

A Study On Stress Management Practices And Its Influence On Organizational Behavior Among Information Technology Employees

Dr. S. Dilli¹, Dr. N. Venkatarathnam², Dr. Reddeppa Naidu³

¹Associate professor of Management Studies, Sambhram University, Jizzaxh, Uzbekistan Orcid: 0000-0003-3668-8882

²Associate professor of Management Studies, Sambhram University, Jizzaxh, Uzbekistan Orcid: 0000-0002-5714-9215

³Professor of Management Studies, Sambhram University, Jizzaxh, Uzbekistan Orcid: 0000-0001-7314-1873

Abstract

Currently IT employees are under a great transaction of stress and due to many backgrounds of stress such as role conflicts, contribution, lack of feedback system, new technological changes. In covid 19 situation IT companies applied various management practices to remove stress among the IT professionals. Present study examines the relationship between stress management practices and its influence on IT professionals in Infosys, Accenture, Wipro, Sonata Software, TCS, Tech Mahindra, and Cap Gemini. The study analyze the purpose of model in relation to stress management practices and its influence on organization behavior among selected companies by using sample of 212 participants. The data were obtained through open and closed ended questionnaire. Study found that there is significance relationship of stress management practices amongst the IT companies' professionals. Study concluded 78% shows that stress management practices influence on IT company professionals in Bangalore city.

Key words: Stress, Behavior, Influence, IT Professionals, Covid 19

Introduction:

Over the few years stress is emerging as increasing many psychological problems in IT companies in globally. Stress is vigorous state in which a person in confronted with an opportunity, demand, or resource related to what the individual wishes and for which of the outcome is released to both the parties (*Bistricky, S. L et. 2018*). Stress refers to the strain from the conflict between our external environment and society; it's leading to emotional and physical pressure (*Mitchell, J. T. 2020*). The nature of work has gone through drastic changes over the couple of decades and it is still changing at higher level speed in the universe and they have touched almost all the different professionals, starting from lower level to highest level, or junior executive to chief executive officer (*Amanvermez,et. 2021*).

Stress management is more important in now-a-days in the IT companies and other sectors. There is no such like stress free job and everyone in their work is determined to tension, pressure as they gets through duties allocation in the team (*Lange, B. C., Callinan et al. 2019*). Most of the IT company employees are facing high level of stress because of their job and the reasons behind this stress including long working hours, no proper reward system, lack of job security, role conflicts etc (*Esmailifar, R. 2021*).

However, IT companies take the necessary strategies to reduce stress levels of the employees and they are contributing for employee welfare, employee team out etc activities. Information technology industry has a name for it "Burn out stress disorder", which is seen among the IT professionals in globally (*Jia, A. Y et al.2020*). New technological and top management changes in the working companies

of professionals in India made sharp and genuinely sudden increases stress level of the IT professionals in Bangalore city (*Hanafi, W. N. W., & Daud, S. 2021*). Therefore, stress management practices and its influence among IT professionals in TCS, Infosys, Tech Mahindra, Wipro and Cap Gemini is a contemporary issue to talk about and to hit upon on explanation of this issue.

Review of Literature

According to *Warrier, U. et al (2021)* examined the influence of mindfulness on organization role stress based on MAT analysis. Studied 137 employees working in IT companies located in Bangalore and found that negative relationship between mindfulness and Organizational stress role. Personal Inadequacy and self-role distance are found and influenced by mindfulness.

B.Prathyusha (2019) stated that occupational stress among the IT professionals in India influence various health issues by the employees. Found that many factors affecting stress, it is directly impacts on job performance, job satisfaction and health issues of the IT employees in India.

Joseph, J et al (2019) studied stress management strategies on occupational stress in education institution with a sample data of 109 employees of various institutions. It is analyzed that after first assessment, information booklet issued to employees on stress management strategies and post assessment test done after 21 days. Study shows that stress management strategies were on physical and spiritual areas.

Babu, T. N., & Suhasini (2019) explored the impact of talent management on job stress and satisfaction on IT professionals in Bangalore city. Study of 300 respondents of various IT companies in Bangalore city and used the talent management, recruitment selection, training, development, performance management, compensation management considered as independent variables and dependent variables are job stress and job satisfaction. It is found that talent management has positive significant impact on job satisfaction and job stress.

