



**ORIGINAL RESEARCH PAPER**

**Management**

**A STUDY ON THE ASSOCIATION OF SOCIO DEMOGRAPHIC PROFILE OF IT EMPLOYEES WITH DIFFERENT PARAMETERS OF WORKING ENVIRONMENT IN AHMEDABAD CITY OF GUJARAT STATE**

**KEY WORDS:** IT Companies, Socio Demographic Profile, Parameters of Working Environment, Information about the latest technological changes, Freedom to express their views, Salary and Incentives.

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**ABSTRACT**

The above study had tried to find out the various socio demographic profile of IT Employees in the Ahmedabad City of Gujarat State and also to check the association between those Socio Demographic Factors with the Parameters of Working Environment towards it. The Socio Demographic Factors like Gender, Age, Marital Status, Educational Qualification etc have been taken with the sample size of 104. The Research Methodology that had been put into the practice in the descriptive single cross sectional study have been carried out. Out of the study it had been observed that the maximum employees belongs to the Male category with having the Bachelors as their part of the Education with Married as their marital status. Apart from them there are significant association between the all the socio demographic profile of IT employees in Ahmedabad city of Gujarat State with information about the latest technological changes and freedom to express their views. In addition to that the Gender has the significant association with the salary and incentives and rest all other Socio Demographic factors have no significant association with the Salary and Incentives.

**INTRODUCTION**

The culture of an organization, like the culture of a country or another geographical location, plays a critical part in a company's everyday operations. Deep-rooted is a part of it. The route of moving forward with everyday operations is illuminated by Organisational values, standards, and traditions shared by employees and management bodies. When one enters into various companies, it is impossible not to notice the differences in ambience, style, and general mood, all of which have a significant impact on how staff treat their clients. "A system of collaborative traditions, standards, beliefs, and practices that should be accepted by the individuals to operate according to the rules of the firm," according to Schein (2004). We may infer from this that Organisational culture determines whether a firm is excellent or bad.

Organizational culture links all aspects of a business, including production, drafting, advertising, controlling, motivating, and leadership, and so plays a crucial role in growth strategy. Organizations recognize that employee productivity is influenced by corporate culture, and that their workers have the power to propel them to success. As a result, it can be inferred that every aspect of Organisational culture has a direct impact on an organization's performance and growth through motivating its people to achieve better. A company's culture aids in the promotion of parallel correspondence, which opens the way for the management of powerful and value-adding procedures inside the business.

Organizational culture is made up of several factors, each of which has an impact on employee productivity and behaviour. Utilities, values, standards, the working environment, methods, and design are all important factors in the formation of an organization. Most parts of the Iceberg model (Schein 2004) are concealed, yet they are a great approach for understanding how and why an employee's behaviour differs inside and outside of the business (Iceberg model, Schein 2004). According to studies, the importance of organizational culture in affecting performance and productivity has grown over time. While it is impossible to show such a link, there is a correlation nonetheless. By establishing a work-friendly corporate culture, it is feasible to increase employee happiness and individual assurance about the problem-solving method. It keeps an eye on any potentially dangerous actions.

**Literature Review**

(Schultz and Ravasi, 2006) defined that the organizational

culture is a collection of dispersed logical presumptions that illuminates the path for functioning in a firm by establishing appropriate code-of-conduct for various situations. According to this definition, organizational values are the fundamental ethical ideas and principles of an organization that must be followed by its members in order to achieve its objectives. It oversees the company's day-to-day operations as well as staff communication. It provides a solid framework for analyzing the factors that impact employee productivity, as well as strategies for discovering the fundamental causes of issues inside the company and developing remedies.

According to Brown, organizational culture is the contribution of no mechanistic, flexible, and imaginative methods from the standpoint of human resources (1998). Most organizational problems are considered to be caused by it or solved by it. He defined organizational culture as "examples of beliefs, norms, and strategies for attempting to adapt to circumstances that have formed throughout the course of the organization's history and will be reflected in the activities and actions of its members." Organizational culture, according to this definition, reveals the accepted methods of doing things or acceptable behaviour in a company.

