

WOMEN EMPLOYEE ENGAGEMENT ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR: A STUDY ON WORKING WOMEN IN EDUCATION SECTOR OF SURAT CITY, GUJARAT

Anjali Thatipamula*
Reya Malik**
Dr. Neelima Kamjula***

ABSTRACT

The present study examined Engagement of working women in Education sector and their impact on organizational Citizenship behavior specifically in Surat, Gujrat, India. The research methodology will be qualitative and data was collected through a survey questionnaire from working women who are in the education sector. Present study focused on the importance of women engaged in Education sector of Surat, Gujarat and who are very skilful in doing their work with minimal errors and delightful in helping their co-workers in the given assignment. At the same time, study also tried to find out the way they show their interest towards the work and organizational goals. Furthermore, it analyzed women worker commitment towards their absenteeism in advance to show their level of dedications towards their work. The study findings tried to project the Women employee implications towards their job and achievements through commitments to overall goals of their organizations.

KEYWORDS: *Competitive Edge, Employees, Employee Engagement, Enthral, Intimacy, Organizational Behavior, Participation.*

Introduction

Employees are considered as one of the soundest assets of the organization. They are the backbone of any organization that uses physical and financial resources to achieve organizational objectives (Christian et al., 2011). But getting the right women employees for the right job has become highly competitive for the organizations because of the talent crunch, a result of globalization. Every women employer is struggling to attract the best talent, but attracting the talent does not mean that they will engage with the organization.

According to Macey and Schneider (2008), engagement has three levels.

- **Level 1:** Engaged: here employees feel associated with their Companies and works with interest and passion for organizational success.
- **Level 2:** Not Engaged. These types of employees are the sleepwalkers, who come to work without any energy and do not perform their tasks properly.
- **Level 3:** Actively disengaged. In this level, employees become non-fertile for their work and company. They talk about short supply of resources for their work and start focusing and complaining about their coworkers.

* Ad-Hoc Assistant Professors, Bhagwan Mahavir College of Management, Bhagwan Mahavir University, Surat, Gujarat, India.

** Ad-Hoc Assistant Professors, Bhagwan Mahavir College of Management, Bhagwan Mahavir University, Surat, Gujarat, India.

*** Director, Bhagwan Mahavir College of Management, Bhagwan Mahavir University, Surat, Gujarat, India.

Employment in women sector increasing day by day as per the rising competition. After Covid-19 it is increases gradually as many of the women engage in the work from home and helps them to financially independent and ultimately it is helpful for the economic growth. Women employees are the backbone of the economy which is helpful for all the country.

Literature Review

R. Vettriselvan, J. Rengamani, Fabian Andrew James, R. Srinivasan, S. Poongavanam (January 2019) have carried out a study on "Issues and Challenges of Women Employees in Indian Technical Industries" This study aimed to picture the issues and challenges faced by the women employees in the modern world with reference to the technical industries. For present study a group discussion was conducted with fifty women employees in the different types of technical enterprises in Tamilnadu region of India and the study results found different issues and challenges faced by women employees at different regions of the state including urban, rural areas. The study revealed that mostly women are feeling insecure in the work place due to many reasons but they are working the industries to prove themselves to the society in terms of various aspects such as fulfill the economic needs of the family, social recognition, passion and enjoy the social freedom from the traditional society. This study suggests the society and industries to treat all the gender in equal and maintain the social balance.

Eslam S. A. Yasin Ashraf E. Abdelmaboud Hesham E. Saad Omar E. Qour (March, 2019) have carried out a study on "What Challenges Affect Women work in the Hotel industry? Evidence from Five Star hotels in Cairo" This research objective is to identify women work challenges in the hotel sector, to accomplish the research objective, the primary data was gathered through empirical study conducted by questionnaire with the help of stratified random sample with women working in five star hotels at Cairo, housekeeping department and also Reception. Women work in hospitality sector was studied as a basis for Secondary data. Further, logistic regression test performed by using SPSS data analysis tool is used for analyzing the collected data. Results included society effect on women work in hotel industry. Further, study indicated there is significant impact of Job and social challenges have a significant impact on women work in the hotel industry.

