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HOSPITALITY INDUSTRY: STILL A CHALLENGING CAREER PATH FOR WOMEN
A Review Study

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Inclusion and Equity are the need of every organisation for a sustainable future. This study explores the multi-faceted factors that influence women employment in the hospitality industry. Despite considerable progress towards gender equality in various sectors, women still face numerous challenges & barriers in accessing and advancing within hospitality related roles. These challenges are termed as "glass ceiling" which prevents women from rising up in the hierarchical pyramid. The study explores socio-cultural, personal and organisational factors that impact women employment in the hospitality industry, with the aim of providing suggestion to overcome these hurdles. The study is completely a secondary data where 30 related papers (10 Indian and 20 International) have been reviewed. The study highlights the key factors that impact women employment in the hospitality sector and also identifies the best practices that can be implemented to overcome these challenges.

Keywords- Glass Ceiling, Gender equality, Hospitality industry, Diversity, Inclusion, Equity

Introduction

Today's date diversity and inclusion is not just a practice or policy that needs to be implemented by the organisation. It has become the ladder to success and growth of the organisation. (Aradhya) A study done by BCG reflected that a more diverse organisation have increased revenues also a study done by Deloitte reflected that diverse companies have 2.3 times higher revenues per employee. Study by Gartner showed that a diverse workforce has 30% better performance than a non-diverse one. India is a country of unity in diversity and I strongly believe that our workplace should also be an epitome of the same. Diversity has a very wide domain and it goes way beyond the difference of gender, age, caste and ethnicity. Embracing the differences and accepting individual with all the differences that they may have from us leads to a true diverse and inclusive workplace. Our workplace should be such a place where every employee feels welcomed, safe and comfortable to be their true selves. This leads to a sense of belongingness and dedication towards the organisation and helps to harness the best from each and every employee. Studies have shown that diversity leads to employee engagement which further leads to more commitment towards the organisation and hence productivity increases. Just hiring a diverse workforce or formulating diversity support policies is not enough, retaining this diverse workforce is also equally important and the best way to do so is to treat them fairly and equally and accept them completely as an individual not only for their few traits that you need for your organisation. Diversity is a half achieved goal unless it is combined with inclusion. Organisations should not focus only on achieving diversity as it is not enough, it should be combined with inclusion. It will help in harnessing the long term



FACTOR IMPACTING THE WORK ENGAGEMENT IN IT SECTOR IN INDIA

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ABSTRACT

Work Engagement is the burning topic for any organisation at the time of COVID 19. Engaged employees tend to contribute more to the organisation as compared to disengaged employees. It maintains a higher level of commitment and productivity in the organisation. It is observed in the IT sector that most of the employees are disengaged, as at the time of COVID 19, they had to work from home, and the level of stress and time management was difficult for them to manage. So it is one of the challenging jobs of every HR manager to keep their employees engaged. This research paper attempted to analyse the factors impacting the work engagement of employees working in the IT sector. The respondents were selected randomly, and a structured questionnaire was sent to the employee through the mail. The total number of employees selected for the study was 100. The associations between Utrecht Work Engagement Scale (UWES) scores and other variables were examined using a multiple regression analysis. This study's findings show that improving the level of health, job satisfaction, and stress is the best focus when implementing health and productivity management in the IT sector to increase WE.

Keywords: Work Engagement, Productivity, Engagement, Stress, Job Satisfaction.

Introduction

In today's generation attracting employees is a crucial agenda for all organisation world wide. Now- a-days human capital becomes extensively important because of advanced knowledge requirement in the work field. It is not only important to bring oneself physically at work place , but also important to bring their entire selves at work place. According to Wikipedia.com Absorption can be defined as being completely concentrated and happily engrossed in ones work where it becomes difficult to detach them from their work, Vigour can be characterised by extreme potential of energy and mental devotion towards ones work and dedication refers to ones strong involvement in their work with enthusiasm , pride and challenge. We may realize that only satisfied employees is not enough in todays fast moving organisation but there is urgent requirement of committed employees who is absolutely focused for self as well as organisation's development and growth for which proper work engagement strategy is required.

According to "indeed editorial team" there are 15 different types of industry sections which currently exist and are more diverse then those existed 20 years ago. No matter what type of industry we are talking about ,IT is something which has undertaken and has become backbone of all types of industry.



