THINK INDIA JOURNAL

ISSN:0971-1260
Vol-22- Issue-35-December-2019

Corporate Stress: A Closemouthed Slayer Of Employee Health & Productivity In Information Technology Sector

Anurag Trivedi[1]
Research Scholar, Mandsaur University,
Mandsaur (MP) – 458001.

Dr. Lokeshver Singh Jodhana[2]
Associate Professor & HOD, Mandsaur University,
Mandsaur (MP) – 458001.

Abstract:

We all understand that change is the constant driving force, which gets the pace going in any organization. Occupational anxiety or corporate stress has created a world of untouched problems, where no one is focusing in a broader way. If you take an example of any of the multinational companies, corporates, industries or any other leading institute, then one may get the real insights of modern challenging world and problem faced by employees at corporate due to anxiety. In this study, we will be able to understand different perspectives of occupational anxiety at corporate and how we can overcome or reduce it by subsequent changes in day to day routines. Many studying agencies are also working to find out, that what could be the ultimate solution to enhance overall productivity of an employee in an organization. On the contrary, corporate stress or anxiety is not a factor which can be ignored instead, it should be given the utmost priority to maximize potential of an individual.

Keywords:

Corporate stress, IT sector, Productivity, Health, Competence, Interventions to reduce stress, Global scenario etc.

Introduction:

We all know that, how difficult it is to get a job in today's dynamic world, one must strive for perfection to have a job. It not only improves employee's morale but, also enhances skill set of an individual in various ways. Moreover, almost all people some sort of corporate stress while working in any organization which not only affects their mental health but, also becomes a threat to their personal life and overall health.

Almost all parts of the world and developed countries are trying their best to boost finances. But, none of them is really concerned about the corporate stress of the employees. We

ISSN:0971-1260
Vol-22- Issue-35-December-2019

all find it very obvious that yes competition is good. On the other side, we must be sure of the negative aspects that come out of it.

This study will help you explore and understand:

1. **What is IT Sector and corporate stress?**
2. **India fastest growing sector with respect to Indian economy and the world.**
3. **What are the popular or major It hubs in India.**
4. **What are the challenges that an employee has to face, while working in any organization?**
5. **By what sort of methods or interventions, we can improve our employee health and productivity?**

Information Technology Sector:

Information Technology in India is an industry consisting of two major components: IT services and business process outsourcing (BPO). The sector has increased its contribution to India's GDP from 1.2% in 1998 to 7.7% in 2017. According to NASSCOM, the sector aggregated revenues of US$160 billion in 2017, with export revenue standing at US$99 billion and domestic revenue at US$48 billion, growing by over 13%. The United States accounts for two-thirds of India's IT services exports.

Competence and global challenges are also a reason that employees are facing a lot of pressure over their heads while working into this segment. The global sourcing market in India continues to grow at a higher pace compared to the IT-BPM industry. India is the leading sourcing destination across the world, accounting for approximately 55 per cent market share of the US$ 185-190 billion global services sourcing business in 2017-18. Indian IT & ITeS (Information Technology enabled Services) companies have set up over 1,000 global delivery centres in about 80 countries across the world. India has become the digital capabilities hub of the world with around 75 per cent of global digital talent present in the country.

Market Size:

The IT-BPM sector in India stood at US$177 billion in 2019 witnessing a growth of 6.1 per cent year-on-year and is estimated that the size of the industry will grow to US$ 350 billion by 2025. India’s IT &ITeS industry grew to US$ 181 billion in 2018-19. Exports from the industry increased to US$ 137 billion in FY19 while domestic revenues (including hardware) advanced to US$ 44 billion. IT industry employees 4.1 million people as of FY19.

