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A STUDY ON STRESS AMONG THE EXECUTIVES OF *TATA CONSULTANCY SERVICES – BB&T Floor, AMBATTUR*

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ABSTRACT

In this study on Stress Management with reference to TATA CONSULTANCY SERVICES a study has been conducted on the levels, causes and consequences of stress in relation to age, experience, perception, and environment. Both internal and external factors causing stress is studied upon and their relationship with work are established with the use of statistical tool such as Weighted Average Method besides Graphical and Percentage Analysis. It is found from the study that the employees are prone to low stress and this serve as eye opener for management to make timely discussion to prevent its transformation to higher levels of stress. Further this study was keen in gathering information expected by the employees to cope with stress, as this project will serve as a source of information to management in taking decision related to stress.

Introduction

The present study has been carried out to find out the potentials and consequences of stress among the executives working in **TATA CONSULTANCY SERVICES**. In this changing environment, participation, interaction, transaction, planning and regulation become key issues, each with its own frustrations attracted. People feel stress, as they no longer have complete control over what happens in life. There is no escape from stress in modern life. In today's context, stress is a costly business expense that affects both employee health and company profits, thus it's becomes very important to understand the causes of stress, its impact and adopting strategies or minimizing its impact.

Stress is a part of day-to-day life. *The present study concentrates on to study potentials and consequences of stress among the EXECUTIVES of "TATA CONSULTANCY SERVICES – BB&T Floor", Ambattur.* It is believed that carrying out such a study can be of great use to the organization in understanding their employees and also becoming aware of facts that the organization is unaware of. This study can also pinpoints on what area it requires improvement. Further the study can pave way for further research.

Existence of Stress

- ✓ High demand for performance
- ✓ Health
- ✓ Job Insecurity
- ✓ Technology
- ✓ Workplace Culture
- ✓ Personal or Family Problems

Objectives of the Study

- To study the nature and direction of stress perceived and experienced by the Executives of Tata Consultancy Services in BB&T Floor.
- To find out how much does the employees feel their life to be stressful.
- To find out how environmental, organizational and individual factors affects potentials for stress and consequences of stress with regard to age, income, educational qualification and personal life.
- To analyze the interrelationship between the work life and personal life that contributes to stress.
- To study whether employees want the organization to take up measures to reduce stress or can they handle by themselves.
- To find out the effectiveness of stress management practices in the organization, and to put forth suggestion to cope with stress.

LITERATURE SURVERY

According to **Richard S Lazarus**, "Stress is a condition or feeling experienced when a person perceives that demands exceed the personal and social resources the individual is able to mobilize."

According to **Bernik, Brazilian psychiatrist, 1997**, "Stress designates the aggression itself, leading to discomfort, or the consequences of it. It is our organism's response to a challenge, be it right or wrong."

According to **Sauter and Murphy, 1999**, Occupational stress can be defined as the "harmful physical and emotional responses that occur when the requirements of the job do not match the capabilities, resources or need of the worker".

According to **T. Cox (1998) and Basingstoke Macmillan**, Stress, it is argued, can only be sensibly defined as a perceptual phenomenon arising from a comparison between the demand on the person and his or her ability to cope. An imbalance in this mechanism, when coping is important, gives rise to the experience of stress, and to the stress response.

According to **S. Palmer (1989)**, Stress is the psychological, physiological and behavioral response by an individual when they perceive a lack of equilibrium between the demands placed upon them and their ability to meet those demands, which, over a period of time, leads to ill-health

According to **Macmillan Education**, Stress is defined as an organism's total response to environmental demands or pressures. When stress was first studied in the 1950s, the term was used to denote both the causes and the experienced effects of these pressures. One recurrent disagreement among researchers concerns the definition of stress in humans.

According to **Psychology**, Stress can be defined as a cause: mental, physical, or social, force or pressure that puts real or perceived demands on the body, emotions, mind, or spirit, and which, when it exceeds the stress-handling capacity of the individual lead to a breakdown. As an effect: physiological effect produced in an organism in its attempts to cope called adaptive response with the demands created by a stressor.

According to **Engineering**, Load (force) per unit area that tends to deform the body on which it acts. Compressive stress tends to squeeze a body, tensile stress to stretch (extend) it, and shear stress to cut it.

Human issues in call-center industry

Stress:

For many employed in the call center sector, "the daily experience is of repetitive, intensive and stressful work, based upon Taylorist principles, which frequently results in employee "burnout". Brown, more vividly, characterizes the work as "repetitive brain strain". These descriptions are hardly surprising, in a way, given that call centers are established by organizations to "create an environment in which work can be standardized to create relatively uniform and repetitious activities so as to achieve economies of scale and consistent quality of customer service". This means, in other words, that workplaces are organized in ways that weaken employee autonomy and enhance the potential for management control, and "a loss of control is generally understood to be an important indicator of work-related stress".