In this paper I am going to deal with work engagement of only IT sector industry, with its quick development and cutting down edge contest, the Information Technology and Information technology enabled service is altering Indian corporate standard.

According to IBEF (India Brand Equity Foundation) February 2023 data, the IT sector has become one of the most significant growth catalyst for Indian economy. It plays key role in the economic transformation of nation and has helped to regain a significant position in the global economy. Since organisations are now focusing on enhancing their internal environment by routinely implementing effective work engagement techniques in order to retain a highly motivated employee force. Therefore in-depth study of subject becomes necessary to better understand the different element that positively affect work engagement in IT organisation as well as to identify factors that provide problem for implementing efficient work engagement techniques. According to business standard (2023) with the COVID-19 pandemic, employee engagement and retention have become the worst-hit areas of businesses in the technology sector. Employee retention and engagement have been the areas of technology organisations that have been most impacted by the COVID-19 pandemic, according to a People Asset report. Revenue, client retention, new client acquisition, and employee productivity have all suffered significantly as a result of the pandemic. Senior leaders, who made up 88.9% of the sample, acknowledged the effect on their organisations, citing difficulties with communication, teamwork, work-life balance, and a lack of association and interconnectedness. As businesses struggle to fill talent gaps, the crisis has created a supply-demand imbalance.

Literature Review

Dr. Manjunath S. et al., (2018) The study was conducted on “Winning effective employee engagement in IT sector : An analysis on emerging trends and challenges”. The objective of the study was to reveal various challenges that arise in the effective engagement in IT sector for this purpose a group of IT professionals were interviewed. The study concluded that Employee engagement is the critical function which need consistent research and constant monitoring.

Baklaieva, (2016) The study was conducted on “Meaningfulness of work, work engagement and intention to leave “. The objective of the study was to investigate the psychological meaningfulness of work relates to work engagement and intention to leave for this purpose 200 respondents were taken from different companies and position. The outcome of the study revealed that there is a strong positive relationship between psychological meaningfulness of work and work engagement and a strong negative relationship between psychological meaningfulness and intention to leave as well as work engagement and intention to leave.

Caroline Knight, et al., (2016) The study was conducted on “Building work engagement :A systematic review and meta analysis investigating the effectiveness of work engagement interventions”. The objective of the study was to assess the evidence for the effectiveness of work engagement intervention, for this purpose 20 studies were met using UWES (Utrecht Work Engagement Scale) containing relevant quantitative data. The result concluded that the overall effect of work engagement was small but positive.



Eldor, (2016) The study was conducted on “ Work Engagement: towards a general Theoretical Enriching model. The objectives of the study was to promote work engagement among employees in an organization. For this purpose competetive study was done. The result concluded that comprehensive, holistic model is required for improving human resourse development practisioners.

Garg, (2014) The study was conducted on “ Impact of employee engagement on IT sector” . The objective of the study was to know how the employee engaagement plays crucial role in modifying inclusive structure of an organisation . The result concluded that although every business is impacted by employee engaagement , the information technology (IT) industry is most in the focus.

B.Bakker,(2022) The study was conducted on “ The Social psychology of work engaagement : state of the field. The objective of the study was to create a theoretical framework and examines how employess actively influence and are influenced by their leaders, partners and coworkers level of a job engagemnt. For this purpose author incorporate research on leadership proactive work behaviour , team work involvement , emotiinal contagioius and work to family spill over. The result concluded that work engaagement is the resultof various social psychological process.

Wilmar B. Schaufeli, (2013) The study was conducted on “work engagement : a critical assesement of the concept and its measurement”. The objective of th estudy ststes that employee level of engagemenet is crucial for the organisation. The study was conducted through self report questionnaire. The result of the study states that level of work engagement can be enhanced through organisation measure such as building of job and personal resource.

Jari J.Hakanen, (2006) The study was conducted on “Burnout and work engaagmeent among teachers”. The objective of the study was to investigate how teachers working condition affect their health issue and organisation commitment through job related well being such as work engagement and burnout. For this purpose 2038 samples were collected from teachers of education department. The result concluded that teacing profession would predict ill health through threir influence on burnout and that the demand of teaching.