ISSN:0971-1260
Vol-22- Issue-35-December-2019

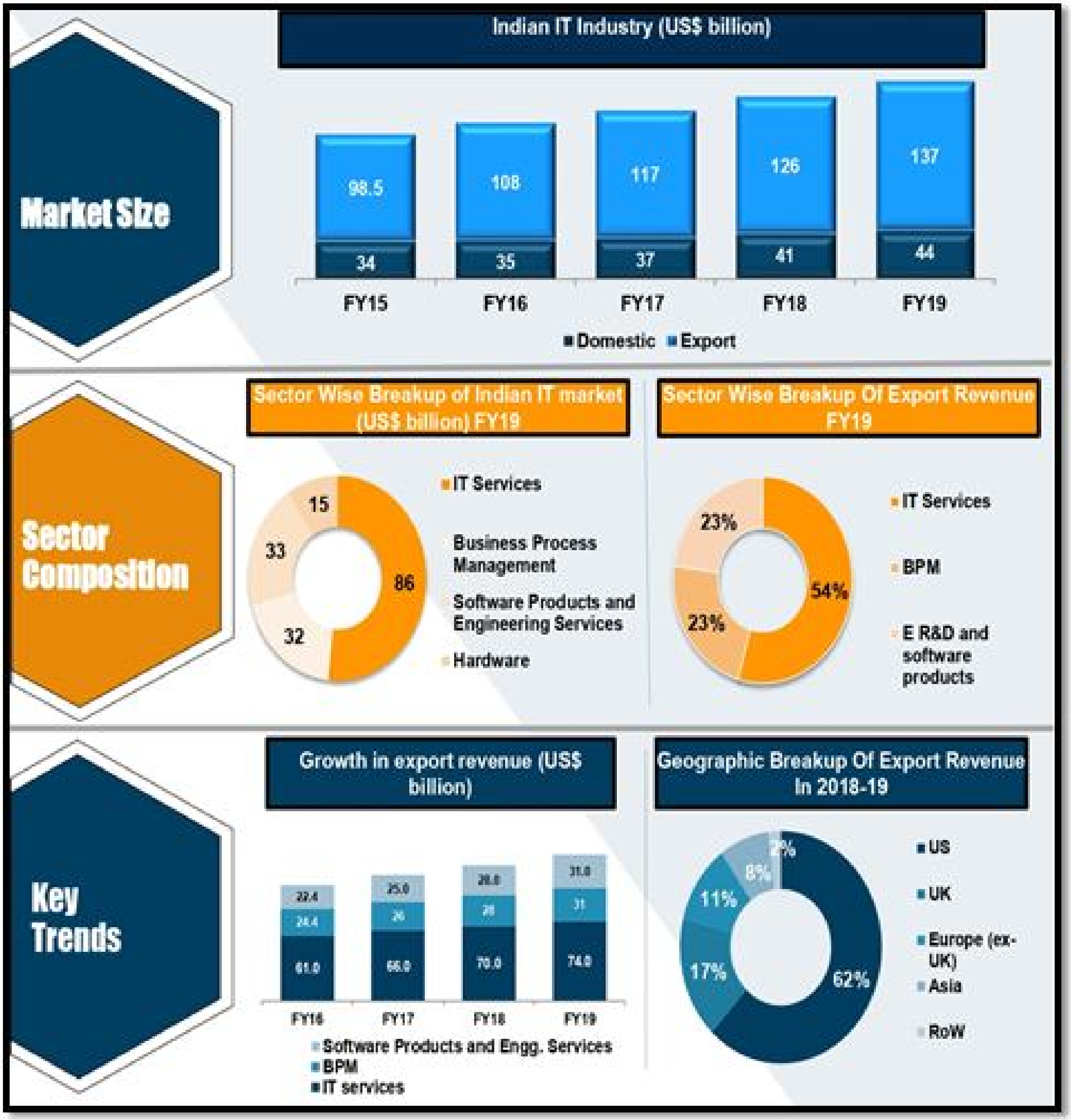

Figure 1Market Segmentation, Key Trends and IT Sector of India

Spending on information technology in India is expected to reach US$ 90 billion in 2019. Revenue from digital segment is expected to comprise 38 per cent of the forecasted US$ 350 billion industry revenue by 2025.

