

Gender Diversity Management and Emotional Wellness in IT Sector

*¹Noushad KP and ²Dr. M Ayisha Millath

¹Research Scholar, Alagappa Institute of Management, Alagappa University, Karaikudi, Tamil Nadu, India.

²Assistant Professor, Alagappa Institute of Management, Alagappa University, Karaikudi, Tamil Nadu, India.

Abstract

Gender diversity management or managing gender diversity is an effective tool, which are used by the companies for making or developing an equal and positive workplace or working atmosphere. In IT sector, most of the firms are highly concentrated to manage effective gender diversity to maintain and retain the employee's mental happiness and satisfaction. The various studies states that the IT sector jobs are stressful, because of that reason the emotional wellness or mental wellness of employees should be maintained and increased. The companies can create the emotional wellness or comfortable mindset through different gender diversity management techniques like setting up of diverse group of evaluators, transparent common pay system, commonly acceptable work culture, flexible working hour's system and gender blind recruitment system. This paper examines the concept of gender diversity management, techniques of gender diversity management, emotional wellness and the relation between gender diversity management and emotional wellness of employees.

Keywords: Gender diversity management, concept and techniques, emotional wellness activities

Introduction

Gender diversity means parity representation of different genders and it is used to describe identities that explain a diversity of expression beyond the binary network. Gender diversity is about appreciating and admiring that there are number of ways to recognize outside of the binary genders. Gender diversity management involves the various activities like equal pay system, pliable job policy, secured and reverent work environment, flexible leave policy, leadership and promotion opportunities etc. Work related outcomes for different genders influenced by different factors including overall organizational climate, sexism, sexual intimidation, occupational isolation and debarring from coaching activities. Managing gender diversity implies creating a working climate in which a mixed workforce performs to its outstanding potential, without the organization's kindness or unkindness in any part of the workforce with a view to smoothening the achievement of organizational objectives.

Emotional wellness is also commonly known as mental wellness is the potentiality to deal life's mental problems successfully and accept to change and difficult times. Strong emotional health and wellness is conscious of their emotions and has policies to deal with both everyday situation like losing job etc. Emotional wellness is being helped to find how the employees are feeling and why, it is about admiring and successfully dealing sadness, mental tension, hope, affection, irritation, disgust, satisfaction, depression, boredom, frustration, worry, disappointment, love, panic situation etc.

Objectives of the Study

1. To understand and identify the concept of gender diversity management.
2. To understand the various gender diversity management techniques in IT sector.

3. To identify the emotional wellness improving activities in IT sector.
4. To identify the relationship between gender diversity management and emotional wellness.

Literature Review

Luis L Martins and Charles K Parsons (2007) ^[1] conducted a study regarding the influence of non-binary people management on the approach of organizational appeal; the role of individual dissimilarities in attitudes and beliefs. The research shows that, whereas there was no advantage between–sex differences in the influence of gender diversified people management on institutional attractiveness, there were strong with in sex –differences based on individual attitudes and beliefs. The findings combined with prior research, suggest that it is critical for organizations to incorporate tasks to deal the perceptions of gender diversity management program in to their diversity management strategies.

A study conducted regarding the relationship between gender diversity and organizational inclusion with workplace happiness and moved forward to examine whether gender diversity, diversity management and organizational inclusion predict job place happiness. The findings showed no relationship between gender diversity and organizational inclusion and the authors confirmed that the gender diversity, diversity management and organizational inclusion can effectively predict organizational happiness. Mohamed Mousa, Hiba Massoud, R .Ayoubi (2020) ^[2].

Type of the organization (number of permanent employees), the impact of external organizations and magnified organizational pliability were found to explain the adoption of gender diversity management policies and practices in Indian IT sector .findings also indicates that Indian subsidiaries of foreign multinationals tend to adopt more gender diversity management policies and practices as compared to Indian

owned organizations. Shreyashi Chakraborty & Leena Chatterjee (2020) [4].

An analytical study on the influence of gender on the reasons for opting flexible working hours among faculties of engineering colleges conducted in Trivandrum district of Kerala. As per this study, human beings always want flexibility in their life whether it is job or their family. Flexibility in job helps the employee to improve their productivity, job satisfaction, mental health and psychological well-being and to spend their time with their family. Thus the flexible work practices are opted by employees for so many reasons. M Ayisha Millath, Dhanya S Nair (2018) [6]

The Concept of Gender Diversity Management

Gender diversity management involves the various activities like equal pay system, pliable job policy, secured and reverent work environment, flexible leave policy, leadership and promotion opportunities etc. Work related outcomes for different genders influenced by different factors including overall organizational climate, sexism, sexual intimidation, occupational isolation and debarring from coaching activities. Managing gender diversity implies creating a working climate in which a mixed workforce performs to its outstanding potential, without the organization's kindness or unkindness in any part of the workforce with a view to smoothening of the achievement of organizational objectives.

