A STUDY ON QUALITY OF WORK LIFE OF EMPLOYEES IN THE REAL-ESTATE SECTOR

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INTRODUCTION

Quality Work Life started after the first paper presentation by Davis in 1972 at Arden House, US and there was a greater pressure on Quality of Work Life studies as organizations increasingly adopting the philosophy of making the man happy at work for enhance their motivation and will to work. Technological change affects everyone. It changes our daily lives at every level: social, economic, and political. Until now, the real estate industry's reaction to these fundamental changes has been muted, even though real estate's accessibility to digital disruption is as profound as any other industry. It has assumed increasingly interest and importance in all the countries of the World. It is very significant in the context of commitment to work, motivation and job performance. It is also means to satisfy the human needs and goal achievement. Work life naturally means the life of workers, physical and intellectual, in their work environment in office. Quality of work Life is referred to as humanizing the working life and emphasizing the human factor. It mostly refers to favourableness or unfavourableness of a job environment for the people involved in it. After Industrial Revolution, the importance of human factor reduced because of the mechanization. Various problems like job dissatisfaction, boredom, absenteeism, lack of commitment etc came up. Most management theories give emphasis on production, manipulating the skills of employees.

OBJECTIVES

- To develop strategies for balancing both working and personal life and Maintain balance once you find it.
- Solve the factors affecting work life balance.
- To improve the standard of living of employees
- Understand the market segmentation and increase the productivity.
- To create positive attitude in the minds of employees

- To increase the effectiveness of the organization
- Use of technology in an efficient way.

Review Literature

Normala and Daud (2010) in their study 'Investigating the Relationship between Quality of Work Life and Organization Commitment Among Employees in Firms', the employers should be more considerate towards the Quality Work Life if they wish to improve employees' job satisfaction and commitment. Datta (1999) in his study 'Quality of Work Life: A Human Values Approach' proposed that in a deeper sense, quality of work life refers to the quality life of individuals in their job context be commercial, educational, cultural and religious. Modern society is organizational society. Individuals spend much of their lives in organizations. Hence, the importance of quality of work life remains undisputed. Quality Work Life was defined in terms of 'need satisfaction' by Efraty and Sirgy (1990). They formalized this concept in their research work and defined Quality Work Life as satisfaction of variety of employees' needs through resources, activities and outcomes which emerge from participation at the work place. Taylor (1977) defined Quality Work Life in terms of two very essential components of job namely factors like wages, hours and working conditions, and the nature of the work itself. He further suggested that Quality of Work Life concept may differ from organization to organization and in terms of employee group. Mirvis and Lawler (1984) associated Quality of Work Life with satisfaction with wages, hours and working conditions and described the important components of a good Quality Work Life as safe work environment, equitable wages, equal employment opportunities and opportunities for further requirements. Baba and Jamal (1991) identified job satisfaction, job involvement, work role conflict, work role overload, job stress, organizational commitment and turnover intentions as typical indicators of Quality Work Life. In their study 'Designing Quality into Work Life', Bertrand and Scott (1992) found structural transformations to be responsible for improvement in Quality Work Life, but along with this improved relations between supervisors and subordinates weighed equally for the effective outcome . Walker (1992) laid on the improvement of the work environment in order to help satisfy employee needs. He also proposed that team building and nurturing sense of ownership among the employees would

not only gain employee satisfaction but would also contribute to high productivity and performance. Singh (1983) carried out his studies in factories in India that were working towards the improvement of Quality Work Life by reorganizing the work and had introduced participatory management. Bhatia and Valecha (1981) had based their studies on the problem of absenteeism rates in factories. They suggested that closer attention should be paid to improve Quality Work Life in order to reduce the rate of absenteeism.

