

A Study On Virtual Engagement Of Women Employees During Covid Pandemic

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ABSTRACT:

Women worked in double shifts before pandemic to manage both work and their home responsibilities [5]. This was doubled during the Covid pandemic that they need to manage their house hold responsibilities, online classes for their kids along with their regular office work. Because of this most of the women are working round the clock during this pandemic. Women getting support from their family are managing everything, those who are not getting the support from their family members are thinking to quit their jobs [4]. This study tries to understand the virtual engagement of women employees during the Covid-19 pandemic. The questionnaire was framed and collected from 65 women employees who are taking their job through work from home such as IT sectors and educational institutions. The Frequency Distribution and Chi-square analysis are the sampling technique used for the study. The study has shown that there is a significant relationship between time management to accomplish the goal and getting colleagues support to complete the task assigned.

KEYWORDS: Virtual, Engagement, Women Employees, Managing Work, Time Management.

1. INTRODUCTION:

The entire world hit with massive Corona virus which changes the entire life style within the short span of time. Everyone have concern on all aspect of their life such as health, work, income, family, education, their routine life style and so on [7]. Within few days all country have announced for lock down. Entire world have no answer for their regular life style and for their survival. Slowly the world started thinking of the alternative in all aspects with the support of strong technology [2]. The word Virtual came into existence and now this virtual is ruling the world. The concept of Virtual or work from home supports to bring back the normal routine life for few sectors [3]. When the government announced for the lock down, few sectors started thoughtfully to function without disruption to continue their work, sectors like IT companies, educational institutions, all government services, and so on.

2. OBJECTIVES OF THE STUDY:

- To study the impact of work from home of women employees.
- To understand the managing ability of both professional and personal life of women during virtual engagement of work.
- To analyze the time management of women during work from home.

3. REVIEW OF LITERATURE:

Patrick Hyland et.al (2020) studied the pandemic taking greater toll on women in the workforce. They studied the work related challenges and stress of women employee during the Covid Pandemic. They found out that woman employee are much worried on their family and the economic

condition of the family, balancing official workload with personal life, concern of the sustainability of job and future careers, the support level of management and superior is less during work from home. Women employees are feel that attention for them is less, they are less involved in decision and lack in communication.

BW online Bureau (2020) studied the employee engagement in Times of Corona by conducted survey with almost 200 organizations represents 15 different industries to know the way in which organization is engaging their employees and withstand their business activities. The BFSI, Biotech & pharma, Construction, Infrastructure & Real Estate, Energy, Hospitality, IT & ITeS, Manufacturing, Media, Professional Services, Retail, Telecom, and Transportation are the different sectors considered for the study. Almost all sectors facing various issues such as training employees to adopt for the situation, sending tutorial materials for the fresher, create awareness on current covid-19, train all level of employees to effective use of organizations online resources during work from home. The employees are working more than 11 hours a day and they could not found out the start time and end time of their official work during work from home. The review clearly depicts the way of employee engagement in all sectors during the time of covid pandemic.

4. METHODOLOGY:

The research study is based on the descriptive research design with convenient sampling technique. The total sample size is 65 for the study collected from women employees those who are taking work from home. The IT industries and educational institutions opted for work from home where more women employees are working, so they were chosen for the data collection. Frequency distribution and chi-square analysis are the sampling tools used for the analysis.

5. RESULTS AND DISCUSSION:

5.1. Frequency distribution

5.1.1. Frequency distribution of age of the respondents

Table 1. Age of the respondents

Variables	Frequency	Percent
Below 20	4	6.2
20-25	7	10.8
26-30	18	27.7
31-35	21	32.3
Above 35	15	23.1
Total	65	100.0

From the table 1, it is inferred that 32.3% of the respondents are between 31 to 35 years, 27.7% of the respondents are between 26 to 30 years, 23.1% of the respondents are above 35 years, 10.8% of the respondents are between 20 to 25 years and remaining 6.2% of the respondents are below 20 years.

5.1.2. Frequency distribution of educational qualification of the respondents

Table 2. Educational qualification of the respondents

Variables	Frequency	Percent
UG	18	27.7
PG	30	46.2
Others	17	26.2
Total	65	100.0

From the table 2, it is inferred that 46.2% of the respondents holds PG degree, 27.7% of the respondents hold UG and remaining 26.2% of the respondents hold other degree.

5.1.3 Frequency distribution of marital status of the respondents

Table 3. Marital status of the respondents

Variables	Frequency	Percent
Married	48	73.8
Unmarried	17	26.2
Total	65	100.0

From the table 3, it is inferred that 73.8% of the respondents are married and remaining 26.2% of the respondents are unmarried.