**Research Methodology**

**Research Gap**

The present study tries to find out the impact of organizational culture on the IT employees' productivity and performance and for that the various factors which are directly or indirectly having the impact on it. So this study had tried to find out the various factors that had direct or indirect impact on the performance of the employees.

**Significance And Scope Of The Study**

The significance of the study are to find out the impact of various parameters or factors that have the impact on the performance of the IT Employees performance and that can be out of that which parameters of the Organizational Culture has the significant impact on the performance of them.

**Objectives Of The Study**

1. To study the Socio Demographic Profile of IT Employees in the IT Companies in Ahmedabad.
2. To find out the significant association between the Socio Demographic Profile of IT Employees in the Ahmedabad city and the Parameters of IT Employees performance in the organization.

**Variable Of The Study**

There are numerous variables that have been taken in the study for the measurement of the performance of the IT companies in the organization of the Ahmedabad city of the Gujarat State like Socio Demographic Profile of the IT employees like Gender, Male, Educational Qualification, Marital Status, Designation, Personal Role in the Organization, Age Group and Total Experience and the Parameters responsible for the performance of the IT Employees in the organization like information about latest technological changes, Freedom for expressing their views and Salary and Incentives.

**Limitations Of The Study**

1. Some of the IT employees are not willing to provide the data of their current organizational data due to the fear of job security purpose.
2. The study has been restricted up to the Ahmedabad city only so by considering the geographical location barriers, the result might get differ from location to location.

**Data Analysis And Interpretation**

**Table 1 – Frequency Table Of Socio Demographic Profile Of IT Employees In Ahmedabad City Of Gujarat State**

Socio Demographic Factors for IT Employees	Category	Frequency	Percentage
Gender	Male	73	70.2%
	Female	31	29.8%
Educational Qualification	Diploma Engineering	12	11.5%
	Bachelors	49	47.1%
	Masters	43	41.3%
Designation	Top Level	26	25.0%
	Middle Level	39	37.5%
	Lower Level	39	37.5%
Marital Status	Single	38	36.5%
	Married	65	62.5%
	Prefer not to Say	01	1.0%
Present Role in Org.	Managerial	26	25.0%
	Analyst	11	10.6%
	Controllor	16	15.4%
	Designer	09	8.7%
	Business Researcher	37	35.6%
Age Group	Others	05	4.8%
	18 – 35 Years	45	43.3%
	36 – 50 Years	48	46.2%
Total Experience	51 or More	11	10.6%
	Less than 3 Years	02	1.9%
	3 – 6 Years	22	21.2%
	6 – 10 Years	28	26.9%
	More than 10 Years	52	50.0%

(Sources:SPSS Output)

From the above table of Frequency distribution, it can be seen that, Under the Gender category the Male candidates are high in the Ahmedabad city of Gujarat state i.e. 73 (70.2%) followed by the female employees i.e. 31 (29.8%), for the Educational Qualification, the highest number of employees are having their education qualification as Bachelors i.e. 49 (47.1%) followed by the Masters i.e. 43 (41.2%) and those who are having the Diploma Engineering degree are 12 (11.5%). Talking about the Designation of the IT employees in the Ahmedabad city of Gujarat State then the Middle level Management and Lower level Management are having the highest equal number of employee's i.e. 39 (37.5%) followed by the Top level Management i.e. 26 (25.0%). Talking about the Marital Status of IT Employees then the IT Employees who are married are highest in number i.e. 65 (62.5%) followed by the Single i.e. 38 (36.5%), for the Present Role of Employees in the IT companies, Maximum Employees are Business

Researcher i.e. 37 (35.6%) followed by the Managerial Role i.e. 26 (25.0%), For the Age group of IT Employees, Majority of the employees are belonging to the 36 – 50 Years of Age group i.e. 48 (46.2%) followed by the 18 – 35 Years of age group i.e. 45 (43.3%) and lastly, for the Total experience of IT employees in the organization then the Maximum employees are falling under the seniority category having the experience More than 10 years i.e. 52 (50.0%) followed by the 6 – 10 Years of Experience i.e. 28 (26.9%).

