LITERATURE REVIEW:

Tersine & Rolph (1999) explores about the changing status of women. Women now have moved out of the house. They have recognized their potential and have started working and helping men in every aspect of life. Jacobs & Schain (2000) states women are no longer confined to traditional female fields such as education or nursing. We have seen the integration of women into male dominated fields such as accounting, medicine, law, etc. According to Oslen & Mehta (2001) the women who manages household work and are treated as doing nothing by the men and the society which is also quoted by some authors as inactivity.

At various times throughout history, working women were viewed as immoral and unfeminine objects of pity. Having a career posed challenges for women due to their family responsibilities (Valdez & Gutek, 2002) women were expected to perform duties as wife and mother, in addition to fulfilling their professional responsibilities. Some women experienced feelings of guilt or selfishness if they put their career interests first (Heins, Hendricks, & Martindale, 1999). Because women’s work and family demands were simultaneous, these demands had a significant impact on women’s careers (Valdez, & Gutek, 2002)

A study was conducted by India Forbes to find out the top most 100 powerful women in the whole world and from different industries and sections. The influential women were chosen from four categories – Business, Politics, Media and Lifestyle which includes Entertainment, sports and fashion. Top most ranked women was found to be Michelle Obama, the first US lady, advocate, fashion icon and a athlete. Women’s are better managers and can run the company carrying a brand name. Women have the capability and skills just a right opportunity is needed to exploit those skills. (Egan et al, 2010)

Occupation is an important aspect in women’s life today. The problems and difficulties of working women fall into three categories: environmental, social, and psychological (Reddy, 2000)
Men generally opt of autocratic type of style whereas women exhibit Participative style. Some men also exhibit participative style. Thus women are more cooperative and understanding, but interactive should not be linked to being female. The interactive style include encourage participation from employees, share information, energize others (Rosener Judy, 1999). Although women have turned to be professional but marriage plays an important role in women’s life. Women herself would find it difficult to choose any one of the above. More and more professionals are getting married, but whether they would work with same motivation after marriage is a field of thought. (Adams et al, 2000)

Hewlett et al (2005) explains that most professional women step off their career fast at certain phase of life when they have children to raise, elderly parents to take care of. These women’s are thus facing off ramps and on ramps situation wherein. It is difficult to reverse everything when the employees leave and come back. The main issue arising is that whether women would be able to work with the same motivation after such a long gap. Thus the author suggests using strategies like flexible working hours.

Gornick et al (2000) studies the employment choices and its wage patterns. The survey reveals that the women who are employed in these industrialized countries wish to or are forced to do part time jobs due to younger children at home. The researcher introduces a concept known as unadjustable wage penalties. These are the penalties which are linked for working part time instead of full time. Thus leading to wage discrimination.

Austen et al (2000) explains Australian women earn less than men, do more domestic and household duties, and feel pressed for time. Childcare responsibilities, in particular, appear to result in many women leaving the paid workforce during the years that are most critical to their career development and this can have long-term impacts on their ability to achieve financial independence.

Several studies suggest that, overall; women seek different rewards from work than do men, which may account for differences in job satisfaction (O’Leary, 2000). Men seem to value economic rewards, management of others, recognition, independence and prestige. (Gold,
In contrast, support from co-workers, job content, and socio emotional factors are most often cited as the important determinants of job satisfaction for women (Andrisani, 2001). The notion that the nature of rewards sought determines job satisfaction differences between men and women has focused attention on the social roles for women and men that affect their jobs. (Feldberg & Glenn, 1999). Andrisani (2000) investigated the effects of women’s traditional household responsibilities on satisfaction perceived from work outside the home. His findings indicate that women with greater home and child care demands have lower job satisfaction. O’Leary (2000) points to home pressures as the most important contributors to role conflict and low satisfaction for employed married women since these activities generate considerable conflicts in time and self-esteem.

Maqsoodi et al (2003) concluded that most of the women work to share shoulder the economic responsibility of the family. The married employed women were blamed that their house and children are neglecting by them due to their jobs. But in spite of all these problems their in-laws are in favour of their jobs because their earning is maintaining their expenses. And the general problems of the employed women were un-availability of conveyance, undesirable working conditions, and insufficient pay.

Barrack Obama says it is not only women’s issue but one that affects the wellbeing of families, business and the economy. The women employee should be given benefits like flexible working hours, 13 weeks unpaid parental leave which can be extended to four weeks The employer has the right not to give these concessions to women in this situation, but the employer has to explain the proper reason to the employee (Kearley Rebecca, 2010)

Velkoff et al (1999) highlights the reasons which restricted women to work. Most women contributed to the economy but the achievements were not reflected in the statistics. The female workers were younger than Men but still faced problems like education, wage discrimination. Throughout the economy, women tend to hold lower-level positions than men even when they have sufficient skills to perform higher level jobs.
O’Leary E (2000) explains women face lot of barriers at the work place. Internal barriers include role conflict, low self-esteem. External barriers include competency with men which would sometimes lead to failure whereas, Jealousy in both the gender are natural phenomenon. Men would never be happy if their boss is a woman. (Doughney James, 2007)
There are different kinds of barriers that is pulling back women from the corporate world. These barriers could be belief, social, general, societal barriers. These barriers are a link to the organization, women and a relation of both. These types of barriers would stop women’s progress in the company. It also gives rise to personal stress which would result in high level of job quitters.

Basu Sujoy (2006) emphasizes on the term stereotype’ i.e. the typical picture that comes to mind when thinking about a particular social group. Given that the inclusion of more women in the workforce has been strongly promoted in recent times, we still have very few women in the middle and top tiers of management in organizations.

Bhargava et al (2011) suggest the organization to introduce work life benefits and practices (WLB&P) or family friendly policies. These comprises of flexible working hours, alternate work programmes, leave policies etc. It is given to women who have to balance dual role of family and work at home. Family supportive culture and congruence between individual needs and organization solutions is an challenge.

McCracken Douglas (2000) talks about Deloitte & Touche Company in 1991 which had recruited equal amount of women as well as men thus facing high rate of turnover from women. The CEO than conducted workshop and the firm started to regular monitor the progress and problems faced if any. Compensation got linked with the work. Now the women turnover is nearly vanished with proper and better policies for women.

Coull Claire (2009) talks about the established network for women member of Chartered Management Institute (CMI). CMI is helping women nationwide and has 2000 members. The importance of CMI is explained by highlighting problems or issues of women managers and
executives. The problems are discussed in regular meetings. All the levels of women can join CMI, even men can join the network. Many members have joined the network and has developed personal and professional skills.

Ownes Cynthia (2009) talks about womenomic which is the economic opportunities to business and the company around the world by a better understanding of women and believe the company which works on the principle of womenomics will win war of talent and leadership.

Social support is believed to have a positive impact on the working roles performed by women at work places by enhancing job satisfaction and creating balance, thereby eliminating work-family conflicts (Carlson and Perrewe, 1999). It is one of the important resources for workingwomen to manage their work and family domains. Work-based social support is generally considered to be associated with the work outcomes and family-related social support with the family or non-work outcomes.

The researchers have examined the relationship of social support (both work related and family related) with different factors. Marcinkus et al. (2006) found that the women generally received more personal social support than work-based social support from maximum available sources. They also revealed that work-based social support was positively associated with job satisfaction, organizational commitment and career accomplishment. Personal social support was also found to be associated with job satisfaction and organizational commitment. Erdwins et al. (2001) also noted spousal and supervisor’s support responsible for significant variations in the work family conflict.