

Job Satisfaction of Generation Y Information Technology Professionals India

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Abstract - The success of any organization depends mainly on human resource, and IT firms are not an exception to it. Thus, it is the duty of the Human Resource Management to offer pleasant working environment and opportunity for career growth to retain and attract talented employees. The result of the study reveals that working environment, organizational culture, compensation and rewards, training and development and work life balance significantly influence Generation Y IT professionals' job satisfaction.

Keywords - Generation Y, Information Technology, Job Satisfaction, Quality of Work Life.

INTRODUCTION

Indian IT industry employs Generation Y (those born between 1980 and 1994) in large numbers and is one of the most sought-after career option for Generation Y. Even though job security is an area of concern, a significant percentage of engineering graduates opt for IT industry over other industries for employment. It is critical for IT organizations to introduce measures that can enhance the job satisfaction of generation Y employees, especially because it involves knowledge-intensive work. According to Padmini (2017), who has done extensive research on the quality of life of women employees in Indian IT industry, quality of work life involves job security, good working conditions, fair and adequate compensation and equal promotional opportunity, which play a vital role in attracting and retaining talented professionals. She further states that quality of work life can help organizations in enhancing the effectiveness of the work force and their job satisfaction. In the current study, an attempt has been made to identify the impact of personal and quality of work life factors on IT professionals' job satisfaction.

REVIEW OF LITERATURE

Kumar and Garg (2010) in their study ascertain that motivational factors have a direct impact on employee satisfaction.

Thavaraj and Vanniarajan (2012) in their study state that working environment, recognition, income, leadership and achievement are the important influencing factors of job satisfaction.

Nanjamari (2013) in her study states that the city in which an employee lives influences his or her job satisfaction.

Saeed *et al.* (2014) in their study point out the key factors that determine job satisfaction are pay, working condition, fairness and promotion.

Srilal and Mahespriya (2015) in their study state that workload, experience and monthly income of IT professionals determine their job satisfaction.

Nirmala and Faisal (2016) in their study observe that responsibilities at work, job security and remuneration are significant factors that impact job satisfaction of employees in an IT organization.

Trayambak *et al.* (2017) in their study mention that work autonomy, task significance and task identity influence job satisfaction.

STATEMENT OF THE PROBLEM

Generation Y IT professionals' characteristics, aspirations and expectations and values and behaviors are significantly different from those of the older generation in other sectors, owing to the nature of their work. They expect more flexibility, immediate feedback on performance, fast track growth, international assignments and a well-balanced life. Therefore, it is

now the duty of the management of any institution to offer a pleasant working environment to their staff members; else they are ready to switch over to another institution. Hence, it is imperative that the management keep its employees satisfied. So, the present study is done to identify the impact of quality of work life on IT professionals' job satisfaction.

OBJECTIVE OF THE STUDY

- To determine factors influencing the job satisfaction of Generation Y IT employees.

SCOPE OF THE STUDY

- The respondents of this study were primarily select IT professionals working in India.

RESEARCH METHODOLOGY

Data

Primary data were collected by employing Questionnaire method.

Sample Design

Convenience Sampling was the sampling technique used in the research. Required data were gathered from 374 IT employees.

Tools Employed

Chi-square test is employed for analysis.

FINDINGS

To find association factors influencing job satisfaction of IT professionals, Chi-square test is employed. The following table narrates the result of the study.

TABLE 1
FACTORS DETERMINING JOB SATISFACTION OF GENERATION Y INFORMATION TECHNOLOGY PROFESSIONALS

Variables	Level of Satisfaction			Total	Df.	χ^2 Value	Remarks
	Low	Moderate	High				
Age							
Up to 25	5	52	2	59	4	10.724	Sig.
	(8.5)	(88.1)	(3.4)	(100.0)			
26 to 35	33	177	36	246			
	(13.4)	(72.0)	(14.6)	(100.0)			
Above 35	4	58	7	69			
	(5.8)	(84.1)	(10.1)	(100.0)			
Gender							
Male	28	193	26	247	2	1.564	Not Sig.
	(11.3)	(78.1)	(10.5)	(100.0)			
Female	14	94	19	127			
	(11.0)	(74.0)	(15.0)	(100.0)			
Educational Qualification							
Diploma	1	12	8	21	6	30.918	Sig.
	(4.8)	(57.1)	(38.1)	(100.0)			
Under Graduate	0	32	6	38			
	(00.0)	(84.2)	(15.8)	(100.0)			
Post Graduate	7	34	12	53			
	(13.2)	(64.2)	(22.6)	(100.0)			
Professional	34	209	19	262			
	(13.0)	(79.8)	(7.3)	(100.0)			
Type of Family							
Joint	8	68	14	90	2	1.823	Not Sig.
	(8.9)	(75.6)	(15.6)	(100.0)			
Nuclear	34	219	31	284			
	(12.0)	(77.1)	(10.9)	(100.0)			
Marital Status							
Single	20	130	21	171	2	0.098	Not Sig.