There is almost universal consensus that call center work is stressful. Even in studies that report the observation that some staff actually enjoys their work, mention of stress is still the norm, and a significant portion of the call center literature is devoted to detailing the sources of stress in call center work.

Some other Human Issues, in Call-Centers, which need Immediate Attention, are:

Sleeping Disorders

Digestive System Related Disorders

Depression

Severe Stomach Related Problems

Eyesight Problems

Ear Problems

Remedial Measures for Stress Management

Understanding that the "Stress" is a major concern for all Call-Center Employees, it is a duty of HR-heads of Call-Centers to address it properly. Some of the common signs and symptoms of stress Although we all experience stress in different ways, there are certain signs that are most frequently reported. These signs fall into two major categories; physical/behavioral signs and emotional signs. If we become aware of our own stress symptoms, we will be more effective in dealing with them sooner rather than later. What follows is a list of some of the most experienced symptoms of stress.

The physical/behavioral symptoms include; muscular tension, muscle spasms and tics, rapid heart beat, shortness of breath and high blood pressure, cold hands and feet, backaches, headaches and neck aches, stomach problems, indigestion, irritable bowel and ulcers, feeling fatigued, irritable, decreased ability to concentrate, insomnia and changes in eating behavior. Since these physical symptoms may be related to physical problems, you should consult with your medical doctor before you assume that your symptoms are purely stress-related.

The emotional symptoms include; anxiety in a variety of situations not limited to the stressful situation, depression, hopelessness and a strong urge to cry without specific incident, withdrawal from social interactions and avoidance of previously enjoyed activities, powerlessness and decreased self esteem, hostility, anger and resentment, fears, phobias and unwanted thoughts.

Learning to become more aware of your own stress symptoms is the first major step in the stress management and healing process. It is often helpful to monitor your daily symptoms in a stress diary where you match the stressful events with the symptom experienced. For example; you made find that if you are stuck in early morning traffic you may experience irritability and headaches. In this case it will be important to use these symptoms as a cue that you have to begin managing that stress more effectively when it happens.

Research Methodology

The nature of the study was Descriptive type; the research focuses mainly on defining a problem, discovering new ideas and providing insights into the problem. Sampling is a process of gaining information about an entire population by examining only part of it. For the study, the researcher will be using census– sampling method, The researcher using questionnaire method to collect the primary method and Secondary data are collected from various books and existing data in the company. Secondary data are normally collected during the initial stages of investigation to see whether the problem can be partly or wholly solved without collecting costly primary data. The Sampling method used was census method ,The Sample size take for the study is 200.

Sampling Unit of the study is Employees of **TATA CONSULTANCY SERVICES – BB&T FLOOR**, Ambattur, Chennai. The research instrument used for this study is Questionnaire Method. Statistical tools

- Weighted Average Method
- Percentage Method
- Graphical Method

TABLE SHOWING AGE CLASSIFICATION OF THE RESPONDENTS:

S. No.	Age Group	Respondents	%
1.	21 – 25	91	45.5%
2.	26 – 30	80	40 %
3.	31 – 35	24	12 %
4.	36 – 40	5	2.5 %
5.	Total	200	100 %

Inference:

From the above table it could be inferred that the 45.5% of respondents belong to the age group of 21 – 25, 40% of respondents belong to the age group of 26 – 30, 12% of respondents belong tot eh age group of 31 – 35, 2.5 % of respondents belong to the age group of 36 – 40.

S. No.	Educational Qualification	No. of Respondents	Percentage (%)
1.	Post Graduate	46	23 %
2.	Graduate	129	64.5 %
3.	Diploma	19	9.5 %
4.	Others	6	3 %
5.	Total	200	100 %

EDUCATIONAL CLASSIFICATION:

Inference:

Out of 200 respondents majority of 64.5% are graduate, while considerable amount of 23% of the respondents are Post Graduate, 9.5% of the respondents are Diploma holders and 3% of the respondents are other specification.

