

A Study On Digital Health And Wellness Of Employees Working In Software Companies In Chennai

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ABSTRACT:

Digital health and wellness refers to physical and psycho-social well-being in a technological world. Given the ever-increasing frequency with which students use technologies, particularly in their personal lives, health and wellness are areas that need to be addressed in the interest of developing well-balanced future citizens. In the physical health domain, the ergonomics of the work station have become more important than ever, given the frequency and duration of use of technologies. Some injuries that can be avoided include repetitive stress injuries, eye strain and carpal tunnel syndrome. Simple solutions such as table height or screen placement can preclude health problems. In the psycho-social domain, it is recognized that a cultural shift is occurring with respect to what is expected of individuals in social settings, in relationship with others and especially in relationships with others through and with technology. The nature of highly mobile and highly connected technology will continue to place pressure on the nature of social connectedness, both physical and virtual. There is increasing concern that some people are becoming Internet addicted – namely exhibiting compulsive behaviour that interferes with normal living and causes high levels of stress on family, friends and one's work environment (Young, 2009). Achieving balance will likely become an increasingly relevant characteristic of healthy citizens. Policy can play a role in guiding students and personnel as they seek balance.

Keywords : Digital Health, Employee welfare, Software Companies

INTRODUCTION:

Digital health and wellness is the ability to use technology like computers and phones and not use it too much to the point of hurting your mind or your body. For example leaning over while sitting down or unhealthy habits. Using technology could cause lifelong problems that

will affect your everyday life and ability to do things. Technologies help in developing personal lives, health, and wellness by addressing a well-balanced life. There are several physical issues that are needed to be addressed such as eye safety, sound ergonomic practices, and repetitive stress syndrome. There are also several issues related to psychological issues like Internet addiction and need to address users regarding the inherent dangers of technology. Ergonomics (the study of people's efficiency in their working environment) is the application of information concerning systems, objects, and environments for human use. Without the thorough understanding of digital health and wellness and digital safety, people mostly teenagers are under the major risk of being in danger.

REVIEW OF LITERATURE:

Banos, O., Amin et.al (2016) The provision of health and wellness care is undergoing an enormous transformation. A key element of this revolution consists in prioritizing prevention and proactivity based on the analysis of people's conducts and the empowerment of individuals in their self-management. Digital technologies are unquestionably destined to be the main engine of this change, with an increasing number of domain-specific applications and devices commercialized every year; however, there is an apparent lack of frameworks capable of orchestrating and intelligently leveraging, all the data, information and knowledge generated through these systems.

Lupton, D. (2013).The phenomenon of digital health has emerged as a key dimension of contemporary healthcare policy and delivery in many countries. This review article focuses on one aspect of digital health discourses: the concept of patient engagement that encourages patients to take up the new digital media technologies to engage in self-monitoring and self-care, or what I term 'the digitally engaged patient'. A critical approach is adopted to examine the socio cultural dimensions of eliciting patients to become 'digitally engaged' in their own medical care and preventive health efforts. It is argued that the techno-utopian discourses articulated in the mainstream healthcare policy literature concerning the possibilities and potentialities afforded by digital health technologies do not acknowledge the complexities and ambivalences that are part of using self-monitoring and self-care technologies for monitoring health and illness states, both for patients and for healthcare providers. These include the surveillance and disciplinary dimensions of using these technologies, the emotions and resistances they provoke, their contribution to the

burden of self-care and the invisible work on the part of healthcare workers that they require to operate.

Hall, A. K et.al (2012) This article is a systematic review conducted of the research literature on digital videogames played by older adults and health outcomes associated with game play. Findings from each study meeting the inclusion criteria were analyzed and summarized into emergent themes to determine the impact of digital games in promoting healthy behaviours among older adults. A majority of the studies revealed significant positive effects on health outcomes associated with digital videogame play among older adults. With current advancements in technology, including advanced motion sensing, digital game platforms have significant potential for positive health impact among older populations. More robust and rigorous research designs are needed to increase validity and reliability of results and establish stronger causal relationships on the health benefits of digital videogame play for older adults.

