

## **A Study on Influence of Workplace Telepressure on Organizational Effectiveness wrt Selected Industries in Pune city.**

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### **Abstract**

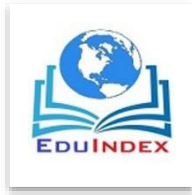
This research paper is aimed to study the influence of workplace Telepressure on organizational effectiveness of selected five industries in Pune city. The researcher has used survey method to collect the data from 150 employees by using well-structured questionnaire. Descriptive research design and non probability convenience sampling method is used for this study. The scope of the study is limited to only five selected industries IT, Automobile, Retail, Banking and Education. The findings of this study will be helpful to various industries to increase their organizations effectiveness and overall performance.

### **Introduction**

#### **Workplace Telepressure**

Changing technology has given rise to communication on internet and mobile media, which results into less face to face communication and boosts the email and messaging culture in the corporate world. Workplace telepressure is related to fast response on to seniors and top management in the organization. Telepressure is nothing but an urge to work related emails no matter when they are sent.

Due to an intensified use of information and communication technology (ICT) at work, employees often suffer from a continuous urge to respond quickly to ICT messages – a phenomenon known as workplace telepressure (Barber & Santuzzi, 2015).



### **Organizational Effectiveness**

Organizational effectiveness is totally dependent on its employees. If organizations keep employees happy by implementing good HR practices it leads to effective organizational performance.

### **IT Industry**

Information Technology sector is increasing day by day in most other parts of the country. Pune city is third biggest hub for IT services after Bangalore and Hyderabad. Lots of employment opportunities are available in this sector in Pune.

### **Automobile Industry**

The Indian auto industry is considered as 4th biggest in the world, in Pune also automobile manufacturing sector has established in most of the MIDC areas. They have large number of employees.

### **Retail Industry**

The Indian retail industry fastest growing in the world, in Pune also there are so many malls, supermarkets and hypermarkets which has given boost to employment generation.

### **Banking Industry**

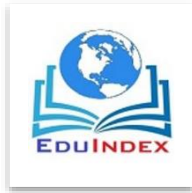
The highly capitalized and regulated industry in India is banking industry. In Pune this sector has created lots of opportunities to people to work with.

### **Education Sector**

Indian education sector is popular in the world since ancient era. Pune is the cultural capital and educational hub of the Maharashtra state. More than than lakhs of employees are working in education sector in Pune.

### **Need of the Study**

As the number of employees working in above selected industries in Pune city is high there is need to study what kind of telepressure they have and what is its influence on organizational effectiveness and overall performance of the individual and organization.



## **Literature Review**

Marie Sophie Thommes (2014), in her PhD thesis entitled “The Effect of Workplace Telepressure on Recovery Processes and the Benefits of Mindfulness”, she observed that workplace telepressure was pessimistically associated to sleep quality, whereby psychological disinterest partially mediated the relation.

Larissa K. Barber and Alecia M. Santuzzi (2014), in the research paper entitled “Please Respond ASAP: Workplace Telepressure and Employee Recovery”, the researchers has first dicussed the need of technological media in corporate world and then discussed its negative effects on employee workpresure.

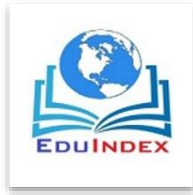
Michelle Van Laethem et.al, (2018), in he research appear entitled “Daily Fluctuations in Smartphone Use, Psychological Detachment, and Work Engagement: The Role of Workplace Telepressure”, the researchers identified that interaction through smartphones about work related tasks during job hours is effective for the organization but it makes employee dissatisfied if it is done after working hours.

Cambier, R., et al. (2019), in the research paper entitled “A Diary Study on Telepressure, Smartphone Use and Empathy”, the researcher highlights the importance of a policies regarding work-related smartphone use during off-job hours and provides valuable input for strategies aiming to improve employees’ psychological disinterest and proper smartphone use.

## **Research Methodology**

### **Objectives of the study**

1. To study the concept of workplace telepressure.
2. To study the influence of workplace telepressure on organizational effectiveness.



### **Hypothesis of the Study**

H1: Workplace telepressure have high influence on organizational effectiveness.

### **Scope of the study**

The scope of the study is limited to only five selected industries IT, Automobile, Retail, Banking and Education.

The Major keywords identified for the detailed study are telepressure, effectiveness, influence etc.

### **Sampling**

Non probability convenience sampling method is used to collect the data from 150 employees of various selected industries.

### **Methods of Data collection**

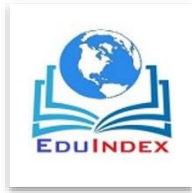
The researcher has collected primary data from the employees of selected organizations using the well-structured questionnaire. The researcher has visited different organizations in the city to collect the primary data from 150 respondents. The secondary data is collected from internet, books, magazines, and articles etc.