Arnold B. Bakker,et.al., (2011) The study was conducted on “ Work engagement : further reflection on the state of play”. The objective ogf the study was to reflect key themes which included theory and m,easurement of engagement, climate for engagaemnet versus collective enagement etc. For this purpose eight preeminent work engegemenet researcher were selected to respond . The result concluded that engagement can be rationally conceptualised as a happy highly aroused and energetic affective state.

Vanden Heuvei Machteed,et.al.,(2010) The study was conducted on “ The personal rresource and work engagement in the face of change. The objective of the study wsa to maintain work engaagement in the face of change. The aim of the study was to increase understanding of the factors that contributed to the positive organisational change from both organisation and employee prespective. For this purpose a research model was developed which provided a micro level frame work for ananalysing relationship between personal resource and job engegement and their performance in time of change.



Research Methodology

Measurement This study is inquiring into the factors that may affect employee engagement among employees in the construction industry. Quantitative research had conducted which incorporates scientific research to investigate the relationship between the independent and dependent variables. The instrumentation for this study comprises of self-administered questionnaires as a primary source. By using a Likert type scale one until 5, a set of the survey was administered to the respondents via the online questionnaire method. Data are collected by using SPSS software (version 23.0). The Cronbach alpha values for both pre and actual test are above 0.7. It shows that this study is reliable. The primary and secondary data was used for data collection and correlation and regression analysis was done for finding the factor which is influence the work engagement .

Objective of the study

- 1) To study the demografic profie of the respondents in the IT Sector .
- 2) To study the association among health issue with WE in IT Sector.
- 3) To study the association among job satisfaction with WE in IT sector .
- 4) To study the association among stress with WE in IT in IT sector.

Hypothesis

H01 : There is significant relationship between healthissue and WE in the IT Sector.

H02 :There is significant relationship between job satisfaction with WE in IT sector .

H03: There is significant relationship between stress with WE in IT in IT sector.

ANALYSIS OF THE STUDY

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Sex	100	1	2	1.66	.473
Age Group	100	1	3	1.99	.338
Education	100	1	3	1.66	.502
Marital Status	100	1	2	1.25	.434
Designation	100	1	9	3.68	2.420
Work Experience	100	1	4	2.85	.756
Valid N (List wise)	100				



Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Total health issue	100	15	42	38.38	4.552
Total stress	100	45	112	102.15	9.278
Total job satisfaction	100	8	35	31.51	4.436
Total Performance	100	10	35	31.38	4.749
Total Work Itself	100	21	56	50.77	6.514
Valid N (List wise)	100				
	100				

Intrepretation : The statistical analysis of the data revealed that mean value of work Engagement in designation is high as 3.68 and similarly the mean value of stress in work environment is scored high 102.15.

Table 1.2 Correlations

Particulars	Correlation	Significance value
Gender	0.261	0.28
Age Group	0.253	0.33
Education	0.258	.044
Marital Status	0.018	0.628
Designation	0.018	.428
Work Experience	0.049	0.04

Intrepretation : The correlation was applied to test the relationship between demographic profile with total work Engagement from the above data it was revealed that only gender, age group, designation and work experience is having significant relationship with work Engagement and marital status have no significant relationship with WE.

1.3 REGRESSION ANALYSIS

PARTICULARS	R	R SQUARE	F	SIG
JOB SATISFACTION	.847	.702	1048.306	.000
STRESS	.648	.646	756.451	.000
HEALTH ISSUE	.535	.532	458.368	.000

Intrepretation : The regression table 1.3 state that job satisfaction have higher impact on WE followed by stress and health issue as the p value is 0.00 which indicate significant relation ship .



Conclusion :

From the above study it can be concluded that how the collected data are interconnected to each other and how we can focus on to the variables so as to ensure efficient work engagement in the IT sector. This data would help the organisation to focus on certain element to make their employees work with full enthusiasm and energy. This study sought to determine the elements affecting remote workers' commitment to their jobs in the Indian IT sector during the COVID-19 pandemic. We discovered that high levels of work engagement in Indian workers who work from home are associated with communicating frequently with superiors, avoiding working long hours, and getting enough sleep. This implies that programmes designed to address these issues could increase workers' levels of job engagement.

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