	(11.7)	(76.0)	(12.3)	(100.0)			
Married	22	157	24	203			
	(10.8)	(77.3)	(11.8)	(100.0)			
Monthly Income							
Up to 25000	15	99	15	129	6	8.148	Not Sig.
	(11.6)	(76.7)	(11.6)	(100.0)			
25001-50000	15	99	24	138			
	(10.9)	(71.7)	(17.4)	(100.0)			
50001-100000	10	71	5	86			
	(11.6)	(82.6)	(5.8)	(100.0)			
Above 100000	2	18	1	21			
	(9.5)	(85.7)	(4.8)	(100.0)			
Experience							
Up to 5	22	144	27	193	4	2.005	Not Sig.
	(11.2)	(74.8)	(14.0)	(100.0)			
6 to 10	16	109	15	140			
	(11.4)	(77.9)	(10.7)	(100.0)			
Above 10	4	34	3	41			
	(9.8)	(82.9)	(7.3)	(100.0)			
Working Hours							
Up to 8	13	145	34	192	2	17.627	Sig.
	(6.8)	(75.5)	(17.7)	(100.0)			
Above Eight	29	142	11	182			
	(15.9)	(78.0)	(6.0)	(100.0)			
Nature of Job							
IT	35	248	32	315	2	6.882	Sig.
	(11.1)	(78.7)	(10.2)	(100.0)			
Non IT	7	39	13	59			
	(11.9)	(66.1)	(22.0)	(100.0)			
Working Environment							
Low	20	28	0	48	4	89.698	Sig.
	(41.7)	(58.3)	(00.0)	(100.0)			
Moderate	19	223	23	265			
	(7.2)	(84.2)	(8.7)	(100.0)			
High	3	36	22	61			
	(4.9)	(59.0)	(36.1)	(100.0)			
Organizational Culture							
Low	26	26	0	52	4	109.986	Sig.
	(50.0)	(50.0)	(00.0)	(100.0)			
Moderate	13	227	29	269			
	(4.8)	(84.4)	(10.8)	(100.0)			
High	3	34	16	53			
	(5.7)	(64.2)	(30.2)	(100.0)			
Compensation and Rewards							
Low	29	35	0	64	4	145.648	Sig.
	(45.3)	(54.7)	(00.0)	(100.0)			
Moderate	10	216	19	245			
	(4.1)	(88.2)	(7.8)	(100.0)			
High	3	36	26	65			
	(4.6)	(55.4)	(40.0)	(100.0)			
Training and Development							
Low	26	28	0	54	4	168.208	Sig.
	(48.1)	(51.9)	(00.0)	(100.0)			
Moderate	14	231	17	262			
	(5.3)	(88.2)	(6.5)	(100.0)			
High	2	28	28	58			
	(3.4)	(48.3)	(48.3)	(100.0)			
Work Life Balance							
Low	12	25	0	37	4	61.808	Sig.
	(32.4)	(67.6)	(00.0)	(100.0)			
Moderate	30	220	22	272			

	(11.0)	(80.9)	(8.1)	(100.0)			
High	0	42	23	65			
	(00.0)	(64.6)	(35.4)	(100.0)			

The result of Chi-square reveals that age, educational qualification, working hours, nature of job, working environment, organizational culture, compensation and rewards, training and development and work life balance significantly influence Job satisfaction of Generation Y Information Technology Professionals.

- Job satisfaction is found high among IT employees whose age ranges between 26 and 35 years.
- Job satisfaction is found to be high among IT professionals with diploma qualification.
- IT professionals whose working hours range up to eight hours have high job satisfaction.
- Employees who carry out Non-Information Technology work have high level of satisfaction.
- Employees who perceive pleasant working environment and organizational culture at their work place have high job satisfaction.
- Employees who feel compensation and rewards offered at their work place are high have high job satisfaction.
- Employees who feel appropriate training and development programme arranged at their institutions have high job satisfaction.
- Employees who are able to manage work and life balanced have high job satisfaction.

SUGGESTIONS

- Employees who are aged between 26 and 35 have low job satisfaction. In order to increase their job satisfaction levels, organizations should make them more engaged and involved in their work.
- Employees who have postgraduate qualifications have low level of job satisfaction. To raise their job satisfaction, organization should ensure that the work assigned to them correspond to their qualification, skill and competence.
- Employees whose working hours exceeds 8 per day have low level of job satisfaction. To improve their job satisfaction, organizations should make sure that work is distributed fairly equally among employees, and that no one is overloaded leading to stress.
- Employees who perceive low level of working environment prevalent in their organization have low level of job satisfaction. In order to improve their job satisfaction levels, organizations should ensure a congenial work environment, which is free of mismanagement, hostility, mistrust and harassment.
- Employees who perceive low level of organizational culture prevalent in their organization have low level of job satisfaction. To improve their job satisfaction levels, organizations should embrace a more transparent work culture. Open and clear communication about organization's goals, challenges, performance, competition and growth strategies will help in building trust among the employees, which is vital for organizational culture.
- Employees who perceive that rewards and compensation offered for their work are low have low level of job satisfaction. To improve their job satisfaction levels, organizations should participate in salary surveys and make sure that their compensation levels are on par with market standards.
- Employees who perceive that only low level of training and development programs are on offer in their organizations have low level of job satisfaction. To improve their job satisfaction, organizations should offer adequate training and development programs that can help them enhance their technical and soft skills.
- Employees who are unable to manage their work and life commitments have low level of job satisfaction. To raise their job satisfaction levels, organizations should identify the group of employees who have low work life balance and address their concerns.

CONCLUSION

The result of the study reveals that age, educational qualification, working hours, nature of job, working environment, organizational culture, compensation and rewards, training and development and work life balance significantly influence Job satisfaction of Generation Y Information Technology professionals. Notwithstanding the growing competition from emerging IT destinations and protectionist administration of major markets, Indian IT industry is poised for major growth in areas such as Cloud computing, Mobility, Artificial Intelligence, Robotics, SAAS, Big Data Analytics, Cyber security etc. So, it is very important for organizations and HR professionals to develop and nurture talent. Offering pleasant quality of work life is an important determinant of job satisfaction which is critical for all round development of employees. A satisfied and motivated work force improves the productivity of the organization, which in turn leads to increased economic growth and development of the nation.

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