Gender Diversity Management Techniques in It Sector

Gender diversity management is an important strategy, which are used various firms for the purpose of facilitating the strong and healthy emotional and mental wellness of employees. The various techniques which are used for effective gender diversity management in IT sector are as follows:

- Create gender friendly work culture.
- Delete gender based prejudices.
- Create transparent leadership and promotion policy.
- Set a mixed group of interviewers.
- Create transparent and equal pay policy of equal job.
- Unbiased training policy.
- Create gender neutral selection process.
- Flexible leave policy & Flexible working hours.

Emotional Wellness Improving Activities in It Sector

Emotional wellness is being helped to find how the employees are feeling and why, it is about admiring and successfully dealing sadness, mental tension, hope, affection, irritation, disgust, satisfaction, depression, boredom, frustration, worry, disappointment, love, panic situation etc. Emotional wellness is also commonly known as mental wellness is the potentiality to deal life's mental problems successfully and accept to change and difficult times. Strong emotional health and wellness is conscious of their emotions and has policies to deal with both everyday situations like losing job etc. The various emotional wellness improving activities are:

- Provide mental stress relief programs.
- Provide casual leave for outing and mental health relaxation.
- Yoga and meditation programs.
- Promote Social responsibility activities.
- Provide outbound training for removing mental tensions.
- Set a musical system and play music at leisure time.
- Use motivational quotes.

Relationship between Gender Diversity Management and Emotional Wellness

Gender diversity management and emotional wellness of employees are directly related, an effective gender diversity management leads to emotional wellness or wellbeing of IT sector employees. If sexual discrimination is happening in any organization, that will leads to emotional illness of the discriminated employees. Most of the gender diversity variables directly related with the emotional and mental health of IT sector employees. Male dominated interviewers group will make mental stress to the female people those who are attending interview. If the women employee feels discrimination regarding the salary, it will lead to emotional illness of employees. The flexible working hours for different genders will lead to emotional wellness of employees and the flexible leave policy for women employees will lead to strong and good emotional health of women employees.

Conclusion

Diversity is pervasive in nature. Workforce diversity is a primary concern for most of the businesses. Diversity management as the systematic and planned commitment by the organizations to recruits retains, reward and promote different mix of employees. For the purpose of improving the emotional and mental wellness of employees, diversity, equity and inclusion needs to be considered in all organizations. Gender diversity is equitable or fair representation of various genders, it focuses on employee wellbeing in the organization and it will leads to greater output of employees. As per the study, the major activities which help the effective gender diversity management are equal pay system, pliable job policy, secured and reverent work environment, flexible leave policy, and leadership and promotion opportunities. The various emotional wellness improving activities are provide mental stress relief programs, casual leave for outing and mental health relaxation, Yoga and meditation programs and Promote Social responsibility activities. As per the study there is a direct relation between gender diversity management and employee wellbeing especially emotional and mental wellness of employees in IT sector. A good gender diversity management system will leads to better performance of employees through creating emotional wellness of employees.

References

1. Luis L, Martins and Charles K. Parsons (Georgia Institute of Technology). "Effects of gender diversity management on perceptions of organizational attractiveness: The role of individual differences in attitudes and beliefs". *Journal of Applied Psychology*. 2007; 92(3):865-875.
2. Mohamed Mousa, Hiba Massoud R. Ayoubi "Gender, diversity management perceptions, workplace happiness and organizational citizenship behaviour". *Employee relations*. 2020; 42(6):1249-1269.
3. Jessica Fuhl "10 ways to eliminate gender bias in the workplace", 2020. www.sage.com
4. Shreyashi Chakraborty, Leena Chatterjee. "Rationales of gender diversity management policies and practices in India: an exploratory empirical study in the Indian it industry", *Equality, Diversity and Inclusion*. 2020; 39(6):667-688.
5. Jan Alewayn Nel, Cara S. Jonker and Tinda Rabie. "Emotional intelligence and wellness among employees working in the nursing environment". *Journal of Psychology in Africa*, 2013; 23(2):195-203.
6. Dhanya S, Nair M. Ayisha Millath. "An analytical study on the influence of gender on the reasons for opting flexible working hours among faculties of engineering colleges in Trivandrum district of Kerala". *Zenith International Journal of Multidisciplinary Research*. 2018; 8(12):195-200.