Makhija, P., & Chacko (2020) stated in their study that the effectiveness of identifying and managing stressful activities depends on the

working women's in Bangalore city. It is found that there is a strong acceptance that Academic working women respondents are rating to frequent or always feeling that existence of Inter - Role Distance situation as compared to Corporate women respondents at their respective work place. Study concluded that independent factors creating among women's and many ways the stress level can be minimized by stress management strategies.

Rao N (2017) studied effect of stress on women health in urban areas in Andhra Pradesh. It is found that the working women's are facing higher level stress than the non-working women's in urban areas. Study found that there was a significant difference between women's working status and their working long working hours.

Abhinandan, N. (2021) stated impact of work life on employee job satisfaction among Bank employees in Bangalore district. Primary data collected through bank employees of 440 from different commercial banks. Study revealed that the association between life satisfaction and work life balance, and the association between job satisfaction and work life balance of bank employees in Bangalore district. It is suggested that facilitating mentoring, yoga, workshop, daily walking, regular exercise etc. can be initiated to stress relief of employees.

Objectives of the study

- To study the stress management practices and its influence on organization behavior towards selected IT companies in Bangalore city.

Hypothesis of the study

H₁: There is no influence of stress management practices on IT companies in Bangalore city.

Research Methodology

Methodology

The present study is based on primary data and it is collected through structured questionnaire from IT employees of Infosys, Accenture, Wipro, Sonata Software, TCS, Tech Mahindra, and Cap Gemini companies in Bangalore city.

Sample design

The area of study is Whitefield, Bangalore city which has many IT companies. For the study purpose we considered seven companies (Infosys, Accenture, Wipro, Sonata Software, TCS, Tech Mahindra, and Cap Gemini). Convenience sampling technique was used to

select the primary data. Issued 250 questionnaire to respondents and valid responses received only 212. The sample data analyzed using IBM SPSS Version 28.0 software.

Data analysis and Interpretation

Organization and their respondents

Organization of the respondents.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.Infosys Pvt Ltd	32	15.1	15.1	15.1
2.Accenture India Pvt Ltd	40	18.9	18.9	34.0
3.Wipro Ltd	19	9.0	9.0	42.9
4.Sonata Software Services Ltd	22	10.4	10.4	53.3
5.Tata Consulting Services	43	20.3	20.3	73.6
6.Tech Mahindra Software	29	13.7	13.7	87.3
7.Cap Gemini India Pvt Ltd	27	12.7	12.7	100.0
Total	212	100.0	100.0	

Table 1 (Source: Own Calculation)

Table 1 shown, we have randomly selected seven software companies for stress management practices in IT companies. Overall 212 employees took this questionnaire for

employee retention in IT sector in Bangalore city. Highest responses received from TCS company (43) followed by Accenture (40) and Infosys (32).

Educational qualifications

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Graduation	175	76.1	82.5	82.5
Post-graduation	37	16.1	17.5	100.0
Total	212	92.2	100.0	

Table 2: Education brings the aspiration in life

as well as increases the career opportunities for

the employees. In above study we found that IT graduation employees 175 (82.5%) than the

post-graduation 37 (17.4%)

Descriptive Analysis

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Discussion with management, family or colleagues	212	1.00	5.00	4.2406	.88893
Boosting the self-esteem: establishing priorities and limits, taking part in activities that grow one's self-esteem, establishing realistic goals	212	1.00	5.00	3.2075	1.55906
Positive communication with other people	212	1.00	5.00	3.5425	1.37792
Identifying and sorting out conflicts when they emerge	212	1.00	5.00	3.0472	1.53556
Turn to prayer or spiritual thoughts	212	1.00	5.00	2.3538	1.49322
Develop peer support	212	1.00	5.00	2.6792	1.59708
Valid N (listwise)	212				

Table 3 depicts the descriptive statistics of the stress management in the selected IT companies in Bangalore city. The highest mean score for stress factors have the other type of activities are Discussion with management, family or colleagues with mean score of 4.2406, followed by Positive communication with other people with mean score of 3.5425, Boosting the self-esteem: establishing priorities and limits, taking

part in activities that grow one's self-esteem, establishing realistic goals with mean score of 3.2075, Identifying and sorting out conflicts when they emerge with mean score of 3.0742.