### **Method of analysis and statistical tools**

A well structured questionnaire is used to collect data and IBM SPSS-20 and Ms Excel-2007 has been used to analyse the data. The researcher has also used rating scale technique to get the responses from employees. The researcher has used statistical tools like Mean, Percentage and Std. Deviation for data analysis.

### **Reliability and Validity**

The researcher has carried out reliability test using SPSS. The Cronbach's Alpha observed is 0.795, which is more than 0.700, so the questionnaire is considered to be



reliable. Content validity is used for the present research and identified the research instrument is suitable for the present research study.

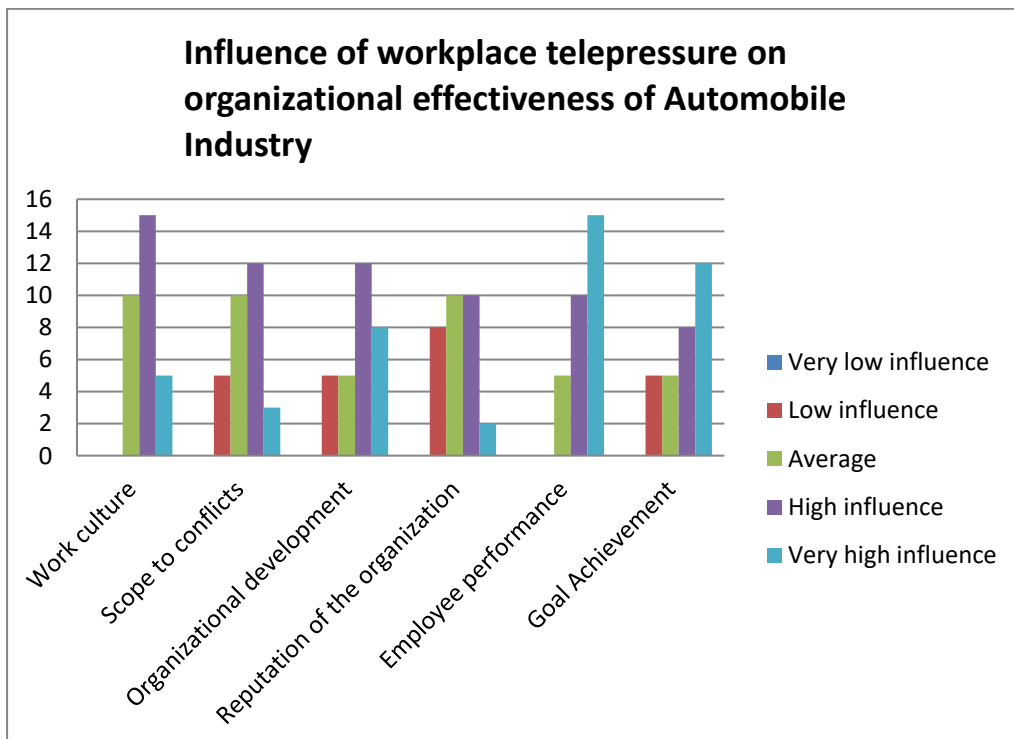
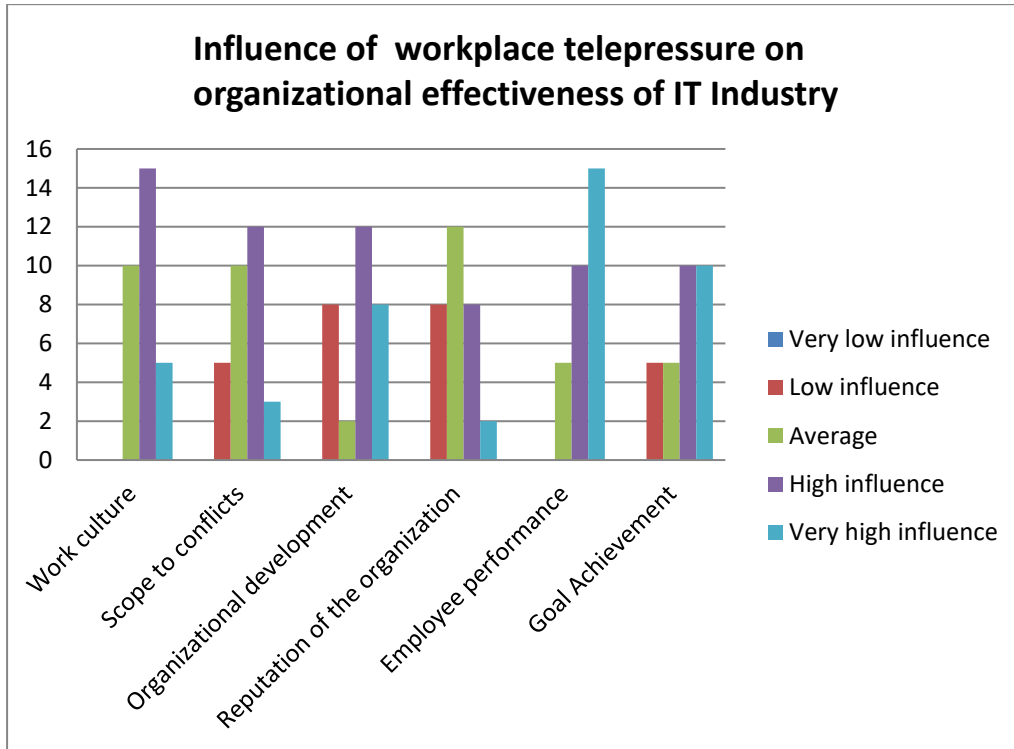
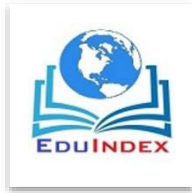
### Tabulation & Data Analysis