5.1.4 Frequency distribution of type of job of the respondents

Table 4. Type of job of the respondents

Variables	Frequency	Percent
IT Employees	21	32.3
School Teacher	25	38.5
College/University Teacher	19	29.2
Total	65	100.0

From the table 4, it is inferred that 38.5% of the respondents are school teachers, 32.3% of the respondents are IT employees and remaining 29.2% of the respondents are college/University teachers.

5.1.5 Frequency distribution of number of members in a family of the respondents

Table 5. Number of members in a family of the respondents

Variables	Frequency	Percent
2	12	18.5

3	15	23.1
4	24	36.9
More than 4	14	21.5
Total	65	100.0

From the table 5, it is inferred that 36.9% of the respondents are having 4 members in a family, 23.1% of the respondents are having 3 members, 21.5% of the respondents have more than 4 members, and 18.5% of the respondents are having 2 members.

5.1.6 Frequency distribution of number of children of the respondents

Table 6. Number of children of the respondents

Variables	Frequency	Percent
0	32	49.2
1	19	29.2
2	10	15.4
3	4	6.2
Total	65	100.0

From the table 6, it is inferred that 49.2% of the respondents are not having child, 29.2% of the respondents are having one child, 15.4% of the respondents are having two children and 6.2% of the respondents are having three children.

5.1.7 Frequency distribution of working hours per day of the respondents

Table 7. Working hours per day of the respondents

Variables	Frequency	Percent
< 8 hours	8	12.3
8 - 10 hrs	34	52.3
> 10 hrs	23	35.4
Total	65	100.0

From the table 7, it is inferred that 52.3% of the respondents are working between 8 to 10 hours per day, 35.4% of the respondents are working more than 10 hours per day and remaining 12.3% of the respondents working less than 8 hours.

5.2 Chi-square analysis:

Hypothesis 1

H1₀: There is no significant relationship between number of children and time management to accomplish the goal.

H1₁: There is significant relationship between number of children and time management to accomplish the goal.

Table 8. Chi-square on number of children and time management to accomplish the goal

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.332 ^a	6	.887
Likelihood Ratio	3.219	6	.781
Linear-by-Linear Association	.404	1	.525
N of Valid Cases	65		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .98.

Table 8 shown that, the chi-square (P) value is 0.887 which means the value is greater than 0.05. So the nullhypothesis is accepted. There is no significant relationship between number of children and time management to accomplish the goal.

Hypothesis 2:

H2₀: There is no significant relationship between number of members in a family and getting family support during work from home.

H2₁: There is significant relationship between number of members in a family and getting family support during work from home.

Table 9. Chi-square on number of members in a family and getting family support during work from home.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.824 ^a	6	.034
Likelihood Ratio	8.718	6	.190
Linear-by-Linear Association	3.080	1	.079
N of Valid Cases	65		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .18.

Table 9 shown that, the chi-square (P) value is 0.034 which means the value is lesser than 0.05. So the nullhypothesis is rejected. There is a significant relationship between number of members in a family and getting family support during work from home.

Hypothesis 3:

H3₀: There is no significant relationship between time management to accomplish the goal and getting colleagues support to complete the task assigned.

H₃₁: There is significant relationship between time management to accomplish the goal and getting colleagues support to complete the task assigned.

Table 10. Chi-square on time management to accomplish the goal and getting colleagues support to complete the task assigned.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.603 ^a	4	.000
Likelihood Ratio	22.220	4	.000
Linear-by-Linear Association	1.726	1	.189
N of Valid Cases	65		

a. 2 cells (22.2%) have expected count less than 5. The minimum expected count is 2.71.

Table 10 shown that, the chi-square (P) value is 0.000 which means the value is lesser than 0.05. So the null hypothesis is rejected. There is a significant relationship between time management to accomplish the goal and getting colleagues support to complete the task assigned.

6. CONCLUSION

The study focuses on women employees doing virtual job due to covid pandemic. The general opinion on women employees especially during work from home is that they find difficult in managing work at home and office work [9]. The result has shown the contrary direction that most of the women are managing the things well during work from home. They can required time for house holding and well manage the work assigned to them towards their job and they can complete on time with the support of organization, family members, and superiors [8]. Women are happier to take up work from home to well manage their time both in family and organizational task [10]. The future will also focus on this concept which will help most of the women to shine both in personal and professional life with efficient time management.

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