of the workplace. It is seen that majority of the respondents are in favour of providing inspirations to other employees in the structure of the organization. The IT people inspire each other in order to take initiatives themselves. Various kinds of work-life balance are also analysed in this paper. The researcher has evaluated the symptoms, sign, factors, problems, etc. in his/her study. The impact that is laid by emotional intelligence and its controlling measures are evaluated properly. The paper says that the IT professionals follow certain strategies for the maintenance of emotional intelligence and work-life balance for both personal and professional wellbeing (Rangreji, 2010). The researcher has done analysis on the historical background, classification, various services provided by the IT industry. The historical events and facts of India’s IT sector depict the present situation of the competitive market in India and how emotional intelligence and work-life balance have impacted the Indian market effectively. The researcher has opted for Wipro, a leading IT company and its innovative strategies and policies for the overall development of the company. The paper also provided us the coping methods of Wipro in marinating balance between work and life of the employees and overcoming factors of the stress that are caused due to hectic work schedule, long work timing, etc. The research paper has given the importance of the various employee benefit campaigns and programs and their importance for the work life balance. Models of emotional intelligence like ability model, mixed model and trait model are identified showing the importance of these models in meeting the dual demands of work and life. The researcher has stated from various studies that the utmost need of the employees for balancing family life and office life is offered through a good work-life balance. As per Thompson and Truch (2013), the strategy of work life balance prioritizes between lifestyle and work that helps the employees to choose a suitable lifestyle. The IT companies are applying various policies and strategies
like granting of leaves, tele-communication, child care facilities, sharing job, granting sabbaticals, etc. for helping the employees in maintaining work-life balance. The other practices of work life balance involve engagement in voluntary work and supporting child education. The researcher has also discussed about the various factors that boost the emotional intelligence quotient, such as, self-awareness, mood management, self-motivation, empathy and relationship management (Sharma, 2014). The researcher has discussed about the symptoms and signs of emotional intelligence that can make us aware of the person’s knowledge about the possession of his or her emotions. These are self-awareness, interpersonal social skills, self-regulations, motivation and empathy. The symptoms and signs of imbalance between work life balances have also been discussed, such as, short temper, lack of joy, worrying constantly, feeling sick, lack of control, addictive tendencies, etc.

Moreover, the psychological, behavioural and physical issues of stress have been described briefly. The stages of emotional intelligence like personal competence and social competence have been stated by the researcher. The role and the effect of emotional intelligence in organizations have been depicted. Emotional intelligence depends on creation of consciousness as well as intelligent actions about self-emotional responses and also managing the reaction of other people in a situation that is charged emotionally (Liu, G. 2016). The emotional management aspects like regulating emotions, responding appropriately, responding to other’s emotions are aptly discussed. The researcher has shown a way of coping with emotional intelligence (Vargas and Boehmer, 2015). After a proper introduction of the IT sector, the researcher has discussed the present situation and the strategies adopted by the sector for improving the overall emotional intelligence factor and work-life balance of the employees. The government initiated technologies and innovations through Open Technology Centre that gives direction to India in the areas of Open Standard, Open source Solution, Open courseware, Open Process and specification of Open Hardware. The Indian IT industry is still backward in comparison to the other region of the world. Classification of IT industry like software, IT services, IT enabled services (ITeS), that is, BPO, etc. have been discussed in the paper. The factors influencing the IT sector’ growth like low cost advantages, English speaking population, technically skilled workforce, superior service population, robust infrastructure, an indigenous software industry that is thriving, etc. The paper has provided a clear picture of the services provided by Wipro, its profile, history, background, ups and downs, etc. have been thoroughly analysed by the researcher. It is seen that Wipro has come a long way from oil business to IT consulting on a worldwide platform, and it can be expected that the organization would positively flourish in the near future with more profitability as well as sustainability by applying the innovative strategies of emotional intelligence and work-life balance.