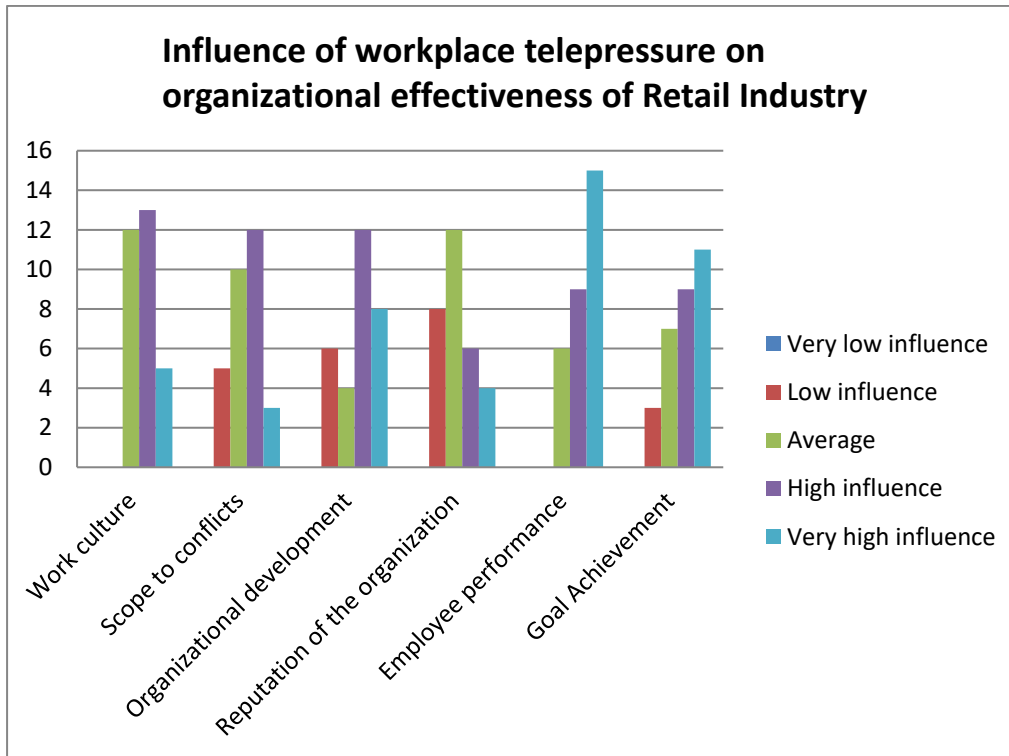
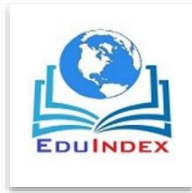
#### Sample Size

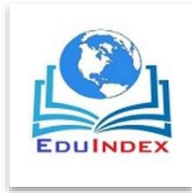
Industry	Sample Size
IT Industry	30
Automobile	30
Retail	30
Banking	30
Education	30
Total	150