Investments/Developments:

ISSN:0971-1260
Vol-22- Issue-35-December-2019

Indian IT's core competencies and strengths have attracted significant investments from major countries. The computer software and hardware sector in India attracted cumulative Foreign Direct Investment (FDI) inflows worth US$ 43.58 billion between April 2000 and December 2019 and ranks second in inflow of FDI, as per data released by the Department for Promotion of Industry and Internal Trade (DPIIT).

Leading Indian IT firms like Infosys, Wipro, TCS and Tech Mahindra, are diversifying their offerings and showcasing leading ideas in block chain, artificial intelligence to clients using innovation hubs, research and development centres, in order to create differentiated offerings.

Major IT Hubs in India:

The IT-BPM sector in India stood at US$177 billion in 2019 witnessing a growth of 6.1 per cent year-on-year and is estimated that the size of the industry will grow to US$ 350 billion by 2025. Though following are the major IT hubs which contribute a big share as their part in the Indian economy.

The significant hubs are:

Bangalore:

Bengaluru is known as the Silicon Valley of India. Notable Tech Park are Electronics City Phase I & II, ITPL, Bagmane Tech Park, Embassy Golf Links, Manyata Tech Park, Global Village Tech Park, Embassy Tech-Village.

Chandigarh:

Chandigarh is also one of the growing international IT services and outsourcing exporters. The next upcoming tech park will be world trade center.

Chennai:

As of 2012, Chennai is India's second-largest exporter of information technology (IT) and business process outsourcing (BPO) services. Tidel Park in Chennai was billed as Asia's largest IT Park when it was built. Major software companies have their offices set up here, with some of them making Chennai their largest base.

Hyderabad:

Hyderabad – known for the HITEC City or Cyberabad – is a major global information technology hub, and the largest bioinformatics hub in India. Hyderabad has emerged as the second largest city in the country for software exports pipping competitors Chennai and Pune. Notable tech and pharma parks are HITEC City, Genome Valley, and Hyderabad Pharma City

Kochi:

Info-Park, Kochi or Cochin is an information technology park situated in the city of Kochi, Kerala, India. Established in 2004 by the Government of Kerala, the park is spread over 260 acres (105.2 ha) of campus across two phases, housing 392 companies which employ more than 42,000 professionals as of 2018. The Park is built on the 'Hub and Spoke model' for the development of the Information Technology industry in Kerala. Info-Park Kochi acts as the hub to the spokes located at Thrissur and Cherthala. Considering the requests of various IT

ISSN:0971-1260
Vol-22- Issue-35-December-2019

companies and developers for space and land, Info-Park Kochi is expanding its activities in Info-Park Phase II. This campus is at a distance of around 2 km from Phase I campus and is on the side of Kadamprayar River.

The new park lies in an extent of 160 acres in the neighboring Kunnathunad- Puthencruz villages of Kunnathunad Taluk, Ernakulam District. The Board of Approvals (BoA) of the Union Ministry of Commerce have granted SEZ status to the 98 acres in Info-Park phase II. As per the latest data reported, total IT exports from Kochi stands at 6200 crores.

Pune:

The Rajiv Gandhi Infotech Park in Hinjawadi is a ▪ 600-billion (US$8.9 billion) project by the Maharashtra Industrial Development Corporation (MIDC).The IT Park encompasses an area of about 2,800 acres (11 km^2) and is home to over 800 IT companies of all sizes. Besides Hinjawadi, IT companies are also located at Magarpatta, Kharadi and several other parts of the city. As of 2017, the IT sector employs more than 300,000 people.

Employment Generation in Information Technology Sector:

India's growing stature in the Information Age enabled it to form close ties with both the United States and the European Union. However, the recent global financial crises have deeply impacted Indian IT companies as well as global companies. As a result, hiring has dropped sharply, and employees are looking at different sectors like financial services, telecommunications, and manufacturing, which have been growing phenomenally over the last few years.