It is also evident from the respective dissertation that many countries have introduced new policies and enhanced their existing legislation to support and enhance the practice of maintaining balance between work and life for human survival. Therefore, the HR department is paying much more attention to all employees’ aspirations and social interactivity’s parameter creation for enabling them to consistently discover the true potential. The IT industry has further participated to reframe policies related to work life because of high rate of attrition (shodhganga.inflibnet.ac.in. 2011). Many BPO and call centre employee and activists of non-governmental organization show concern regarding the non-implementation of the universal charters that are prepared focusing on the women’s security in case of night shifts. The absence of such regulations lead the employees open to reprisal fear, unscrupulous employer’s mechanization, fraudulent cuts of salary, deposit collection for training and salary’s arbitrary fixing. In the case of BPOs, emotional exhaustion triggers workers’ mental and physical strain that leads to higher level of burnouts and stress under the work that is electronically monitored and work regime that is tightly bureaucratized (Hall, 2016). Therefore, to decrease these adverse effects, the management level has arranged for structured socialization of the company’s employees like; get together arrangements, consultative forums’ organization, etc. to strike a proper balance between fun and work. As per Wipro’s employee involvement programmes, it has been studied that the IT industry faces challenges related to development and talent management. Therefore, it is imperative that the very company improve its business constantly by aligning with the process of HR.
for being at the leading edge. Another challenge faced by the industry is the talent acquisition’s growing pace. The pressure related to the delivery of service of best quality in time frames that are reduced ensures that the employees maintain a balance between work and life. Another challenge is the existing employees’ retention. Thus, Wipro technologies provide merit-based increases of salary and compensation that is equity based via restricted stock units for curbing the issues. This make the company stays competitive in the matter of compensation front.

CONCLUSION

It is therefore evident from the study that work life balance and emotional intelligence is important in IT sector and hence companies like Wipro is implementing programmes and policies to help employees lead a balance work-family life. Since the secondary as well as the primary data evaluation clearly mentions the fact that work life balance is important for professionals and companies today have emphasised on implementing new policies to help people maintain a balance in their work and this approach has proved to have increased productivity of the team in a strategic way. Several organizations have implemented the policies of WLB (work life balance) and helping the employees to meet the multiple demands on time and boost the efforts of the organization for motivating, recruiting and retaining employees. The dependent care, options of flexible work time, and personal of family related leaves are parts of WLB implementation. Many programs related to it are focusing on the employees’ better management of their home life. The boundaries between home and work have been affected because the employees are finding themselves much more connected to their professional life and thus they often handle their professional work right from homes. The technology and globalization have laid impact on the work environment and new ways of integration of personal and professional responsibilities have been found out for building better and harmonious practices of work-life balance. The greater connectivity arrives at a cost. Work-life balance has become the fastest growing and most important priority for the management of business. It is the foundation of the success of business for various reasons like improved engagement of the employees, lower turnover of the staffs, decrease in the errors and incidences in workplace, branding of the employer, greater creativity and innovation.

RECOMMENDATIONS

Work-life balance can be achieved through flexitime, job sharing and telecommuting. Offering a good package for tailoring an individual’s lifestyle enables the employees to strike a balance of various life responsibilities like childcare, elderly care and pursue interests like fitness activities, hobbies, higher education that promotes better health, engagement and happiness of the employees. Flexibility in working hours help in higher organizational profitability and greater productivity of employee are among the most significant benefits. In present days, many organizations are trying to implement a trust culture by offering flexibility to the employees in the workplace. In case of Wipro, paid holidays, vacations, maternity benefit, crèches, sabbaticals and extended leave of absence are offered to the employees. The employer is supposed to offer the flexibility in scheduling. It will improve the morale of the workplace that influences the balance between work and life in a positive way. The employees believe that their employers can help them in balance the roles of work and life. It will enable the company’s employees to deal effectively with the responsibilities even outside the work. The researcher has said that Wipro must provide training programs related to the emotional intelligence for letting the employees maintain a proper work-life balance in the Indian market scenario and leading a healthy and happy life.

FUTURE SCOPE

In the present day lifestyle, managing a distinct boundary between work and home is constantly becoming much more challenging. Information technology is the fast growing sector and hence demands more attention towards balancing employee’s emotional condition and maintains balance in work. The IT workers have to balance their life in emotional, social and professional aspects. The increasing awareness of the present shortage of skills, war of talent, slender shift, etc. led to the growing need of the employees’ towards a business care that is broader. The WLB is focusing more on
the women employees as they are the prime caretaker of their children and other members of the family. The modern technology’s capabilities have led the work-life balance to be the working world’s future. Today, professionals from every industry demands instant connectivity and gratification. They have desire to effectively optimize their precious time. Therefore, aspects like emotional intelligence and work life balance have become hot topics for the researchers. The future scope of the research on similar topic should concentrate on the evaluation of the causes of stress, lower emotional intelligence and work life imbalance. The researchers can do depth analysis of the classification of the factors related to work life balance and emotional intelligence to get to the core of the prime reasons of imbalance between work and life due to the changing structure of modern lifestyle. More respondents can be interviewed in the future to get more details of the research topics and various ideas can be getting to overcoming work time flexibility related issues. Further study on this research topic can get the modern companies’ innovations and newly organized programs and policies and their future planning for the betterment of the IT workers’ emotional intelligence and work life balance that can improve the overall productivity of the IT industry by creating healthy and happy life of the workers.

REFERENCES