Questionnaire, Findings and Results

Q1. Since how many years have you been working with this organization?
a. 0-5 Years
b. 5-10 Years
c. More than 15 Years
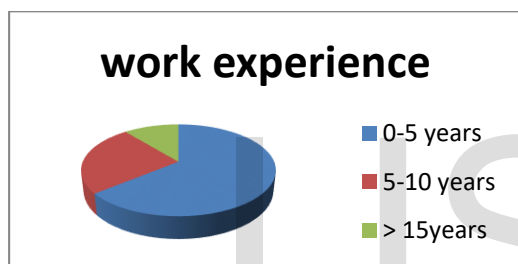
Q2. What do you think about the work load in the organization?
a. Work Load is very much and task are not finished on appropriate time
b. Work Load is very much but due to participative environment employees are able to complete their task
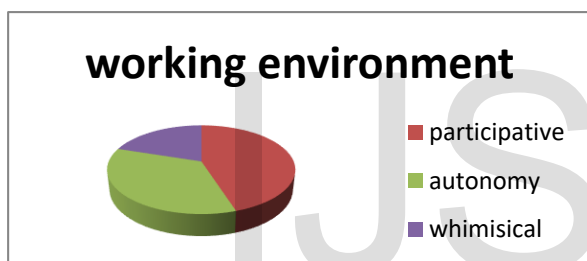c. Work Load is evenly distributed and employees are able to complete their task on time
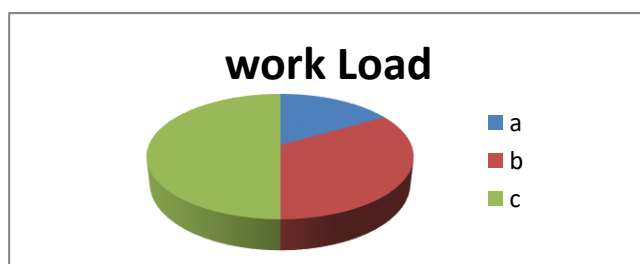
Q3. Do you think Communication and information flow in the organization is satisfactory?

a. Highly Satisfactory

b. Satisfactory
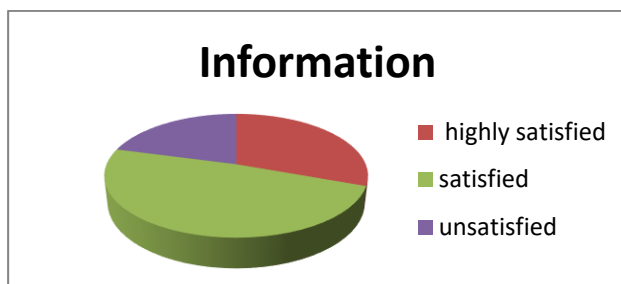
c. Dissatisfactory

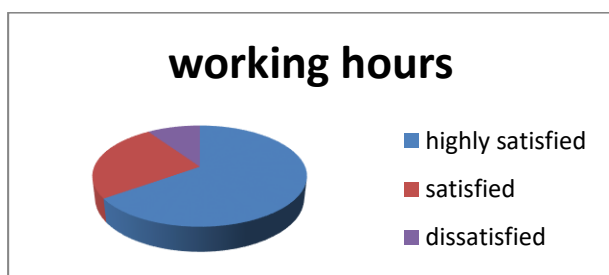Q4. How is the working Environment?

a. Participative

b. Autonomy

c. Whimsical
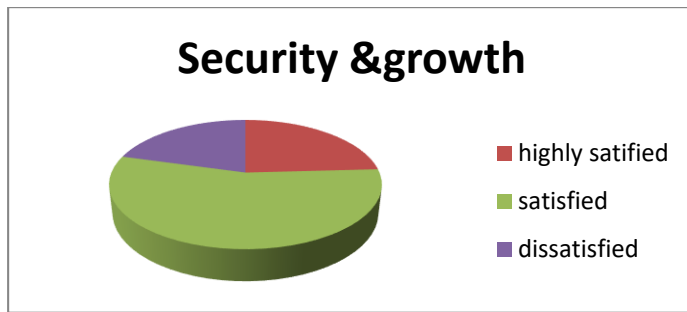

Q5. How are the working hours of the organization?

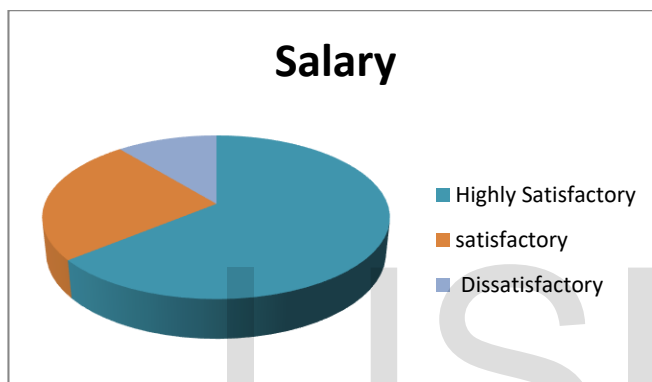a. Highly Satisfactory

b. Satisfactory

c. Dissatisfactory

Q6. Does the company take care of the employees working in organization and Growth opportunities in this organization?