OPINION TOWARDS OCCUPATION & INCENTIVE SATISFACTION

Option	W	No. of Respondents	Wx
Highly Satisfied	5	17	85
Satisfied	4	109	436
Moderate	3	30	90
Dissatisfied	2	24	48
Strongly disagree	1	6	6
Strongly agree	5	20	100
Agree	4	58	232
Neither	3	114	342
Disagree	2	22	44
Strongly disagree	1	0	0
Total		200	648

The weight of opinion about incentive satisfaction

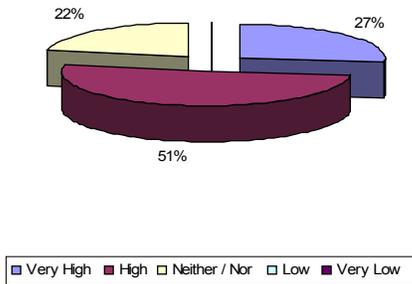
$$\frac{\sum Wx}{N} = \frac{679}{200} = 3.39$$

$$\frac{\sum Wx}{N} = \frac{648}{200} = 3.24$$

The weight of opinion about the working hours in the organization lies moderate. (Neither / Nor)

INTRADEPARTMENTAL CO-OPERATION

Option	W	No. of Respondents		Wx
		No. of Respondents	Percentage (%)	
Highly Co-Operative	5	0	0	0
Co-Operative	4	54	27 %	568
Neither / Nor	3	102	51 %	30
Non Co-Operative	2	0	0	0
Highly Non Co-Operative	1	44	22 %	0
Low		0	0	
Total		200		838
Very Low		0	0	
Total		200	100 %	



Inference:

The majority (51%) of the respondents feel that their intradepartmental co-operation is high and 22% of the respondents feel that their intradepartmental co-operation is moderate.

INTERDEPARTMENTAL CO-OPERATION

Option	No .of Respondents	(%)
When promoted with responsibility	10	5 %
When promoted without responsibility	10	5 %
When transferred	20	10 %
When suspended	40	20 %
Fear of job security	120	60 %
Others	0	0 %
Total	200	100 %

Inference:

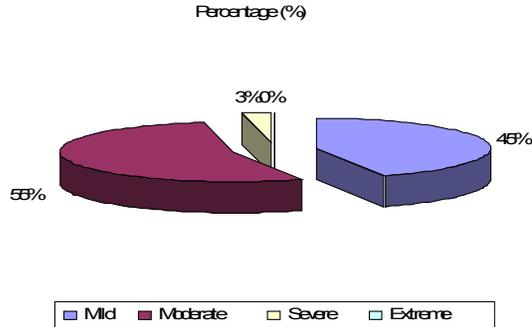
The majority (71%) of the respondents say that is intradepartmental co-operation.

LEVEL OF JOB STRESS

	<i>w</i>	No. of Respondents	<i>w_x</i>
Mild	4	84	336
Moderate	3	110	330
Severe	2	6	12
Extreme	1	0	0
Total		200	678

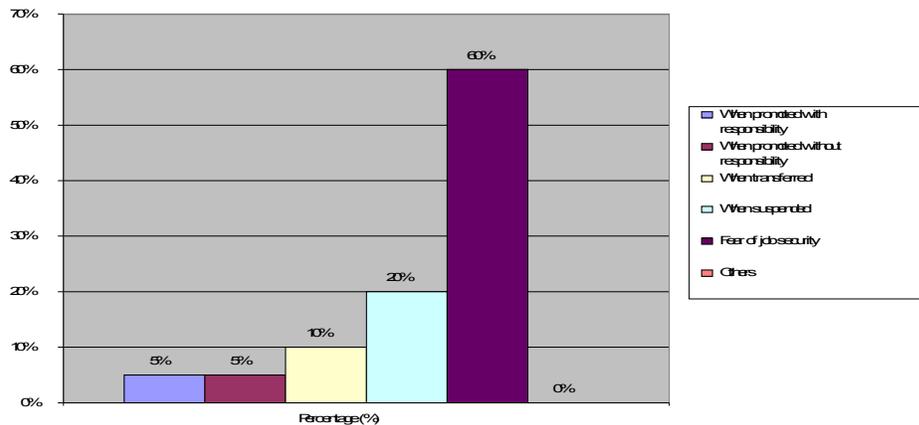
$$\frac{\sum W_x}{N} = \frac{838}{200} = 4.19$$

The weight of opinion about the level of job stress in the organization lies between moderate.



Causes of Stress

The majority (55%) of the respondents said that they have moderate level of stress in their job, 45% of them felt mild level of stress during their job, and only 3% of them felt severe level of stress.



Findings:

1. Majority of the respondents are satisfied with the incentive system of TCS. They are also satisfied with their job.
2. The study shows there is high level of inter and intra departmental co-operation in TCS
3. The study finds out, the fear of job security is the major reason for stress, followed by Suspension and then transfer.

Suggestions:

1. As majority of TCS employees are below the age of 30, they showed adopt techniques to handle their passion.
2. The organization should take effective steps to increase job security and also should reduce suspension and transfer.

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