Important Stress Management Practices by IT Companies

S. No	Particulars	HI	Imp.	MI	NI	NAI	Total	Mean
2.	Developing an effective and transparent communication program	75	69	41	15	12	212	4.03
3.	Development of new working conditions: ergonomics, pedagogical and technological	66	76	39	16	15	212	4.18
4.	Developing effective formal and informal relationships, favorable for obtaining performance	90	68	31	12	11	212	2.41

5.	Developing effective programs for recognition of results, performance evaluation, career development, pay and annual prizes	77	60	50	20	5	212	4.52
6.	Developing a welcoming map required to facilitate integration of new employees	88	56	43	17	8	212	2.47
7.	Participation at round tables and discussions	60	52	44	30	26	212	3.71

Source: Computed data

The important stress management practices by the IT companies in Bangalore city show in above table 3 and respondents shows highest score of (4.52) Developing effective programs for recognition of results, performance evaluation, career development, pay and annual prizes, followed by Development of new working conditions: ergonomics, pedagogical and technological (4.18), Developing an effective and transparent communication

program (4.03). Results shows the developing effective programs and recognition have more impact on the stress management practices adopted by IT companies

Reliability Statistics of Stress Management Practices

Reliability Statistics

Cronbach's Alpha	N of Items
.992	14

From Table 4 calculated Cronbach's alpha reliable test which measure the internal consistency of questionnaire. Where the all

variable posted more than 0.992 this indicates that variables are reliable of internal consistency of the marketing tools (*Garson 2002*).

Correlations

		It affects physical and mental health	It decrease of work quality	Increasing the staff fluctuation	It decrease the level of patience, empathy, flexibility, tolerance	Stress increasing the degree of frustration	Have poor interpersonal relationship
It affects physical and mental health	Pearson Correlation	1	.935**	.946**	.905**	.908**	.900**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	212	212	212	212	212	212
It decrease of work quality	Pearson Correlation	.935**	1	.967**	.930**	.922**	.925**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	212	212	212	212	212	212
Increasing the staff fluctuation	Pearson Correlation	.946**	.967**	1	.921**	.912**	.895**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	212	212	212	212	212	212
It decrease the level of patience, empathy, flexibility, tolerance	Pearson Correlation	.905**	.930**	.921**	1	.962**	.931**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	212	212	212	212	212	212
Stress increasing the degree of frustration	Pearson Correlation	.908**	.922**	.912**	.962**	1	.906**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	212	212	212	212	212	212
Have poor interpersonal relationship	Pearson Correlation	.900**	.925**	.895**	.931**	.906**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	212	212	212	212	212	212

** Correlation is significant at the 0.01 level (2-tailed).

Table 5 shows the correlation between stress management practices influence on IT companies in Bangalore city. This study indicates the positive (0.935) relationship between it affects physical and mental health stress management strategies and IT companies. Increasing the staff fluctuation (0.946) and stress management practices have positive relationship between the variables. It decreases the level of patience, empathy, flexibility, tolerance and IT

companies posted positive significance (0.905). Finally, Stress increasing the degree of frustration is in stress management practices and stress management practices has positive significance (0.900). The results indicate that stress management practices influence the IT Company professional in Bangalore city.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781 ^a	.611	.599	.241

a. Predictors: (Constant), Angry, Have poor interpersonal relationship, Tiredness, It affects physical and mental health, It decrease of work quality, Increasing the absenteeism

The value of R square at 78% shows that stress management practices influence on IT company professionals in Bangalore city. We have applied Z test to check the null hypothesis. The P value identified is 0.00 which is less than 0.05 so the null hypothesis (H₁) is rejected and alternative hypothesis is accepted at 5% level of significance and there is influence of stress management practices on IT companies in Bangalore city.

Suggestions

The IT sector has been growing at a very fast pace in India not only in the terms of its size but also in terms of the economic growth of the country. It has found that the few companies implement stress management practices to their employees to recover from stress from day to day work culture. The employer can control certain stress factors which affect the employees in performing their job. The employees also can try to overcome their stress through some exercises, yoga and meditation. The employers can extend their support to the employees to get rid of the job stress.

Conclusion

The study analyzes various stress management practices and it influence on IT companies in Bangalore city. It is found that there is significance relationship of stress management practices amongst the IT companies'

professionals. Study concludes that 78% shows that stress management practices influence on IT companies in Bangalore city. The present study provides recommendations that a practical implementation of the suggestions like facilitating mentoring, yoga, workshop, daily exercise and frequent team out with members etc., can be initiated and results may be evaluated.