a. Highly Satisfactory

b. Satisfactory

c. Dissatisfactory

Security &growth

- highly satified
- satisfied
- dissatisfied

Q7. Does the organization provide satisfactory Salary according to your Work?
a. Highly Satisfactory
b. Satisfactory
c. Dissatisfactory

Salary

- Highly Satisfactory
- satisfactory
- Dissatisfactory

Q8. Are you satisfied with new skills and technologies in the organization?
a. Highly Satisfactory
b. Satisfactory
c. Dissatisfactory

Skills & Technology

- highly satisfied
- Satisfied
- Dissatisfied
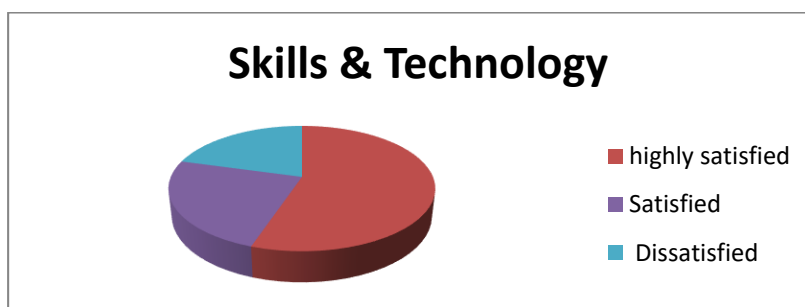
Q9. Do the facilities provided by the organization to improve your productivity?
a. Yes
b. No

facilities

no
yes
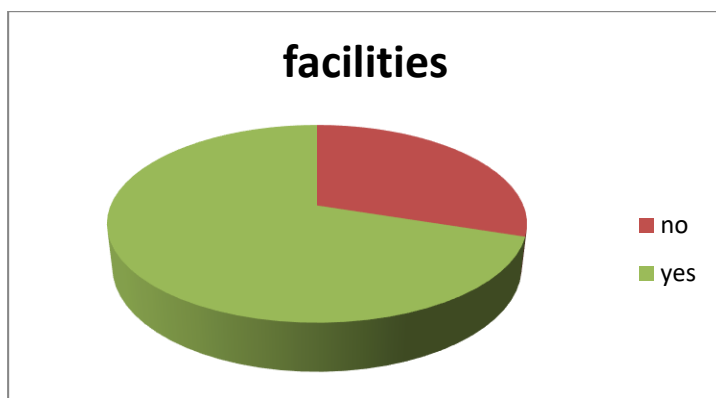
Q10. Which factor motivates you the most to work effectively?
a. Salary increase
b. Promotion
c. Recognition

motivative factors

salary increase
promotions
recognition
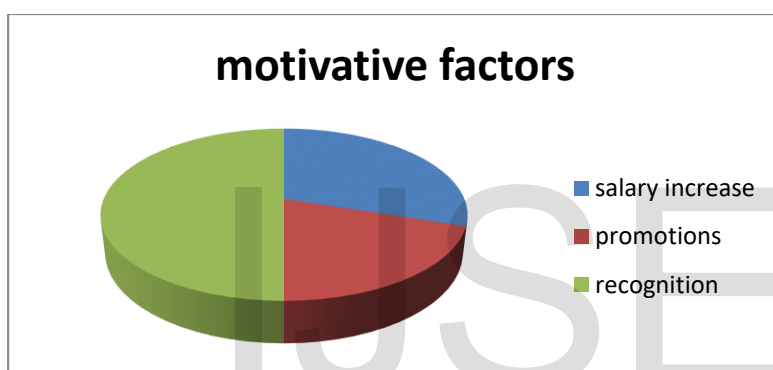
Conclusions

- The majority (60%) of workers are with occupational health and safety standards at work.
- 10% of the workers were negative about treatment they received from their intermediate managers/ supervisors.
- 75% of the workers are in the way of work in which people at work in groups.
- Two-third percentage of the workers indicated that their pay was fair.
- Two and half percentage of workers indicated that the work they did were disinteresting and dissatisfied.
- Over twenty- five percentage workers are dissatisfied with their career prospects.
- Twenty-two percentage of the workers discussed dissatisfaction with the balance with the working time and the time spent with family and friends.

Suggestions

- In order to provide adequate mental health services, managers need to provide their employees with ergonomic conditions, paying attention to time pressures
- Building trustful relations with management and within teams also crucial
- Training and meetings are other important targets for potential improvements
- The issues of insecurity for the future should be taken into serious consideration
- To improve positive attitude to influence their clients wellbeing, managers, administrators and staff themselves need to consider strategies to reduce possible work-life conflicts

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