Manpreet Kaur & Nishtha Kaushiki (March 2018) have carried out a study on "women, work and challenges: a literature review", study focused to highlight Women economic empowerment by reviewing their contribution in the world of paid work. The study is a division of two sections: the first section throws light on the importance of women's economic contribution and the second section analyses the challenges faced by them in work and family sphere this includes Sexual Harassment at the Workplace, Mental Pressure due to Dual Roles, Physical and Psychological Issues, Childcare and Development, Over Expectation by Family. The study is totally based on the secondary sources, including books, articles, published and unpublished thesis & dissertations.

Priyakrushna Mohanty, Sampada Kumar Swain, Sala Besra (January 2018) have carried out a study on "Women at work: exploring the issues and challenges of women employees in travel and tourism" the objectives of the study included exploring different facets, issues and challenges linked to women workforce in tourism sector and provide structural suggestions, The descriptive research methodology is used and the Findings of the study reveals Travel & Tourism (T&T) sector has been advocated for its labor intensiveness and gender parity. The statistics revealed that women constitute majority portion of employees generated by the sector-tourism. However, there have been rising concerns of gender pay gap, poor representation at professional level and burden of unpaid work in the tourism industry. Structural measures must be taken at all levels of organization to make sure equitable distribution of social and economic benefits.

Abul Salam (October 2016) has carried out a study on "Challenges Faced by Working Women in AI A in City, UAE" The study was set to find out the challenges faced by working women in AI A in city. This study wants to reveal exploitation of harassment and gender discrimination against working women. Researchers used quantitative and qualitative methods of data collection. Questionnaire data were collected from 150 respondents. Researchers used convenience-sampling technique and used online survey. SPSS and Microsoft Excel tools were used for data analysis. The main findings of the study show that the majority of working women agreed that tradition is the main reason that causes these challenges. 30% of working women agreed that stereotypical portrayal of women causes challenges for working women. The results also showed that most of working women faced challenges with balancing between work and home. 25% faced challenges with children care. Additionally, there were sexual harassment, gender discrimination and challenges related to transportation. The study concluded that there are many challenges faced by many working women in AI A in city that need solutions, so working women can work more efficiently.

Sanghamitra Buddhapriya (march 2009) has carried out a study on “Work-Family Challenges and Their Impact on Career Decisions: A Study of Indian Women Professionals” The primary objective of this study is to understand the impact of family responsibilities on the career decisions of women professionals and also to find out the type of work-life support they would require from their employers to balance their work and life in a better manner. The study is conducted with 121 women professionals working in government services, public sector, private sector, and in NGOs across different levels. The perception of women professionals regarding the barriers against their career advancement is studied. The impact of demographic factors like managerial level, marital status, and family structure on all the above-mentioned issues are also analyzed, this study indicates that some of the important reasons that restrict upward mobility of women professionals are:

- Stereotyping and perceptions of roles and abilities of women
- Commitment to family responsibilities
- Exclusion of women professionals from informal networks and communications
- Lack of significant general or line experience
- Lack of mentoring
- Lack of gender-sensitive policies by the employer.

Research Methodology: Objectives of the Study

- Find the factors affecting Organizational Citizenship Behavior (OCB) in Educational Industry.
- Find a relationship between women employee engagement and OCB.

Hypothesis Testing

To find the association among EE and OCB, test for Correlations was conducted.

H₀: There is association between EE and OCB.

H₁: There is no association between EE and OCB.

Type of Research Design

A detailed outline of how an investigation will take place. It can be broadly classified as explanatory and conclusive. For this research *descriptive type* of research design which falls under conclusive type of research design.

Collection of Data

Primary data is been collected through questionnaire.

Sample Size

In this research number of people working in educational sector surveyed is 100.

Sampling Method

There are 2 types of sampling methods: Probability and Non-Probability. Here in this project *simple random sampling method*, a type of probability sampling method is used.