References

- [1] Abhinandan, N. (2021). Impact Of Work Life Balance On Employee Job Satisfaction Among Bank Employees In Bangalore District. *Journal of Contemporary Issues in Business and Government* Vol, 27(1).
- [2] Amanvermez, Y., Rahmadiana, M., Karyotaki, E., de Wit, L., Ebert, D. D., Kessler, R. C., & Cuijpers, P. (2021). Stress management interventions for college students: A systematic review and meta-analysis. *Clinical Psychology: Science and Practice*.
- [3] Azma, I., & Kannadas, P. (2020). A study on role stress among the executives in information technology with special reference to Bangalore City. *Shanlax International Journal of Management*, 7(3), 38-43.
- [4] Babu, T. N., & Suhasini, N. The Impact of Talent Management On Job Stress And Job Satisfaction—A Study On It Professionals With Special Reference To Bangalore City.

- [5] Bistricky, S. L., Harper, K. L., Roberts, C. M., Cook, D. M., Schield, S. L., Bui, J., & Short, M. B. (2018). Understanding and promoting stress management practices among college students through an integrated health behavior model. *American Journal of Health Education*, 49(1), 12-27.
- [6] Esmailifar, R., Iranmanesh, M., Shafiei, M. W. M., & Hyun, S. S. (2020). Effects of low carbon waste practices on job satisfaction of site managers through job stress. *Review of Managerial Science*, 14(1), 115-136.
- [7] Hanafi, W. N. W., & Daud, S. (2021). Managing sustainable development of government link companies (GLCs) in Malaysia through emotional intelligence and organisational politics. *International Journal of Innovation and Sustainable Development*, 15(1), 126-141.
- [8] Jia, A. Y., Rowlinson, S., Loosemore, M., Gilbert, D., & Ciccarelli, M. (2019). Institutional logics of processing safety in production: The case of heat stress management in a megaproject in Australia. *Safety Science*, 120, 388-401.
- [9] Joseph, J., Lalroluahpuii, C., Dolkar, C., & Chettri, Y. (2019). Effectiveness of stress management strategies on occupational stress in educational institution. *Indian J. Public Heal. Res. Dev*, 10, 6278.
- [10] Kaushal, P. (2021). Work stress and work life balance: a study of working professionals of the IT sector. *International Journal of Technology Transfer and Commercialisation*, 18(1), 4-15.
- [11] Lange, B. C., Callinan, L. S., & Smith, M. V. (2019). Adverse childhood experiences and their relation to parenting stress and parenting practices. *Community mental health journal*, 55(4), 651-662.
- [12] Makhija, P., & Chacko, E. A Correlative Study on ORS among Working Women of Bangalore City.
- [13] Mathur, S., Sharma, M. P., Balachander, S., Kandavel, T., & Reddy, Y. J. (2021). A randomized controlled trial of mindfulness-based cognitive therapy vs stress management training for obsessive-compulsive disorder. *Journal of Affective Disorders*, 282, 58-68.
- [14] Mitchell, J. T. (2020). Critical Incident Stress Management: A Comprehensive, Integrative, Systematic, and Multi-Component Program for Supporting First Responder Psychological Health. In *Mental health intervention and treatment of first responders and emergency workers* (pp. 103-128). IGI Global.
- [15] Mohan, V., Inbaraj, L. R., George, C. E., & Norman, G. (2019). Prevalence of complaints of arm, neck, and shoulders among computer professionals in Bangalore: A cross-sectional study. *Journal of family medicine and Primary Care*, 8(1), 171.
- [16] Prathyusha, B. Occupational Stress among Information Technology Professionals in India: A Systematic Review of Literature.
- [17] Ramya, G., & Kumari, D. A. A Critical Analysis of the Association of Stress with Knowledge Enhancement with Special Reference to IT Professionals in Chennai.
- [18] Sumukh, S. G., & Vijayashree, L. (2019). Study on Mid-Career Crisis among BPO Employees. 5th International Conference for Accounting Researchers and Educators (ICARE-2019), Department of Accountancy, Faculty of Commerce & Management Studies, University of Kelaniya, Sri Lanka.
- [19] Warriar, U., Foroapon, C., & Chehimi, M. (2021). Examining the influence of mindfulness on organizational role stress (ORS): a monitor acceptance theory perspective. *International Journal of Manpower*.
- [20] Rathnam, N. V., & Neelima, R. (2014). Employment Generation Through Skill Development Training: A Study of Chittoor District, Andhra Pradesh. *International Journal of Entrepreneurship & Business Environment Perspectives*, 3(2), 918.
- [21] Rathnam, N. V., & Narasaiah, P. V. (2012). Sericulture Industry-A Boon for Rural Poor: Special Focus on Chittoor District of AP. *SEDME (Small Enterprises Development, Management & Extension Journal)*, 39(3), 17-33.
- [22] Venkatarathnam, N., & Suresh, K. (2018). Job Satisfaction of Employees in Amararaja Batteries Limited, Tirupati-A Pragmatic Study. *International Journal of Management, IT and Engineering*, 8(6), 8-18.
- [23] Narasaiah, P. V., Rathnam, N. V., & Murthy, D. S. (2016). Current Status of