With fundamental structural changes visible everywhere in the IT services due to Cloud computing, proliferation of Social media, Big data, Analytics all leading to digital services and digital economy, many of the leading companies in India's IT sector reported lower headcounts in their financial results.

Major Reasons Behind Corporate Stress:

Competence is good and plays a very important role in efficient working. However, we also need to keep in mind that “Excess of everything is bad” whether it is work. We can not deny the fact that with the emerging trends in technology, struggle of a job has also increased in a drastic way. The main cause of stress in any typical organization is usually dependent on various variables like work pressure, lack of job security, mental and emotional health, work life balance etc.

Let us understands the facts and details by the picture illustrated below:

ISSN:0971-1260
Vol-22- Issue-35-December-2019

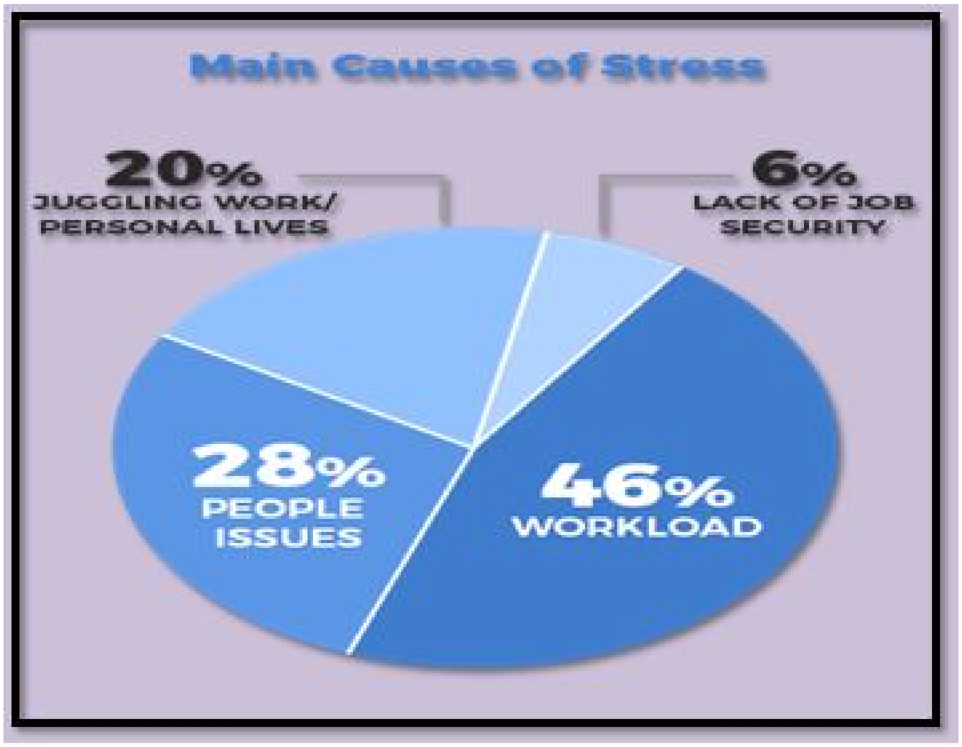

Figure 2 Illustration of corporate stress in a typical organization.

The above illustration is depicting the fragments of corporate stress and their related causes. The data is been obtained from a study, showing various factors responsible for corporate stress in a typical organization. Many corporates for Occupational Safety and Health defines job stress as the harmful physical and emotional responses that occur when the requirements of the job do not match the capabilities, resources, or needs of the employee. Job stress can, in turn, lead to poor health and even injury.

Many employees report experiencing work-related stress at their jobs and this compromises their performance and health. A recent study revealed that about 40% of employees reported that their jobs were extremely stressful. In another study by we found that, 29% of employees were feeling extreme stress because of their jobs. Stress levels vary between professions and population groups. Some employees are at a higher risk of stress than others. Studies reveal that younger employees, women, and those in lower-skilled jobs are at most risk of experiencing work-related stress and its attendant complications.Casual full-time employees, who are likely to have the lowest job control and high job demands are most at risk of job strain.