#### Rating Method

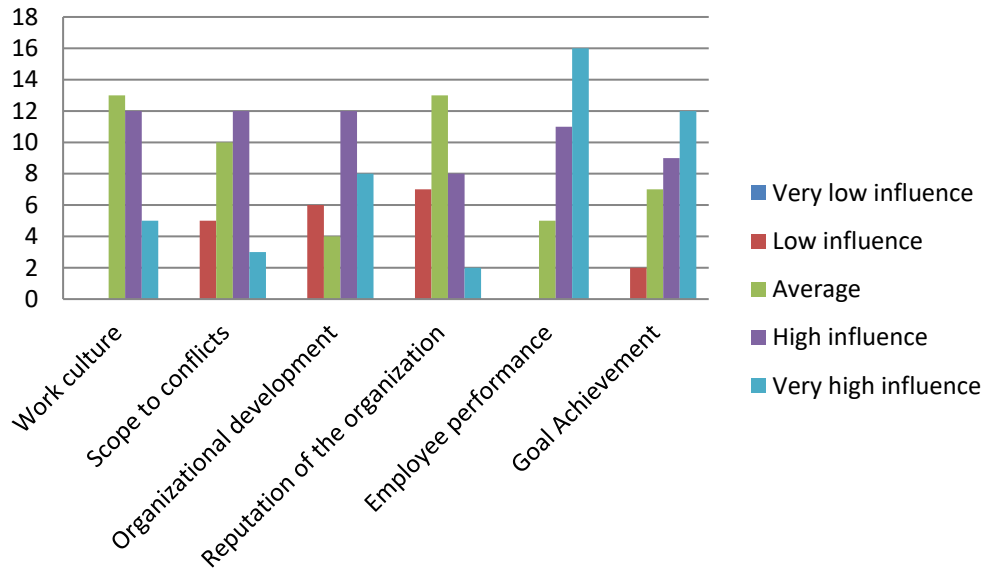
Parameter	Rating
Very low influence	1
Low influence	2
Average	3
High influence	4
Very high influence	5



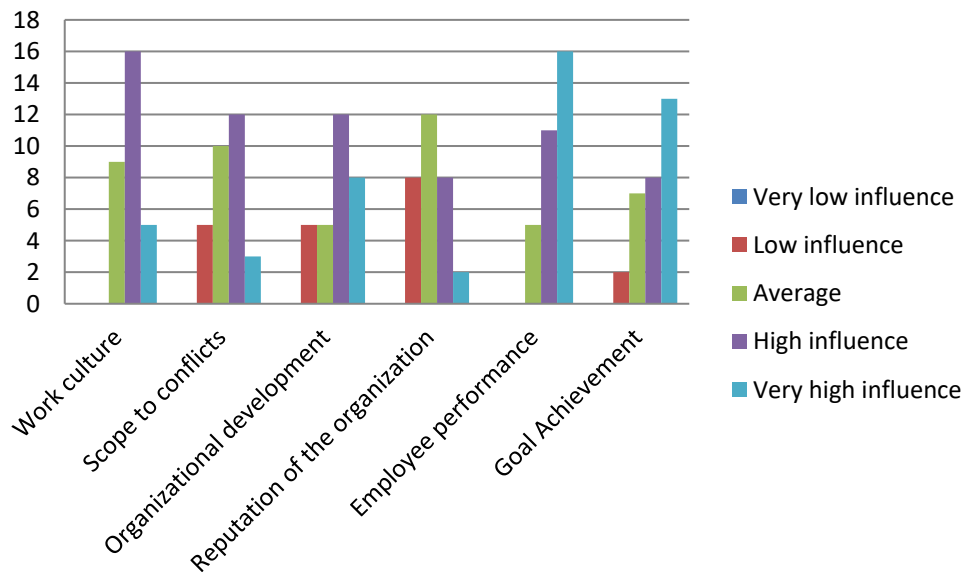


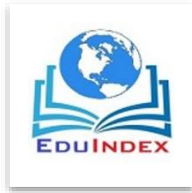


### Influence of workplace telepressure on organizational effectiveness of Banking Industry



### Influence of workplace telepressure on organizational effectiveness of Education Industry





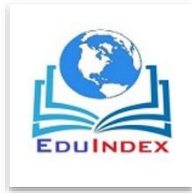
### **Hypothesis Testing**

- Null Hypothesis (H<sub>0</sub>): There is no influence of workplace telepressure on organizational effectiveness.
- Alternative Hypothesis (H<sub>a</sub>): Workplace telepressure have high influence on organizational effectiveness.
- The researcher has used Z test to check the null hypothesis with the help of SPSS 20, the P value observed is 0.01 which is less than 0.05 so the null hypothesis there is no influence of workplace telepressure on organizational effectiveness is rejected and alternative hypothesis workplace telepressure have high influence on organizational effectiveness is accepted at 5% level of significance.

### **Findings**

- In IT industry workplace telepressure have high influence on employee performance and goal achievement.
- In Automobile industry workplace telepressure have high influence on employee performance and work culture.
- In Retail industry workplace telepressure have high influence on employee performance and organizational development.
- In Banking industry workplace telepressure have high influence on employee performance, organizational development and goal achievement.
- In Education industry workplace telepressure have high influence on employee performance and goal achievement.
- Overall in all industries workplace telepressure have high influence on employee performance which leads to employee dissatisfaction which directly decrease the organizational effectiveness.

### **Bibliography**



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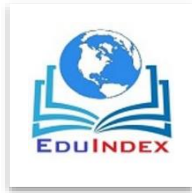
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