**Table 2 – Association Between Socio Demographic Profile Of IT Employees And Parameters For The Workings Environment**

Socio Demographic Factors * Parameters for the Working Environment	Chi Square Value	P value	H0: Accepted / Rejected
Gender * Information about latest technological changes	24.311	0.000**	H0: Rejected
Educational Qualification * Information about latest technological changes	67.041	0.000**	H0: Rejected
Position in the Organization * Information about latest technological changes	500.00	0.000**	H0: Rejected
Marital Status * Information about latest technological changes	160.259	0.000**	H0: Rejected
Current Role in the Organization * Information about latest technological changes	296.356	0.000**	H0: Rejected
Gender * Freedom for Expressing their Views	29.428	0.000**	H0: Rejected
Educational Qualification * Freedom for Expressing their Views	38.569	0.000**	H0: Rejected
Position in the Organization * Freedom for Expressing their Views	227.580	0.000**	H0: Rejected
Marital Status * Freedom for Expressing their Views	58.278	0.000**	H0: Rejected
Current Role in the Organization * Freedom for Expressing their Views	209.389	0.000**	H0: Rejected
Gender * Salary & Incentives	28.524	0.000**	H0: Rejected
Educational Qualification * Salary & Incentives	11.819	0.524	H0: Accepted
Position in the Organization * Salary & Incentives	0.500	0.779	H0: Accepted
Marital Status * Salary & Incentives	0.997	0.607	H0: Accepted
Current Role in the Organization * Salary & Incentives	5.885	0.318	H0: Accepted

(Sources:SPSS Output)

From the above table of the Association between the Socio Demographic Profile of IT employees of Ahmedabad city and the Parameters for the Working condition, it can be seen that,

It can be seen that all the parameters of the Socio Demographic Profile of the IT Employees are having the significant association with the information about the latest technological changes in the market as the P value for all the parameters are having less than 0.05 i.e. 0.000, which means we have to reject the Null Hypothesis.

It can be seen that all the parameters of the Socio Demographic Profile of the IT Employees are having the significant association with the Freedom for expressing their

views in the market as the P value for all the parameters are having less than 0.05 i.e. 0.000, which means we have to reject the Null Hypothesis.

It can be seen that all the parameters of the Socio Demographic Profile of the IT Employees and Salary & Incentives, Gender has the significant association with the Salary & Incentives as the P value of is 0.000 which is less than 0.05 which indicates that the Null Hypothesis is going to be rejected and which rest all the other factors are not having the significant association with it as the P values are 0.524, 0.779, 0.607 and 0.318 respectively which is greater than 0.05 which means that we fail to reject the Null Hypothesis and there is no significant association between the Socio Demographic Profile of IT employees and Parameters for the working condition for the IT employees in Ahmedabad city.

### **FINDINGS AND CONCLUSION**

- It can be concluded that the majority of the Gender are belongs to the Male category.
- As per the Educational Qualification, the maximum number of Employees are belongs to the Bachelors and Masters level.
- By Considering the Designation of the IT Employees in this survey then all most majority of them are falling under the Middle level management and Lower level management.
- By Considering the Marital Status of the IT Employees in this survey then all most majority of them are falling under the Married category.
- Most of the employees are performing the role of Business Researcher role.
- Age of the employees under this survey is maximum falling under the 36 – 50 Years.
- Total Experience of the Employees are having the maximum in More than 10 years which proves the stable tenure of them in their current organization.
- All the socio Demographic factors i.e. Gender, Educational Qualification of IT Employees, Age, Marital Status, Position in the Current Organization and Current Role in the Organization are having the significant association with the information about the latest technological changes and freedom to express their views in the organization while for the Salary and Incentives part of the IT employees, only Gender has the significant association and rest of all the Socio Demographic Profile of IT Employees in Ahmedabad city are not having the significant association.

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