Sampling Element

The elements which are available for selection in a sample such as a store, product or person are known as sampling element. In this project *people working in educational sector in Surat City* are considered for the same.

Survey Method

There is various methods through which survey can be conducted online, telephonic, mails, face to face etc. Here in this project *online method* is used.

Survey Tool

Here in this project *structured questionnaire* and some statistical tests according to the nature and objectives of study the collection information is suitably and tabulate and analysis with the help of statistical tools like *z test* and *correlation test*. The hypothesis shall analysis by z test, correlation and the conclusions shall draw on the basis of 5% level of significance.

Data Analysis

Employee Engagement (EE) and Organizational Citizenship Behavior (OCB) were the variables chosen for study. Further, statistics below represents outcomes of the correlation test initiated.

Table Represents Correlation test values among EE and OCB

		Employee Engagement	Organizational Citizenship Behaviour
Employee Engagement	Pearson Correlation	1	0.5906**
	Sig (2- tailed)		<0.05
	N	100	100
Organizational Citizenship Behaviour	Pearson Correlation	0.5906	1
	Sig (2- tailed)	<0.05	
	N	100	100

H₀: There is an association among EE and OCB.

H₁: There is no association among EE and OCB.

r = 0.590614

It is evident from above table that the r value is 0.5906 and it means the relationship between two variables chosen is moderately positive. Further, it is also clear that there exists an association or there is a positive relationship among EE and OCB. It means that there is impact of EE on OCB among working Women in Education Sector in Surat City.

Findings

There is a positive relationship between EE and OCB. Working women of Education sector are very skillful in doing their work with minimal errors. At the same time they are delightful in helping their co-workers in the given assignments. This shows their interest towards the work and organizational goals. They are satisfied with the organizations and are ready to give their extra efforts to achieve the very goals of the organization. The employees' attempt in informing the absenteeism in advance shows their level of dedication in work. From this study it is evident that working women in education sector have super abundant dedication towards their work and the achievement of the overall goals of their organizations.

Conclusion

The present research study majorly found on basis of employees, their engagement and behavior shown towards unassigned work by doing which they do not receive monetary benefits but can help education sector to stand among its competitors. Further, this study proves EE impact on OCB, education sector needs focus on three major constructs – namely intimacy, enthrall and participation to keep employees engaged with work. EE help education sectors get discretionary efforts from employees that can provide the competitive edge in present focused world. It further requires increased commitment. This research in connection to impact level of EE on OCB is recommended since EE is linked with variables like salary, working hours and so on.

References

1. Vettriselvan, R., Rengamani, J., James, F. A., Srinivasan, R., & Poongavanam, S. (2019). Issues, challenges of women employees in Indian technical industries. *International Journal of Engineering and Advanced Technology*, 8(2S2), 404-409.
2. Kaur, M., & Kaushiki, N. (2018). Women, work and challenges: A literature review. *Impact: International Journal of Research in Humanities, Arts and Literature*, 6(3), 179-188.
3. Mohanty, P., Swain, S. K., & Besra, S. (2018). Women at work: exploring the issues and challenges of women employees in travel and tourism. *Indian Journal of Economics and Development*, 6(1), 1-5. Sabat, I. E., Lindsey, A. P., King, E. B., & Jones, K. P. (2016).
4. Salam, A. (2016). Challenges faced by working women in Al Ain city, UAE. *International Journal of Humanities, Arts and Social Sciences*, 2(5), 189.
5. Zhu, H., Khan, H. G. A., & Ilyas, M. (2012). Challenges and risks faced by the working women in government organizations: An insight from Asian countries. *African journal of business management*, 6(45), 11368.
6. Buddhapriya, S. (2009). Work-family challenges and their impact on career decisions: A study of Indian women professionals. *Vikalpa*, 34(1), 31-46.
7. <https://www.ibef.org/industry/education-sector-india.aspx>
8. www.academia.edu (<https://www.academia.edu/44881000>)

