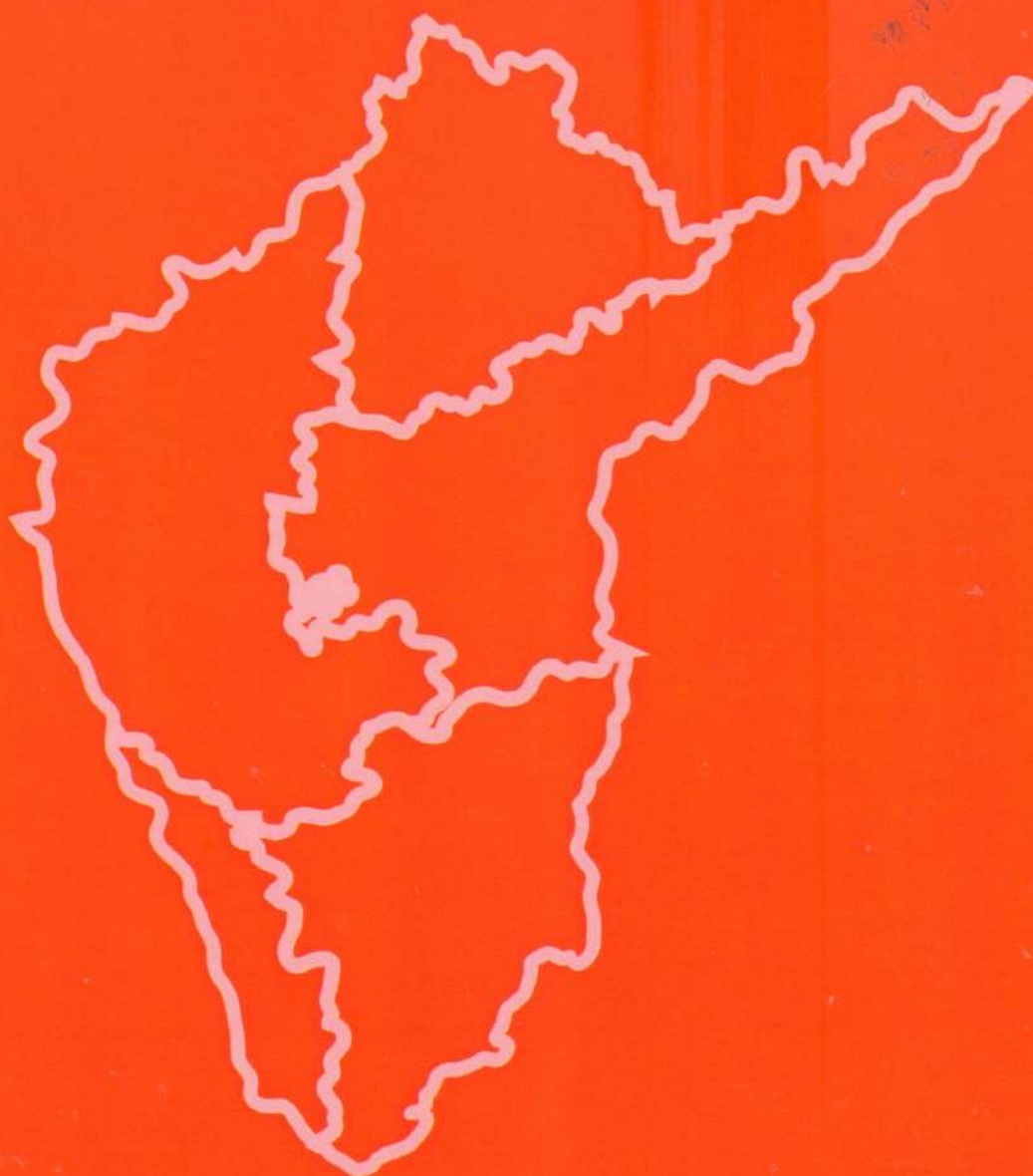


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**IMPACT OF FAMILY COMMITMENTS ON QUALITATIVE PARAMETERS OF WORK
FROM HOME CONCEPT AMONG WOMEN PROFESSIONALS' IN MADURAI
DISTRICT**

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Introduction

A paradigm shift has caused by COVID 19 pandemic with an initiation of compulsory work from home concept. Especially this scenario has interlinking the line of profession and personal life among the women employees. This phenomenon has created a greater impact on women at work by making a conflict between official work and personal work. It is very important to have family support to undergo the official duties without any misconception. The Female Indian professionals are expected to fulfil their domestic duties without any messy in their performance. The multiple tasks coordination and time management are strictly affect the mental health of the female workers and that too to manage the dependent members in their family. The burden of child-care, elderly care and cooking activities seriously affected the working women performance and that is mostly resulted in females in work from home mode. However, this study revealed that the impact of the family dependency on women professionals in academic profession in Madurai city on the qualitative parameters of the work from home concept.

Review of Literature

Past accounts have suggested that providing flexible work conditions like WFH would increase women's work productivity as they could pay attention to both home and work (Kossek et al., 2006). Mass quarantine imposed in response to the COVID-19 pandemic, unlike the traditional WFH setup, induced psychological stress (Kowal et al., 2020) and increased the burden of household chores and care work for women (Alon et al., 2020; Cui et al., 2021). A few scholars have studied the impact of WFH on women's work productivity during COVID-19 (Feng & Savani, 2020). Studies across different cultures have found that women's work productivity decreased while WFH during the COVID-19 pandemic (Lee & Tipoe, 2020; Parlak et al., 2021; Ralph et al., 2020; Utoft, 2020). However, these studies were primarily conducted in western countries.

