

## **CHAPTER 1 INTRODUCTION TO THE STUDY**

### **1.1 Introduction:**

The rise of Internet, the creation of a global fiber-optic network, and the rapid development of long distance communication technologies has made it very easy for people all over the world to work together. It created global platform that has allowed more people to plug and play, collaborate and compete, share knowledge and share work, than anything anyone have ever seen in the history of the world. The new communication technology gives teams a great advantage by providing many options such as allowing employees to work from their homes locally or by working together in teams across the continents which generally termed as Virtual Organization. Virtual Organization is a virtual workplace or office which a person can achieve and complete a task electronically.

Virtual Organization is defined as a flexible network of independent entities linked by information technology to share skills, knowledge and access to others expertise in non-traditional ways. The concept of virtual organization prompted numerous discussions on the behavioral issues also the quality of work life and quality of life.

This study is an attempt to know organizational behavior issues like leadership, communication, emotion and work-family balance etc in virtual organization. It means it elaborates that how virtual organization affects on traditional organizational behavior issues.

### **1.2 Research Problem/Purpose of the Study:**

E-business has put forth altogether different business model on the platform of IT industry. Due to entire change in business model possess discussions on the basis of challenges, opportunities, pros and cons of e-business. Behavioral sciences has coined issues like leadership, communication, work-family balance and attracted the attention of researchers. And also e-business has positive as well as negative effect on quality of life and quality of work life of an employee. The changing environment on the magnitude of

organizational structure and related management reform coins many question few to quote:

Would this changing organizational structures suited to Indian culture?

Would E-organization i.e. flexi time, flexi work, work from home is advantageous?

Are stakeholders working with E-organization would be alienated in society?

Would employees enjoy balanced role or work and happy with family?

Present research is an afford to address the behavioral issues in e-business and this study focuses on the factor like impact of e-business on personal life as well as quality of work life an employee.

### **1.3 Statement of Research Problem:**

The changing business model especially E-business has many dimensions. This research focuses on behavioral issues and to check the level of quality of work life and quality of life amongst employees of e-business model. The statement of research problem is “

**IMPACT OF E-BUSINESS ON EMPLOYEE BEHAVIOR WITH REFERENCE TO IT INDUSTRY IN PUNE**”. The title signifies study of impact of work related and life related issues due to new business model i.e. e-business. It explains that because of e-business there are some changes in personal as well as professional life of an employee. So researcher is trying to identify importance of work-family balance in the e-business world.

### **1.4 Hypotheses of the Study:**

Present study put to test following hypothesis.

1. H0: functioning of e business doesn't have any impact on the improvement of quality of work life.
2. H0: functioning of e business doesn't have any impact on the improvement of quality of life.

### **1.5 Objectives of the Study:**

The study purports following objectives.

- 1) To study the concept of virtual organization.
- 2) To find of the impact of e business on quality of work life of employees.
- 3) To find of the impact of e business on quality of life of employees.

### **1.6 Scope of the Study:**

The study has conducted in IT industry in Pune. Employees who work from home or have flexi time or flexi work facilities in IT industries in Pune be helpful to conduct this study. Study is revolved around assessing impact of e- business on work related and life related issues. The study meant to assess behavior of employees working in E-organization. The term behavior is taken as notional to assess performance in relation with QWL and QOL. Because of this researcher may find out the pros and cons of e-business on employees personal and professional life. Data is analyzed using measures of central tendency and measures of dispersion. Hypothesis is tested using t-test. The data for the study is collected during April 2012.

### **1.7 Importance of the Study:**

This study explores impact of e-business on different dimensions of management viz. leadership, communication, emotions and work family balance etc. The study finds out level of satisfaction of different parameter related to e-business. It also concludes the problems faced by employees due to e-organization. This study is helpful to employers of IT industry to retain their talented employees and also to reduce absenteeism and to increase turnover of overall organization. Since the study has explored variables which have have positive impact on the quality of work life and quality of life of employees.

## **1.8 Research Methodology:**

### **1.8.1 Type of Research:**

Researcher has used descriptive research design and to collect quantitative data inferential approach has been used.

### **1.8.2 Data Required:**

The data required for the study is concept of virtual organization, importance of virtual organization, virtual teams and also the concepts of organizational behavior issues like leadership, communication, emotions and work-life balance etc.

### **1.8.3 Data Sources:**

#### **a. Secondary Data Sources:**

Following is the list of data points collected from secondary source

1. Concept of virtual organization
2. Definition of virtual organization
3. Characteristics of virtual organization
4. Virtual team
5. Virtual leaders
6. Social aspects in virtual organization
7. Trust factor in virtual organization
8. Effect of e-business on individual, organization and society

Secondary data is collected through different sources like Articles, Reports published, Journals, Books, etc.

#### **b. Primary Data Sources:**

Following is the list of data points collected from primary source-

1. Information about flexi time at work
2. Information about work from home
3. Virtual organization and quality of life
4. Virtual organization and quality of work life

Primary data is collected by using schedule for checking the organizational behavior issues in virtual organization.

#### 1.8.4 Instrument:

The researcher has use schedule as an instrument in order to collect the required data from samples. This schedule included personal details of employees, information about flexi time, work from home and also opinions of employees about impact of virtual organization on quality of life and quality of work life of employees. Two schedules were prepared one for samples working from home and availing flexi time and another schedule is for samples who are working in from office. There is no major difference into the structures of both schedules.

#### 1.8.5 Sampling:

The universe for this research is infinite in nature; researcher has selected employees working in IT units in Pune as samples. Total sample size is 102, divided into employees work in flexi time are 36 and work from home are 33 and also sample size for employees working from office is 33.

When population elements are selected for inclusion in the sample based on the ease of access then convenient sampling method is used so in this study researcher has used convenient sampling method to select employees from IT industry in Pune city only.

Table 1.8.5.1

#### Sampling distribution

Following table shows distribution of samples regarding work from home, flexi time and work from office.

Sr.	Sample Unit	Sample Size	%
1	Work from home	33	32.35
2	Flexi time	36	35.29
3	Work from office	33	32.35
	Total	102	100%

(Source: Field data)

Table 1.8.5.1 shows that from total number of samples, there are 32.35% samples who work from home and work from office each and 35.29% samples are there who were having facility of flexi time for their office schedule.

#### **1.8.6 Data Analysis:**

The data collected from primary and secondary sources is analyzed by using statistical tools.

#### **1.9 Chapterization:**

The research work is presented with the help of following chapters.

Chapter 1 titled as, 'Introduction to the study' this chapter is deal with the brief introduction to the study, research problem, and statement of research problem, objectives of the study, importance of the study, research methodology adopted for the study and organization of research report.

Chapter 2 titled as, 'Review of Literature', the chapter housed review regarding this study.

Chapter 3 deal with the concept regarding virtual organization, advantages, importance of virtual organization, and organizational behavior issues like leadership, communication, emotions and work-life balance. This chapter titled as, 'The Conceptual Framework'.

Chapter 4 presents Data Analysis. This chapter is purely deal with the analysis the data collected through schedules and its graphical presentation. The chapter titled as, 'Data Analysis'.

Chapter 5 titled as, 'Findings and Suggestion'. This chapter is deal with certain findings and suggestions based on data analysis.

Besides above chapters dissertation is appended with schedule and reference list.