The Impacts of Corporate Stress:

Corporate stressors are classified as physical and psychosocial. Physical stressors include noise, poor lighting, poor office or work layout, and ergonomic factors, such as bad working postures. Psychosocial stressors are, arguably, the most predominant stress factors. These include high job demands, inflexible working hours, poor job control, poor work design and structure, bullying, harassments, and job insecurity.

ISSN:0971-1260
Vol-22- Issue-35-December-2019

Corporate stress not only affects the employee, it also has adverse effects on company performance well. The effects of job-related strain are evident in employees' physical health, mental health, and their behavior. These effects occur in a continuum, beginning as distress in response to stressors. Distress, in turn, leads to elevated blood pressure and anxiety, which increase the risk of coronary heart disease, substance abuse, and anxiety disorders. The impact of stress on cardiovascular disease has been well established: Studies have shown that corporate stress is a strong risk factor for preludes to cardiovascular disease (obesity, high blood cholesterol, high blood pressure) and of adverse cardiovascular events, such as heart attack and stroke.

Figure 3 Causes of Workplace Stress

There is also a growing body of evidence that work-related stress increases one's risk of diabetes. Other physical health problems linked to corporate stress include immune deficiency disorders, musculoskeletal disorders including chronic back pain, and gastrointestinal disorders, such as irritable bowel syndrome. Corporate stress also has adverse effects on employees' mental health, with an increased risk of anxiety, burnout, depression, and substance use disorders.

ISSN:0971-1260
Vol-22- Issue-35-December-2019

Employees who are stressed at work are more likely to engage in unhealthy behaviors, such as cigarette smoking, alcohol and drug abuse, and poor dietary patterns.

With these attendant health effects, corporate stress reduces employee productivity, increases absenteeism and presenteeism, increases the number of days taken off work for doctor visits, and increases healthcare costs incurred by employers. Corporate stress is also linked to higher accident and injury rates and higher turnover rates, both of which increase administrative costs.

Hourly distribution of an employee within a corporate:

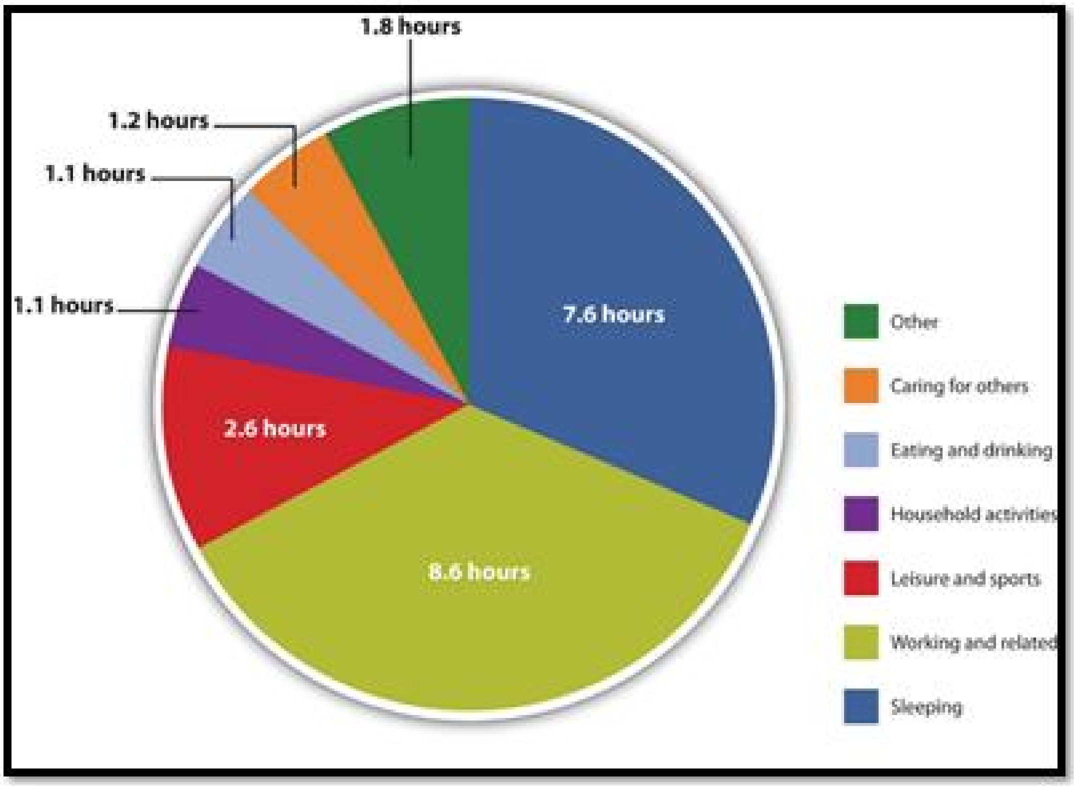

Figure 4 Hourly Distribution of an Employee in day to day activities

The above mentioned illustration depicts the timely distribution of a day within a corporate along with routine processes, we can understand the fragments by analyzing the time spent by an employee with respect to its associated parameters like caring for others, eating and drinking, household activities, leisure and sports, working and related functions and sleeping etc.

Corporate Interventions for Reducing Stress:

Corporate stress is preventable and identifying the potential sources of stress to employees in an organization is the first step in addressing them. Effective interventions for reducing corporate stress can be classified as:

ISSN:0971-1260
Vol-22- Issue-35-December-2019

A. Primary Interventions
B. Secondary Interventions
C. Tertiary Interventions

A. **Primary interventions:**

Primarily involve proactive measures to prevent stress by removing or reducing potential stressors. This level of intervention focuses on the sources of physical and psychosocial stress in the corporate.

Examples of primary interventions include:

- Redesigning the work environment
- Providing breaks and nap-times for employees
- Increasing employee participation in decision making and work planning
- Increasing time and resources for completing specific job tasks
- Matching job description with employee skills and qualifications
- Creating clear promotion and reward pathways
- Eliminating physical hazards
- Substituting with safer equipment and technology
- Establishing control measures to reduce employee's exposure to occupational hazards
- Promoting the use of personal protective equipment

B. **Secondary interventions:**

Secondary interventions are corrective and are focused on altering the ways employees perceive and respond to stressors. These interventions aim at improving employee's ability to cope with stress and detect stress-induced symptoms early.

Examples of secondary interventions include:

- Training and education of employees
- Cognitive behavioral therapy training for employees
- Routine health surveillance - screening for high blood pressure and stress symptoms

C. **Tertiary Interventions:**

Tertiary interventions are forms of control at the level of the illness. These are initiated for employees who are already experiencing stress. Tertiary interventions involve providing treatment, compensation plans, rehabilitation programs, and return to work programs for affected employees.

Tertiary interventions mainly include:

- Providing medical care and employee assistance programs to affected employees
- Return-to-work plans including modification and redesign of work

Conclusion:

Corporate stress is a silent, and oft-neglected, factor which impairs employee health and productivity. It not only affects the employees but also contributes significantly to a decline in a

ISSN:0971-1260
Vol-22- Issue-35-December-2019

company's overall success. Employers should begin to tackle this worrisome concern to create a healthier, safer, and more productive work atmosphere." We all strive for growth, development and economic advantage whenever it comes to run a business but, we should also understand how important it is to overcome the problems faced by the employees during day to day routines, unfortunate circumstances and global competition in any sector. Here, we tried to cover up the market segmentation of IT in India and its significant role in coming years. We can't deny the facts and figures as observed from various sources. India is undoubtedly a great nation in many aspects. Though, we should also start thinking about employee' health, work life balance, stress related factors, and everything else which affects the performance of an employee either directly or indirectly.

