

24 * 7 Work Connectivity and Occupational Stress in Technology Driven Environment

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Abstract

People are experiencing a revolutionary transformation. This is incident as an outcome of industrialization, excessive media and internet exposure, multicultural environment, and enhanced literacy rate among people. And once there is responsibility there will be pressure to perform which leads to stress in an individual. There may be various methods of coping but appear to be far away from applying and making it practically applicable. *Biological Analysis:* If you come across a big barking dog very close to you the hypothalamus (in the brain) sets signal to the body. Through a combination of nerve and hormonal signals system prompts adrenal glands (in the kidney) to release surge of hormones including adrenaline and cortisol. Adrenaline increases your heart rate, elevates blood pressure and boosts energy supplies. Cortisol, the primary stress hormone, increases sugars (glucose) in the bloodstream, enhances brain's use of glucose and increases the availability of substances that repair tissues.

Keywords: pressure, performance, biological analysis, situation, stress hormones.

1. How it Affects

Stress will affect your body, mood and behavior as well. Lets analyze seeing these points:

The expansion of technology—computers, pagers, cell phones, fax machines and the Internet—has resulted in heightened expectations for productivity, speed and

efficiency, increasing pressure on the individual worker to constantly operate at peak performance levels.

Workers working with heavy machinery are under constant stress to remain alert. In this case both the worker and their family members live under constant mental stress. Also with the introduction of new technologies, many jobs have become more fragmented and job tasks have been narrowed, leaving workers more disconnected from the final product. This process of "deskilling" has created increased levels of boredom, making work less challenging and less satisfying for many workers. Further, the landmark CWA National Occupational Stress Study (1990) found that one stressor, electronic performance monitoring, was a major cause/promoter of physical and psychological health complaints. Monitored workers reported more boredom, high tension, extreme anxiety and depression, anger, and severe fatigue than non-monitored workers.

2. Factors Identified by the Investigations

This investigation identified several factors such as:

Fear of being replaced by computers, increasing work pressure, lack of job diversity with little decision making opportunity, high information processing demands, and surges in workload as being related to computer worker musculoskeletal repetitive motion illnesses.

3. What is the Consequence?

Consequently there is an aura of discontent, inner conflict, and monotony among the working population. To uphold the creativity, inner freedom and stability we need to transfigure our approach towards life. These transformations especially technological are also affecting the balance in life.

4. Purpose of this Study

To understand and evaluate how is occupational stress created with the greater usage of technology. To explore different TECHNIQUES TO GET DISCONNECT FROM THE STRESS AND evolve a "holistic being". Which can be Yoga, meditation, sound and color therapy, brain games, simulation techniques, imagery, breathing exercises, etc

To give solutions which will help in public policy making, corporate, reduce attrition rate, give more satisfied employees and further help the nation.

5. Review of Literature

Work is a central part of human life. It is the expression of the basic need to accomplish, to create, to feel satisfaction, and to feel meaningful. Rewarding work is an important and positive part of our lives. However, when work denies people an opportunity to utilize their creativity, intelligence, and decision-making ability, it

causes stress. The traditional response of management has been to "blame the victim," (Blame Game as Shakespeare Says) defining stress as an individual or "personal" problem that workers bring from home to work. Having read in standard 6th In Sanskrit it's said:

"Compliance and fear take over from enthusiasm and passion. Employee starts feeling fear for making mistakes. Mistakes / Errors are taken very seriously by the seniors. This is the beginning of 'Zero Error Syndrome' (special reference Indian Army). S. Bera

Most recently, there has been a shift in the workplace as a result of advances in technology. As Bowswell and Olson-Buchanan stated, "increasingly sophisticated and affordable technologies have made it more feasible for employees to keep contact with work". Employees have many methods, such as emails, computers, and cell phones, which enable them to accomplish their work beyond the physical boundaries of their office.

Rajeswari and Anantharaman (2005 –India). In a study they tried to find out causes for occupational stress and work exhaustion among IT professionals. They attributed long work hours with different time zones and total team work, task to be completed on deadline with perfection as per the client needs are some of the important causes of the stress. Steven L. Sauter, chief of the Applied Psychology and Ergonomics Branch of the National Institute for Occupational Safety and Health in Cincinnati, Ohio, states that recent studies show that "the workplace has become the single greatest source of stress". Michael Feuerstein, professor of clinical psychology at the Uniformed Services University of the Health Sciences at Bethesda Naval Hospital states, "We're seeing a greater increase in work-related neuroskeletal disorders from a combination of stress and ergonomic stressors".