- Silk Industry in India-An Evaluation. *Small Enterprises Development, Management & Extension (Sedme) Journal*, 40(4).
- [24] Rathnam, V., Narasaiah, P. V., & Neelima, R. (2014). Performance Appraisal of SBI An Analytical Review. *i-Manager's Journal on Management*, 9(3), 12.
- [25] Basha, S. M., & Ramaratnam, M. S. (2017). Construction of an Optimal Portfolio Using Sharpe's Single Index Model: A Study on Nifty Midcap 150 Scrips. *Indian Journal of Research in Capital Markets*, 4(4), 25-41.
- [26] JagadeeshBabu, M. K., SaurabhSrivastava, S. M., & AditiPriya Singh, M. B. S. (2020). INFLUENCE OF SOCIAL MEDIA MARKETING ON BUYING BEHAVIOR OF MILLENNIAL TOWARDS SMART PHONES IN BANGALORE CITY. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(9), 4474-4485.
- [27] Basha, M., Singh, A. P., Rafi, M., Rani, M. I., & Sharma, N. M. (2020). Cointegration and Causal relationship between Pharmaceutical sector and Nifty—An empirical Study. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(6), 8835-8842.
- [28] Shaik, M. B., Kethan, M., Rani, I., Mahesh, U., Harsha, C. S., Navya, M. K., & Sravani, D. (2022). WHICH DETERMINANTS MATTER FOR CAPITAL STRUCTURE? AN EMPIRICAL STUDY ON NBFC'S IN INDIA. *International Journal of Entrepreneurship*, 26, 1-9.
- [29] Agrawal, D. K. (2022). An Empirical Study On Socioeconomic Factors Affecting Producer's Participation In Commodity Markets In India. *Journal of Positive School Psychology*, 2896-2906.
- [30] Krishnamoorthy, D. N., & Mahabub Basha, S. (2022). An empirical study on construction portfolio with reference to BSE. *Int J Finance Manage Econ*, 5(1), 110-114.
- [31] DrSanthosh Kumar, V., & Basha, S. M. (2022). A study of Emotional Intelligence and Quality of Life among Doctors in PandemicCovid 19. *International Journal of Early Childhood*, 14(02), 2080-2090.
- [32] Shaik, M. B., Kethan, M., Jaggaiah, T., & Khizerulla, M. (2022). Financial Literacy and Investment Behaviour of IT Professional in India. *East Asian Journal of Multidisciplinary Research*, 1(5), 777-788.
- [33] Mohammed, B. Z., Kumar, P. M., Thilaga, S., & Basha, M. (2022). An Empirical Study On Customer Experience And Customer Engagement Towards Electric Bikes With Reference To Bangalore City. *Journal of Positive School Psychology*, 4591-4597.
- [34] Kumarai, G. S., Bajaj, P. K., Rana, S. S., Kethan, J., Basha, S. M., & Karumuri, V. (2022). An empirical study on customer satisfaction towards organized Retail outlets in Bengaluru city, Karnataka. *Academy of Marketing Studies Journal*, 24, 1-11.
- [35] Shaik, M. B., Kethan, M., & Jaggaiah, T. (2022). Financial Literacy and Investment Behaviour of IT Professional With Reference To Bangalore City. *Iloomata International Journal of Management*, 3(3), 353-362.
- [36] Basha, S. M., Kethan, M., & Aisha, M. A. A Study on Digital Marketing Tools amongst the Marketing Professionals in Bangalore City.
- [37] Rajasulochana, D., & Khizerulla, M. (2022). Service Quality In SBI: An Assessment Of Customer Satisfaction On E-Banking Services. *Journal of Positive School Psychology*, 4585-4590.
- [38] Kethan, M., & Basha, M. (2022). Relationship of Ethical Sales Behaviour with Customer Loyalty, Trust and Commitment: A Study with Special Reference to Retail Store in Mysore City. *East Asian Journal of Multidisciplinary Research*, 1(7), 1365-1376.
- [39] Basha, S. M., & Kethan, M. (2022). Covid-19 Pandemic and the Digital Revolution in Academia and Higher Education: an Empirical Study. *Eduvest-Journal of Universal Studies*, 2(8), 1-648.
- [40] Rajasulochana, D., & Murthy, S. (2022). E-Banking And Customers' Satisfaction In Public And Private Sector Banks In Karnataka: An Empirical Analysis. *Journal of Positive School Psychology*, 6(8), 8270-8279.
- [41] Rajesh, D., & Rajasulochana, D. M. (2022). A STUDY ON FACTORS INFLUENCING THE PURCHASE OF ELECTRIC VEHICLES IN INDIAN AUTO MOBILE MARKET. *Journal of*