OBJECTIVES OF THE STUDY:-

- To study about digital health and wellness of employees working in software companies in Chennai.
- To find out whether any measures are taken by the companies for the digital health and wellness of the employees.
- To find whether the employees are satisfied with the measures taken by the software companies for their digital health and wellness
- To identify the areas of improvements in the digital health and wellness services provided by the software companies.

RESEARCH METHODOLOGY

This is the descriptive method of study. The study is based on the primary and secondary sources of data. The primary has been collected using self- designed questionnaire from 69 respondents. The questionnaire has been designed using both open ended and closed ended questions. Convenient sampling method is used for the collection of data. Different books, journals, newspapers and relevant websites have been referred in order to make the secondary data an effective one. The study focuses on the examination of factors influencing the digital health and wellness among the employees working at software companies in Chennai. Statistical tools like one-way ANOVA, Independent t-test have been used in this study for the analysis of data.

LIMITATIONS OF THE STUDY:

- In spite of the best efforts there are always certain limitations in the market research. The study is conducted only with the data collected from 69 respondents.
- The study is based on the primary data and findings depend upon the accuracy of these data.
- The data from the respondents are collected from the smaller geographical area. The study can be more effective when it covers the larger geographical area

DATA ANALYSIS AND INTERPRETATION:

Table 1: Descriptive analysis of Respondents

		Frequency	Percent
Gender	Female	34	49.3
	Male	35	50.7
Age	18-35 years	32	46.4
	36-55 years	22	31.9
	Above 55 years	15	21.7
Marital status	Married	67	97.1
	Unmarried	2	2.9
Designation	Project manager	2	2.9
	Team leader	19	27.5
	System analyst	44	63.8
	Others	4	0.05

Source: Primary Data

From the above table, it can be concluded that 51% are male, 46% of respondents belongs to 18-35 years age category. It can also found that 97% respondents are married. 64% respondents belong to the category of system analyst.

Independent T-Test

This is used to measure the association between the gender and digital health and wellness

Ho: There is no significant difference between Usage of digital services by male and female respondents.

Table 2

GENDER	N	MEAN	Std. Deviation	T value	Sig. Value	Remarks
Female	34	2.441	0.899	0.133	0.716	Hypothesis is accepted
Male	35	2.589	0.890			

Source : Primary Data

Ho: There is no significant difference between male and female respondents and effectiveness of digital health and wellness services provided by the companies.

Table 3

GENDER	N	MEAN	Std. Deviation	T value	Sig. Value	Remarks
Female	34	2.277	0.751	0.403	0.528	Hypothesis is accepted
Male	35	2.608	0.848			

Source : Primary Data

One way ANOVA:

One way ANOVA has been used to determine the statistical difference between Age group and satisfaction of digital health and wellness services as well as Effectiveness of services provided.

Ho: There is no significant difference between the age of respondents and satisfaction of digital health and wellness services

Table 4

Age	N	Mean	Standard Deviation	F value	Significant Value	Remarks
18-35 years	32	2.544	0.819	0.566	0.570	Hypothesis is accepted
36-55 years	22	2.618	0.958			
Above 55 years	15	2.307	0.965			

Source : Primary Data

Ho: There is no significant difference between age of respondents and effectiveness of digital health and wellness services provided.

Table 5

Age	N	Mean	Standard Deviation	F value	Significant Value	Remarks
18-35 years	32	2.308	0.690	0.853	0.431	Hypothesis is accepted
36-55 years	22	2.578	0.972			
Above 55 years	15	2.543	0.810			

Source : Primary Data

SUGGESTIONS:

- Employees can have a thorough health check up annually.
- Health camps, Meditation and Yoga classes to be arranged by the companies to their employees to maintain digital health and wellness
- The quality of the health services provided by the companies should be improved.

CONCLUSION:

According to the study it is found that the employees are satisfied in service, in all aspects. There is a good relationship between the superior and subordinates. Thought the overall level of employee satisfaction among the respondents is good, still there are areas, which have to be considered. Such areas are identified and suggestions to improve the level of employee satisfaction on digital health and wellness are already cited. Thus, the organization has to sustain the present employee satisfaction level and also to implement measure to improve it further.

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