History: The work-leisure dichotomy was invented in the mid-1800s. Paul Krassner remarked that anthropologists use a definition of happiness that is to have as little separation as possible "between your work and your play". The expression "work-life balance" was first used in the United Kingdom in the late 1970s to describe the balance between an individual's work and personal life. In the United States, this phrase was first used in 1986.

Work statistics: According to a survey conducted by the National Life Insurance Company, four out of ten employees state that their jobs are "very" or "extremely" stressful. Those in high-stress jobs are three times more likely than others to suffer from stress-related medical conditions and are twice as likely to quit. In the study, Work-Family Spillover and Daily Reports of Work and Family Stress in the Adult Labor Force, researchers found that with an increased amount of negative spillover from work to family, the likelihood of reporting stress within the family increased by 74%, and with an increased amount of negative spillover from family to work the likelihood to report stress felt at work increased by 47% Young generation views on work-life balance

According to Kathleen Gerson, Sociologist, young people "are searching for new ways to define care that do not force them to choose between spending time with their

children and earning an income" and "are looking for definition of personal identity that do not pit their own development against creating committed ties to others" readily. Young adults believe that parents should get involved and support the children both economically and emotionally, as well as share labor equally.

Identity through work: By working in an organization, employees identify, to some extent, with the organization, as part of a collective group. Organizational values, norms and interests become incorporated in the self-concept as employee's increase their responsibility and identify with the organization. However, employees also identify with their outside roles, or their "true self" Examples of these might be parental/caretaker roles, identifications with certain groups, religious affiliations, align with certain values and morals, mass media etc.

Proposed Research Method, Design, and Proposed Statistical Analysis: Target population will be working executives in sales and marketing field. Pilot study can be conducted beforehand in order to be sure of direction. According to the pilot study we can develop our scale for measurements of our defined constructs. Relationships between the latent variables themselves and the amount of unexplained variance make up the structural model. Descriptive data statistics, correlations, and covariance matrix can be developed using SPSS 13th Edition.

Reliabilities and dimensionality of scales can be examined using exploratory and confirmatory factor analysis

Data collection involves survey and interviews of MNC's and PSU's: **Site interviews:** Researcher will conduct one short (average .5 hours) semi-structured interview with a manager before contacting participants. Interviews will be audio-recorded. **Pre-observational interviews:** Researcher will conduct one short (average .25 hour) semi structured interview with each participant immediately before each observation to collect information about their professional biography and history with project management, collaboration, and related tools and practices. Interviews will be audio recorded. **Naturalistic observations:** Researcher will visit participants at work and conduct 1-2 short (average 1 hour) observations of each participant's work. During the observations, researcher will record events, collaboration, information sharing, and training. Recordings will be in the form of detailed field notes.

Statistical tool: The model can be evaluated using various fit statistics. Although Chi-square [$H_0: \Sigma = \Sigma(0)$] is a test of perfect fit and of a perfect model, it is considered too sensitive when large sample sizes. Other indices such as root mean square error of approximation (RMSEA) can be used for analysis. RMSEA is considered one of the most Informative fit indices showing "how well the model with unknown but optimally chosen, Parameter values would fit the population covariance matrix if it were available" (Hair, Jr. et al., 1998, p. 85). Another appropriate index employed in this study is the Expected Cross-Validation Index (ECVI). This index focuses on overall error (i.e., discrepancy between population covariance matrix and model fitted to the sample). The ECVI measures overall model fit by assessing whether there is discrepancy between the fitted covariance matrix for the analyzed sample and the expected covariance matrix that would be obtained in another sample of equal size.

Privacy and confidentiality of participants. Participants can choose to discontinue participation at any time; if they choose to do so, their data will be destroyed. Participants can determine acceptable times for interviews and observations. The participant's identity will not be disclosed in reports. For interviews, (a) the interviews will be audio recorded; (b) the digital files will be coded so that no personally identifying information is visible on them; (c) they will be digitally secured with a password; (d) they will be heard or viewed only for research purposes by researcher; and (e) after they are transcribed or coded, they will be destroyed. Summary We would be focusing to a greater extent on the analysis and the solution aspect and its applicability for the corporate (Public and Private sector)

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