Interestingly, we found no study conducted in India examining the effects of WFH on women's productivity. India presents unique challenges as expectations on women to perform household chores are immense (Bhatnagar & Rajadhyaksha, 2001), and usually, most family members stay together in a single home (Yada, 2019). The burden of familial care may contribute to a lack of work productivity during COVID-19 in a WFH scenario. However, unlike the west, Indian women have also been performing multiple duties before the pandemic. A typical Indian woman, no matter how demanding her job, is always expected to manage both work and household duties seamlessly (Syed & Tarik, 2017). WFH saves travel time, increases flexibility, and has the potential of letting women spend time with their families; therefore, female professionals may experience more fulfilment and be more productive than before. The extensive yet conflicting research on WFH and work productivity calls for examining this relationship, especially in the Indian context.

If family burden reduces work productivity, family support in household chores may be essential in enhancing work productivity. Family support also increases affection, warmth, and emotional support during a crisis (Walsh, 1996). However, we did not find any literature examining the role of family support in exploring women's work productivity in the COVID-19 scenario.

Family Commitments of Women

Being as an Indian Female Citizen, The family commitments of women are childcare, marriage, partnership and domestic work, healthcare, preparation and serving of meals, selection and care of clothing, laundering, furnishing and maintenance of the house and organize various social functions in the family for social development. She also acts as a director of recreation. She plans various recreational activities to meet the needs of young and old members of the family, manager of the family income, transmits social heritage to the child. It is from mother that the child learns the laws of the race, the manner of men, moral code and ideals, source of power and symbol of progress.

Objectives of the study

1. To find out the number of dependents in the family of the women professionals in Madurai city
2. To assess the impact of family commitments on the qualitative parameters of work from home concept among women professionals in Madurai

Scope of the study

The family commitments of the respondents are judged based upon the number of dependents they are having in their family. The women professionals with academic profession in Madurai city are considered as samples for the research and the qualitative parameters listed for the impact identification are Socio-cultural factors, Economical and Financial Factors, Legal Factors, Political factors, Personal Factors, Psychological factors and technological factors with relevance to work from home concept.

Need for the study

It is now a psychological myth that Indian women only taking care of their entire family even during the COVID pandemic situation by adjusting work and family responsibilities. it is very important to know about the originality of this myth and check it out the impact of family responsibilities with career performance.

Limitations of the study

1. The time is a constraint
2. The respondents are only women professionals with academic profession and the results are not generalised with other category

Research Methodology

The research design used for this study is descriptive research design and the sample size is 500 with women professionals with academic profession as characteristics of interest to be used for the study. The sample method used is simple random sampling. The data is collected using structured un-disguised questionnaire. The data is analysed using percentage analysis, comparative mean score analysis and Regression analysis.

Dependent Members in the family

The total number of dependents in the family of the respondents is assessed using percentage analysis through five categories such as starting with zero and ended with more than 4 persons as dependents in the family. The dependents also included the children in the family of the respondents.

Table 1: Dependent Members in the family of the Respondents

| Dependent Members | Frequency | Percent |
|--------------------------|------------------|----------------|
| NIL | 22 | 4.4 |
| 1 | 103 | 20.6 |
| 2 | 170 | 34.0 |
| 3 | 123 | 24.6 |

| | | |
|-------------|-----|-------|
| More than 4 | 82 | 16.4 |
| Total | 500 | 100.0 |

From the above table, it is found that out of 500 respondents, 34% are having 2 members as dependent members in their family, 24.6% are with 3 dependents, 20.6% are with one person as dependent, 16.4% are with more than 4 members as dependents and the rest 4.4% are not having any dependents in their family.

Comparative Mean Score Analysis

The Qualitative Parameters of the research for the factors is tested using comparative mean score analysis to find out the importance given to the qualitative factors considered under each parameters.

Socio-cultural factors

The opinion of the respondents about the socio-cultural factors is assessed using the five point rating scale with ratings as follows:

| | | |
|------------------------|---|---|
| Highly Acceptable | - | 5 |
| Acceptable | - | 4 |
| Neutral | - | 3 |
| Not acceptable | - | 2 |
| Highly Not acceptable- | | 1 |

Economical and Financial Factors

The opinion of the respondents about the Economic and Financial factors is assessed using the five point rating scale with ratings as follows:

| | | |
|-------------------|---|---|
| Strongly Agree | - | 5 |
| Agree | - | 4 |
| Neutral | - | 3 |
| Disagree | - | 2 |
| Strongly Disagree | - | 1 |

Legal Factors

The opinion of the respondents about the Legal factors is assessed using the five point rating scale with ratings as follows:

| | | |
|-------------------|---|---|
| Strongly Agree | - | 5 |
| Agree | - | 4 |
| Neutral | - | 3 |
| Disagree | - | 2 |
| Strongly Disagree | - | 1 |

Political factors

The opinion of the respondents about the Political factors is assessed using the five point rating scale with ratings as follows:

| | | |
|--------------------|---|---|
| Highly Satisfied | - | 5 |
| Satisfied | - | 4 |
| Neutral | - | 3 |
| Unsatisfied | - | 2 |
| Highly Unsatisfied | - | 1 |

Personal Factors