- Contemporary Issues in Business and Government Vol, 28(04).
- [42] Kotni, V. V., & Karumuri, V. (2014). An empirical study on the identification of salesforce engagement drivers: A study of selected retail outlets in Visakhapatnam. VV DEVI PRASAD KOTNI & VENKATESWARLU K (2014). An Empirical Study on the Identification of Salesforce Engagement Drivers: A Study of Selected Retail Outlets in Visakhapatnam. *Prabandhan: Indian Journal of Management*, 7(7), 31-45.
- [43] Karumuri, V. (2016). Employee engagement: Hotel industry. *SCMS Journal of Indian management*, 13(3), 120-128.
- [44] Nethala, V. J., Pathan, M. F. I., & Sekhar, M. S. C. (2022). A Study on Cooperative Banks in India with Special Reference to Marketing Strategies. *Journal of Contemporary Issues in Business and Government Vol*, 28(04).
- [45] Sekhar, M. S. C., Murthy, J., Karim, S., Reddy, M. M. S., & Bhupathi, C. Factors Influencing Customers' Buying Behaviour: A Study of Electric Vehicles with reference to Tirupati City.
- [46] Kumar, T. S., & Sekhar, S. (2019). Impact of e-Marketing on Influencing Consumer Purchase decision. *International Journal of Scientific Development and Research*, 4(11).
- [47] Sekhar, S. C., & Radha, N. (2019). Impact of globalization on msme: prospects, challenges and policy implementation on economic growth. *International Journal of Trend in Scientific Research and Development*, 3(6), 536-541.
- [48] Sekhar, M. S. C., Ashalatha, D., & Gorkhe, M. (2022). Corporate Governance-Impact on Financial Performance of Selected IT Companies in Bengaluru City. *Journal of Contemporary Issues in Business and Government Vol*, 28(03).
- [49] Rana, S. (2022). Consumer Awareness and Perception Towards Green Marketing: An Empirical Study In Bangalore City. *Journal of Positive School Psychology* <http://journalppw.com>, 6(5), 4240-4245.
- [50] Sekhar, S. C. (2020). A Study on Effectiveness of Electronic banking System. *Sanshodhan*, 9, 8-13.
- [51] Durgaraju, R., & Sekhar, S. C. (2021). A Perspective Research Study on the New Age Currency (The Case of Bit coin Currency System). *International Research Journal of Innovations in Engineering and Technology*, 5(2), 16.
- [52] Karumuri, V. (2017). A theoretical framework on employee engagement. *Asia Pacific Journal of Research*, 1, 150-155.
- [53] Venkateswarlu, K., & Prasad, P. V. (2012). A Review on employability skills. *IOSR Journal of Humanities and Social Science*, 2, 32-34.
- [54] Karumuri, V. (2016). Employee engagement: Hotel industry. *SCMS Journal of Indian management*, 13(3), 120-128.