Growth is not permanent, changes are unavoidable and we just can't control the uncertain. But, we can make strategic approach towards stress causing factors, implement all sorts of primary, secondary and tertiary interventions for overcoming this global problem in IT and ITeS (Information technology enabled Services) segment. Future is near and we must start preparing for it from today only, we should try to focus on each and every important aspect which is creating or causing anxiety in an individual. Together, we can achieve much more success, if we start giving importance to the professional and personal environment given to an employee on equal basis, which will surely lead us to the ultimate objectives set by an organization, industry or any other corporate resulting in prosperity, happiness and all embracing amelioration.

References:

1. *Nirmal, Rajalakshmi (2014).* "IT's time for ctrl+alt+delete". *The Hindu.*
2. "Information technology/business process management (IT-BPM) sector in India as a share of India's gross domestic product (GDP) from 2009 to 2017". NASSCOM.
3. *Singh, Shelley (2017).* "How the Indian IT services sector is seeking to make its biggest transformation" *via The Economic Times.*
4. "Six major IT companies reduce employee strength by over 4,000 - Times of India". *IndiaTimes.com.* 3 November 2017.
5. "Amid IT layoffs, this could be a reason to cheer - Times of India". *The Times of India.*
6. https://saylordotorg.github.io/
7. https://www.longwoods.com/content/22407/
8. *Canton, Naomi (2012).* "How the 'Silicon' is bridging the digital divide". *CNN.*
9. *Rai, Saritha (2006).* "Is the Next Silicon Valley Taking Root in Bangalore?". *New York Times.*
10. "World Trade Center launched in Chandigarh Vikash". *The Economic Times. 7 December 2015.*
11. "Chennai activities". NASSCOM. *16 November 2012.*
12. *Chandramouli, Rajesh (2008).* "Chennai emerging as India's Silicon Valley?". The Economic Times.
13. "Ford's Rs. 200-cr. IT hub in Chennai". The Hindu. *Chennai. 2 November 2000.*
14. "Work ethics: How Indian cities fare". Rediff. 28 December 2012.

ISSN:0971-1260
Vol-22- Issue-35-December-2019

15. *Udgirkar, Trushna (2017).* "New innovation support centre to open in Hyderabad this month".
16. "Hyderabad to emerge as new biotechnology capital of India: Experts". *From www.PharmaBiz.com*. 2017.
17. "Hyderabad Pips Chennai, Pune in Software Exports". *The New Indian Express.*
18. *"CDFD to be Sun's first CoE in medical informatics". timesofindia-economictimes.*
19. "Hyderabad Pips Chennai, Pune in Software Exports". *Newindianexpress.com*. 1 April 2018.
20. *Reporter, Our Staff (19 July 2004).* "InfoPark to be inaugurated today" – *via* www.thehindu.com.
21. *Praveen, M.P. (2012).* "Infopark gets investment proposals at Kochi meet" – *via* www.thehindu.com.
22. *Bari, Prachi (2007).* "Hinjawadi, the land of opportunity". *The Economic times. India*.
23. *"Hinjawadi IT Park". The Mega Polis. 18 March 2009*.
24. *Banerjee, Shoumojit (2017).* "Pune, where panic reigns an IT campus". *The Hindu. 27 May 2017*.
25. "Economic Times, Are IT jobs losing sparkle?". *Economictimes.indiatimes.com. 27 August 2010*.
26. *Goswami, Ranjit (2018).* "Is India's IT sector malfunctioning?". *East Asia Forum*. 2 January.
27. www.ibef.org/industry/information-technology-india/infographic
28. www.ibef.org/industry/information-technology-india.aspx
29. *Media Reports - 2020-21, Press Information Bureau (PIB), Department for Promotion of Industry and Internal Trade (DPIIT), Department of Information and Technology, Union Budget 2020-21.*